

AHRA Foundation Partnership Initiative

LINK

**Just Another Campaign?
Not Exactly**

By Terry Morrow

*Foundation Partnership Director
American Healthcare Radiology
Administrators
490-Boston Post Rd, Ste 101
Sudbury, MA 01776
P · (978) 443-7591
F · (978) 443-8046
tmorrow@ahraonline.org*

Since launching the AHRA Imaging Leadership Institute during last year's AHRA Annual Meeting, the Education Foundation has been busy drumming up enthusiasm and support through its Foundation Partnership Initiative (FPI) entitled *Building Tomorrow's Leaders... Today*. To date, partnerships totaling \$3 million have been secured through strategic relationships that leverage the expertise each partnering organization possesses. So, isn't this FPI just another campaign? Not exactly.

It is true that the AHRA Education Foundation is trying to raise financial support around its Institute; but the initiative represents more than that. The Institute, an idea resulting from feedback AHRA members offered through a member satisfaction survey in 2005, is structured around three education tracks aimed to meet member needs at all stages of their careers. Many of the programs will center on the five domains for CRA certification.

continued on page 3



Welcome, Spring!

The PII Experience

By Marci Paulk, RT(R), CRA

*Medical Imaging Assistant
Director
Hunderton Medical Center
2100 Wescott Dr
Flemington, NJ 08822-4604
P · (908) 237-5440
F · (908) 788-2587
paulk.marci@
hundertonhealthcare.org*

"Busy!" This, followed by a small chuckle, was the sole response of Merle Peterson to my casual greeting of, "I'm Marci, how are you?" I admit I was nervous. It was the first of three days that I was to be spending visiting the Florida Hospitals. I returned his smile and after a little small talk, all of the awkwardness was gone. I began to feel at home.

It had only been a few weeks earlier that AHRA had first contacted me and offered the opportunity to participate in their Partners in Learning program sponsored by GE Healthcare. I was very excited. I had heard so much about the Florida Hospital System, especially Celebration Hospital. This was a rare opportunity because it was more than just a tour; it was a chance to meet and spend time with their hospital staff and mutually share experiences and ideas.

continued on page 6

inside...

President's Post	2
Foundation Partnership Initiative (continued)	3
Calendar & Info	4
Focus on CRA	5
Partners in Learning (continued)	6
Calling All Volunteers!	6
Opportunities	7-8

Link is a monthly networking tool and information source for members of the American Healthcare Radiology Administrators

SPRING CONFERENCE OPENS DOORS

By Jay Mazurowski, CRA, FAHRA, 2006-2007 AHRA President



Jay P. Mazurowski,
CRA, FAHRA
Director Radiology
Concord Hospital
250 Pleasant St
Concord, NH 03301-2598
P · (603) 230-7279
F · (603) 228-7353
jmazurow@chc.org

Greetings! When we think of April we often think of new beginnings. The birds fly back northward or they settle down to have their families. The bees and butterflies begin to gather nectar from the first flowers of the season while young men's fancies turn to... baseball! Actually, the derivation of the Latin name (*Aprilis*) is uncertain, although is thought to mean "to open," perhaps in reference to its being the season when trees and flowers begin to "open." For AHRA members April represents an opportunity to "open" our minds at the upcoming Spring Conference (okay that was a really bad segue...).

The 2007 AHRA Spring Conference, formerly known as our Electronic Imaging Conference, will take place April 25-27 at the Wyndham Phoenix Hotel in Phoenix, AZ. This year, we've moved away from a

Much of the course content is presented in collaboration with Siemens Medical Solutions. Providing real-world data from studies conducted at several health centers throughout the U.S., Siemens will share its knowledge via a panel of industry leading experts on topics such as improving departmental workflow, adding/improving image access and advanced visualization. AHRA members will also present on a number of topics, including digital mammography, image distribution strategies and the importance of partnering with information technology (IT). In addition, the popular Basic Management Skills Program for new or first-time managers and supervisors will be offered as a separate track.

Our Foundation Partnership Initiative (FPI) continues to show great success towards helping us to build our vision of the Imaging Leadership Institute. We've been very successful in developing a number of long-term partnerships with organizations that will provide expertise and financial resources for our Leadership Institute. In addition to support originally reported from Berlex, AHRA, Agfa, EZ-EM

Providing real-world data from studies conducted at several health centers throughout the U.S., Siemens will share its knowledge via a panel of industry leading experts.

