

BOARD ELECTION RESULTS

LINK

AHRA's online election for its Board of Directors closed Friday, June 8. Members voted on a new President-Elect and 3 Directors. Turnout for the election was low; only 10.6% of eligible members voted. Here are the results:



2007-2008 President-Elect: Penny M. Olivi, CRA, FAHRA. Penny has been a member of AHRA since 1989 and she has held a wide range of volunteer positions within AHRA. Among these roles, Penny served as an AHRA Board Director from 2001 until 2005; she was then appointed Finance Director, a position she held until her installation as President-Elect. In her capacity as a Board Director and as Finance Director, Penny served on the AHRA

Education Foundation Board. She also served on AHRA's Long-Term Staffing Strategy Task Force and its Short-Term Staffing Strategy Task Force. She was awarded Fellow status in 2005 and in 2004 she received the GE Healthcare Award for Excellence. Since 2002, she has written the "Staffing Solutions" column in *Radiology Management* and in 2005 received the Outstanding Column award. She won another AHRA Editorial Award—the Creative Management award—in 2001. Penny authored the budgeting chapter in *Financial Management in Radiology* and she earned the Certified Radiology Administrator credential in the inaugural 2002 examination. Penny is Senior Administrator, Radiology at the University of Maryland Medical Center in Baltimore.

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AHRA Leadership Institute

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<http://www.ahraonline.org/ConfEd/AM2008/CallForPresenters.asp>

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

STEPPING OUT: YEAR IN REVIEW

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! Well, July is upon us and so is the AHRA 35th Annual Meeting and Exhibition. July is generally the hottest month of the year in North America with the insect population abundant. So, knowing that, it's off to Orlando!

It's been a very busy and productive year for the AHRA. In my final column as president, I thought I'd offer an abridged "year in review."

We've worked diligently throughout the year developing the AHRA Imaging Leadership Institute. Our Institute represents a new branding of AHRA educational programs. From exploring member needs, we've developed a series of comprehensive educational programs for imaging management professionals at all stages of their careers. The Basic Management program was introduced with great success at last year's annual meeting in Las Vegas. It was

At this year's annual meeting, we'll introduce our first annual report to the membership. This document will become an excellent tool in marketing to potential members and to corporate partners. I would encourage you to pick up a copy at the main AHRA booth during the meeting. Copies will also be available through AHRA headquarters.

As a companion to both the CRA and the Leadership Institute, we continue to develop our textbook series. If you don't have a copy of our first book, *Financial Management in Radiology*, I would strongly recommend picking one up. This comprehensive textbook offers information from industry experts on generating revenue, controlling costs, and planning for the future. The latest, most effective, best practices specific to radiology financial management are chronicled within this extraordinary text. Our second book, *Communication and Information Management in Radiology* is targeted for publication later this summer. We're also working on books for human resource management, operations management, and asset management, which will be published during the coming year.

The development and success of our Leadership Institute has been made possible through the collaborative efforts of some extremely visionary industry leaders.

again offered at our recent Spring Conference along with our Advanced track. The feedback to date has been stellar. Our Executive Leadership program has been developed and will be unveiled this September.

In order to support our Leadership Institute, we established a Foundation Partnership Initiative (FPI). This effort has been designed to attract the business acumen, didactic expertise, and financial support necessary to make our Institute a reality. The development and success of our Leadership Institute has been made possible through the collaborative efforts of some extremely visionary industry leaders. These valued partnerships are pivotal, in that they offer the needed horsepower that will allow the Leadership Institute to flourish. In its inaugural year, the FPI surpassed even our own expectations.

Our CRA credential continues to be accepted as a valuable statement of professional competency. More and more job descriptions are listing CRA as a preference or requirement. To date, over 600 imaging management professionals have attained the prestigious CRA credential. The certification exam will again be offered in Orlando on Sunday, July 8 from 12:30 – 4:30.

We've been working for many months on a project to integrate our membership database with our Web site. Soon, we will be unveiling our new Web site which will allow members to access their member records and make updates. This upgrade will allow individuals to register directly for meetings, purchase products, and view their CE credits earned through AHRA.

This past year, we rebranded what was formerly known as our Electronic Imaging Conference to a multi-track "Spring Conference" offering both our Basic Management track and our Advanced program. Compared to the previous year's Electronic Imaging Conference, this year's attendance more than doubled. A similar Fall Conference is planned for October.

I hope to see you in Orlando at our 35th Annual Meeting for a veritable potpourri of didactic delights – and not only that – a heck of a good time!

Take care. ☐

Luv Jay

BOARD ELECTION RESULTS

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2007-2008 Finance Director: Michelle Wall, CRA. Michelle was appointed by the AHRA Board of Directors to serve as Finance Director. She was elected to the Board in 2005 and for the past year has served on the Finance Committee. Michelle served on the Member Recognition Committee from 2003 through 2005; she was Chair in 2005. In addition, she has been published in *Link* and *Radiology Management*, named a Partners in Learning host, and served on the Rapid Review Committee. She joined AHRA in 2000. Michelle is a Certified Radiology Administrator, passing the inaugural 2002 examination. She is Director of Radiology at Saint Peter's University Hospital in New Brunswick, New Jersey.

2007-2008 Directors (each elected to a 3 year term):



Deborah Clark. This is Debbie's second term on the Board; she was first elected in 2004. An AHRA member since 2002, Debbie immediately became active in the association's volunteer activities. She served on the 2002, 2003, and 2004 Annual Meeting Design Teams, and since 2005 she has held a position on AHRA's Finance Committee. Debbie is Assistant Director of Imaging at Erie County Medical Center in Buffalo, New York.



Richard Lewis, CRA. Richard first joined AHRA in 1998. He previously served on AHRA's Board of Directors from 2003 to 2006. In addition, Richard served on the Annual Meeting Design Team from 2001 to 2003, as well as the 2001 Electronic Imaging Conference Design Team. Richard currently serves on AHRA's Imaging Advisory Council and the Member Retention Task Force. He has been published numerous times in *Link* and *Radiology Management* and he is an editor of the upcoming textbook, *Human Resource Management in Radiology*. A Certified Radiology Administrator, Richard is Principal Consultant at Phoenix Imaging Consultants in Orlando, Florida.



Debra Lopez, CRA, FAHRA. A member of AHRA since 1987, Deb was reelected to a second consecutive term in this election. In addition to her work on the AHRA Board of Directors, she has served AHRA as Chair of the 2002 and 2003 Electronic Imaging Conference Design Teams, a member of the 2002 Member Recognition Team, a *Link* author and, currently, as an author for the upcoming textbook, *Human Resource Management in Radiology*. In 2002, Deb was among the group of medical imaging professionals who passed