PACS-specific focus by offering a wider scope of topics relating to healthcare informatics. Today, the radiology administrator's responsibilities extend well beyond the walls of radiology. Much of the focus for the foreseeable future will be on creating workflow efficiencies and on preserving profitability. It's imperative to learn to exploit and leverage technology in order to share vital data and to optimize workflow/productivity. Sessions at this year's meeting will be structured around creating medical workflow efficiencies and the impact technology plays in improving patient care.

and Coding Strategies, we've recently secured commitments from GE and Swissray—\$500,000 and \$100,000, respectively. AHRA leaders currently serving on the Board of Directors, Education Foundation Board and the Imaging Advisory Council also offered personal commitments totaling \$38,000. To date, secured partnerships are in excess of \$3,000,000. Soon we will be reaching out to all members to become a part of this milestone initiative for the AHRA and our industry.

Correction

The contact information listed in the March Link (page 1) for Sylvia Lesic, Design Team Chair for the AHRA Spring Conference, is incorrect. The correct information is:

Phone: (412) 578-5176

Fax: (412) 579-1693

Email: slesic@wpahs.org

We regret the error.

This year's annual meeting and exposition comes a bit earlier than in past years—July 8–12—so mark your calendars! The Gaylord Palms Hotel in Orlando boasts a proud history of leadership and innovation in the meetings and conventions industry, offering VIP treatment to all attendees. Our Fall meeting will be held in Savannah GA—October 10-11.

Until next month, take care and I hope to see you in Phoenix. ☐

AHRA'S FPI: NOT JUST A CAMPAIGN

continued from page 1

Additionally, there will be a strong focus on delivering business and management skills—something for which AHRA members say they want more. However, leadership has stopped short of structuring the programs beyond these components. Instead, they are seeking insight from the corporate community to develop these programs from the ground level. Their assistance will provide topical content, emerging trends and leadership training that have proven successful for their employees and executives. With this approach, partnering companies have more opportunities to assist in shaping the Institute's programs, while ensuring content remains relevant to emerging technologies in the field.

The value proposition for this approach has attracted interest from many leading companies within the field of imaging. Last summer, Berlex (soon-to-be Bayer) decided they wanted to be first to the table, and committed \$1.25 million over 5 years to provide funding for several components within the Institute, including sponsor development of an Online Institute, workbooks for the Basic Management Skills Program, and the opportunity to conduct topical workshops down the road. E-Z-EM followed suit shortly after with its support of \$100,000 to assist in the development of the Basic Track offerings. Coding Strategies and Swissray International will also co-sponsor the Basic Track offerings. Agfa committed to the FPI last November by providing \$500,000 of support to the Institute over the next several years. Bob Pryor, President of Agfa Americas will preside as the Corporate Chairperson for the AHRA Imaging Advisory Council—a committee made up from AHRA members and corporate leaders who will act as a sounding board and steering committee during the development of the Institute. Recently, GE Healthcare committed \$500,000; a large portion of which will go toward providing executive-level training at its Leadership Development Center.

It is also important to mention that the effort has enjoyed internal support throughout AHRA. Members from the AHRA and AHRA Education Foundation Boards and Imaging Advisory Council have collectively pledged nearly \$40,000 from their personal finances. Another thirty-five volunteers have agreed to assist in implementing an FPI Member Campaign that will seek contributions from all AHRA members in the form of multi-year pledges. That effort will begin in the coming months.

To say that *Building Tomorrow's Leaders... Today* has been a successful effort would be misleading. Rather, it represents only the early stages of critical relationships that will be sustained for many years. The success comes later when AHRA members enjoy the tremendous benefits these partnerships will provide for their professional development. Some of that good work started today, but what is in store for AHRA members is even more exciting. ■

Foundation Partnership Initiative (FPI)— *Building Tomorrow's Leaders... Today*

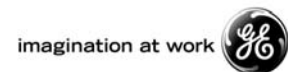
Diamond Circle—\$1 Million+



Sapphire Circle—\$500,000+



GE Healthcare



Gold Circle—\$100,000+



Silver Circle—\$50,000+



EVENTS 07

AHRA Audio Web Conferences

AHRA conferences are economical and convenient!

Diagnostic and Interventional Radiology Coding Tips and Traps

April 12, 2007 / 1:00 PM–2:30 PM Eastern

Critical Success Factors in Workforce Development

May 17, 2007 / 1:00 PM–2:30 PM Eastern

Why PACS Does Not Always Deliver Promised Productivity...And How To Make It Happen

June 21, 2007 / 1:00 PM–2:00 PM Eastern

Log on to www.ahraonline.org for details.



Upcoming CRA Exams

CRA Examination: July 8, 2007

Application deadline: May 21, 2007

CRA Examination: November 9, 2007

Application deadline: September 28, 2007

AHRA Spring Conference

April 25-27, 2007 – Wyndham Hotel, Phoenix, AZ

Log on to www.ahraonline.org for details.



AHRA 2007 Annual Meeting & Exposition

July 8-12, 2007 – Orlando, FL

Session Description and Registration Information

is Now Online! Register now to attend the pre-eminent educational conference for medical imaging administrators.

Log on to www.ahraonline.org for details.

To register for any AHRA conference,
www.ahraonline.org or call (800) 334-AHRA or (978) 443-7591

For other information on conference details,
call (703) 964-1240

Exhibits: Colleen Campbell, x16

Speakers: Jennifer Leo, x 21

Conference Logistics: Linda Hachero, x13

2007 REMINDERS



Spring Conference: April 25-27 (Phoenix, AZ)

Fellow Applications: Due April 27

Broadley Scholarship: Application Due May 4

Osborn Scholarship: Application Due (Annual Meeting) May 4

Annual Meeting: July 8-12 (Orlando, FL)

Fall Conference: October 10-11 (Savannah, GA)

Log on to www.ahraonline.org for program updates, application/nomination requirements, and additional program details.

ABOUT LINK

ahra

american healthcare
radiology administrators

Debra L. Murphy
Editor

Marci Paulk, RT(R), BA;
Luis Marquez, MBA, MPH, FAHRA,
CRA, RT(R)(CT);

Terry Morrow;
Jay Mazurowski, CRA, FAHRA;
Contributing Writers



AHRA *Link* is produced monthly by the American Healthcare Radiology Administrators.

Publication in *Link* does not constitute an endorsement of any product, service, or material referred to, nor does publication of an advertisement represent the viewpoints of the author and are not necessarily those of the AHRA.

Contributions and comments welcome. Send address changes and all correspondence to AHRA *Link*, 490 Boston Post Road, Suite 101, Sudbury, MA 01776 or e-mail Link@ahraonline.org. Reach us by phone (800) 334-2472 or (978) 443-7591; fax (978) 443-8046. Visit us on the web at www.ahraonline.org. © 2007 by AHRA. May not be reproduced in part or whole without written consent from AHRA.

AHRA MISSION STATEMENT

The American Healthcare Radiology Administrators is a resource and catalyst for development of professional leadership in imaging sciences.

AHRA BOARD OF DIRECTORS

2006-7

Jay P. Mazurowski, CRA, FAHRA
President
(603) 227-7000 x7279
jmazurow@crhc.org

Jeffrey A. Palmucci, CRA
President-Elect
(414) 266-2725
jpalmucci@cwih.org

Lynn A. McVey
Post-President
(973) 668-7467
LMcVey@pbih.org

Penny M. Olivi, CRA, FAHRA
Finance Director
(410) 328-2872
polivi@umm.edu

Deborah Clark
(716) 898-3453
dclark@ecmc.edu

Stephen D. Clevenger, CRA, FAHRA
(615) 396-4590
Steve.Clevenger@mtmc.org

Hazel Hacker, FAHRA
(732) 632-1655
hazelhack@aol.com

Kevin Hendrickson, CRA, MBA
(502) 893-1196
jkvinhen@aol.com

Debra A. Lopez, CRA, FAHRA
(408) 885-6372
deb.lopez@hhs.co.santa-clara.CA.US

Joan Oakley, FAHRA
(510) 861-3006
oakleyj@sutterhealth.org

Carlos E. Vasquez, CRA
(317) 962-5188
cvasquez@clarion.org

Michelle M. Wall, CRA, MS
(732) 745-8600 x8610
mwall@saintpetersuh.com

Ed Yoder
(863) 293-1121 x1967
ed.yoder@mfm.com



A CRA'S PERSPECTIVE AND REFLECTIONS

By Luis O. Marquez, MBA, MPH, FAHRA, CRA, RT(R)(CT)



Luis O. Marquez, MBA, MPH, FAHRA, CRA, RT(R)(CT)

Director Imaging Services
Doctors Hospital Dallas

9440 Poppy Dr
Dallas, TX 75218-3652

P · (214) 324-6110

luis.marquez@tenethealth.com


How time flies when you are having fun. It has been 5 ½ years since I took the initial Certified Radiology Administrator exam in New Orleans. Since then we have grown to 555 CRAs—and will continue to grow. This is a true testament to our dedication and passion as administrators in our quest to further our knowledge. This could not have been made possible without the leadership and foresight of our AHRA Board and AHRAEF to engage Kodak Health Imaging in providing \$1 million grant to funding the CRA certification program.

It is our responsibility and obligation as Certified Radiology Administrators to continue our support and

to embrace the certification program as we move forward. One such way is to include "CRA preferred" in job descriptions. We must take it upon ourselves to champion, educate and inform our colleagues in human resources and administration on the importance of the CRA credentials. Educational acumen is very

important, but we must put a high importance on the CRA to highlight and promote our professional credential. There is no other credential specifically designed and implemented for us as Imaging Administrators. The certification targets five key domains within our profession:

1. Human Resource Management
2. Asset Resource Management
3. Fiscal Management
4. Operations Management
5. Communication and Information Management

Current CRAs need to assist the AHRA, AHRAEF, and RACC in pursuing fellow imaging administrators in obtaining the CRA designation. We need to promote the educational tools available, become a mentor, and assist our fellow colleagues in pursuing our organizations highest credential. I challenge myself and all CRAs to grow our numbers in 2007 and beyond. I leave you with a powerful quote by Anthony J. D'Angelo "Develop a passion for learning. If you do, you'll never cease to grow." 



MARCH 2007 CRA RESULTS

Congratulations to the March 2007 class of CRAs. There are currently 576 CRAs nationwide. Of the 34 radiology administrators who took the computer-based exam on March 10, 2007, 62% received a passing score and are now CRAs. They may be recognized by the credential CRA after their names.

Robert Davis, CRA
Margaret DeFalco, CRA
Brian Dehotel, CRA
Patricia Doyle, CRA
Nathan Farrar, CRA
Manuel Fors, CRA
Brandie Foster, CRA
Lisa Harrison, CRA
Michael Hill, CRA
Diane Jay, CRA
Tim Ludwig, CRA

Lorraine McCurdy, CRA
Stanley Metzger, CRA
David Newman, CRA
Wayne Persutte, CRA
Sue Ramthun, CRA
Sandra Seward, CRA
Brett Sisk, CRA
Michele Troutman, CRA
Sherri Vasko-Steinbeck, CRA
Edward Walker, CRA

THE PIL EXPERIENCE

continued from page 1

Merle Peterson continued to be my sponsor at the hospital. From the moment I arrived, he worked with me so he could understand what my interests were and to ensure I was able to connect with the right people. I had come with

I also had the opportunity to sit with Roland Rhynus, Florida Hospitals' Administrative Director, on a couple of occasions. He and Merle impressed upon me the importance of networking with others and learning from each others mis-

The staff I met went above and beyond my expectations in every way. They greeted my questions with enthusiasm and helped me to better understand the challenges they faced and how they adapted to overcome them.

two primary goals. The first was to study their digital mammography program and the second was to learn more about their centralized/decentralized patient scheduling procedures. I was very impressed.

The staff I met went above and beyond my expectations in every way. They greeted my questions with enthusiasm and helped me to better understand the challenges they faced and how they adapted to overcome them. They included me in their daily meetings, invited me to participate and even offered advice for some of the projects I was personally involved with at my own hospital, Hunterdon Medical Center in Flemington, NJ.

takes and successes. Merle and Roland were both key to my visit being a complete success.

Digital mammography is a big goal of ours in 2007 and I have truly learned a lot from my visit. I believe I'll be able to contribute more effectively by sharing what I have learned when we start to go digital. Florida Hospitals' scheduling program has helped give me ideas that are helping us implement a new registration program which we feel confident will reflect directly in our Press Ganey scores.

This experience was priceless and I want to thank AHRA and the "Partners in Learning" program, GE Healthcare for sponsoring my visit, Florida Hospital for accommodating my visit and Hunterdon Medical Center for allowing me this opportunity to learn.

FIVE REASONS TO RENEW YOUR AHRA DUES ON TIME

1. You won't miss a single issue of *Radiology Management* or *Link*.
2. You'll stay up to date with the latest information on AHRA educational programs.
3. You'll retain uninterrupted access to the AHRA List Server and Online Membership Directory.
4. You'll continue to get discounts on AHRA educational programs and products.
5. You won't have to pay a membership reinstatement fee.

CALLING ALL VOLUNTEERS!

AHRA is seeking interested, energetic, enthusiastic members to volunteer on site at this year's Annual Meeting and Exposition, July 8-12 in Orlando, FL.

No experience is necessary. In fact, this is a great opportunity to work with and get to know your fellow AHRA members. Here are a few areas where your help is needed:

- Introduce a speaker and handout/collect CE cards at a session.
- Set up and staff the Silent Auction area.
- Write for *Convention Daily*.

For more information, log on to AHRA's Web site — www.ahraonline.org/ConfEd/AM2007/Volunteer.asp.

Thanks for your help!

JOB OPPORTUNITIES

Seattle Radiologists

A Professional Corporation

Chief Operating Officer

Seattle Radiologists

Seattle Radiologists dedication to service and patient care are what patients have come to expect from us for over 45 years. Want to be a part of a dynamic team? We have an opening for a Chief Operating Officer.

Position Description: A group of 39 radiologists seeking a talented and highly qualified individual to lead an energetic patient focused operation. The successful candidate will report to the CEO and be responsible for all aspects and oversight of administrative and clinical operations including oversight for 80+

employees. Seattle Radiologists is a radiology clinic consisting of MRI, CT, PET/CT and Special Procedures departments. The applicant must have excellent communication skills, team building approach to managing staff and can maintain culture of dynamic customer service.

Salary Range: Competitive

Benefits Package: Excellent benefits package including Profit Sharing and 401(k) Plan with a match, paid vacation, sick leave, paid holidays and relocation assistance.

Requirement: Must be ARRT registered with extensive management experience in a large multi-disciplined radiology department or practice. A business degree or combination of education and related experience required. Interested candidates should

Contact: Kathy Thompson 206-292-6233.

How to Apply: Send CV to jobs@searad.com or Fax: 206-292-7764.

put the
PRESSURE
on us

“Our practice is unique, and each radiologist that is sent to us is excellent. We’ve used other locum tenens agencies before, but the service was not comparable to that of LocumTenens.com.”



—Lee Hackett
Golden Triangle
Radiology—Current client
of LocumTenens.com

FREE ONLINE JOB BOARD www.locumtenens.com/link
888.223.7950 RADIOLOGY RECRUITING SPECIALIST

Manager, Imaging Services

Northern Michigan Regional Health System

Petoskey, MI

We invite you to explore one of the most coveted recreational areas in the Midwest, in a community named as one of the best small towns in America. Our 243-bed tertiary care regional referral hospital is recognized as a leader in cardiac, orthopedics, oncology and neurosciences.

A Top 100 Hospital, NMRHS is seeking an experienced Manager to provide leadership over all facets of Imaging Services. Supervisors and Managers with a minimum of five years of progressively increasing administrative responsibilities are encouraged to apply. Bachelor degree in Radiologic Technology or closely related field is required. ARRT registration is also required.

To apply or to request a position description, contact Daudlin, DeBeaupre and Company, Attn: Jim Delmotte, Ed.D., Regional Vice President, Tel: 313.885.4780, Fax: 313.885.4786, Email: jimdelmotte@comcast.net.

JOB OPPORTUNITIES

Radiology Directors / Managers



Interim employment: One assignment or a career! Attractive management opportunities exist nationwide. If you would accept a short-term assignment, send resume and the names, addresses and phone numbers of four professional references to: the Nielsen Healthcare Group, 600 South Holmes Ave, Suite 2, St. Louis, MO 63122, or fax to 314.984.0820, or email to nhcg@primary.net. No fees and no contract to limit your opportunities.

SHARE YOUR STORY

Did you recently go through a PACS implementation, develop a management plan, assist with a human resource issue, or come up with a new or innovative way to do your job? Or, did you find an interesting way to deal with a challenging situation or implement a plan? If so, would you be interested in sharing your experiences with the AHRA membership? Articles in *Link* feature real-life member experiences.

If you would like more information about writing an article, please email link@ahraonline.org or contact AHRA at (800) 334-AHRA or (978) 443-7591. Your colleagues are interested in hearing and learning from you and your experiences.



490-B Boston Post Road
Suite 101
Sudbury, MA 01776

address services requested

Upcoming AHRA Events

Diagnostic and Interventional Radiology
Coding Tips and Traps Audio Web

April 12, 2007

Critical Success Factors in Workforce
Development

May 17, 2007

AHRA Spring Conference
April 25-27, 2007

AHRA Annual Meeting and Exposition
July 8-12, 2007

AHRA Fall Conference
October 10-11, 2007

Visit www.ahraonline.org for details

PRESORTED
STANDARD
U.S. POSTAGE
PAID
Permit 57
Lowell MA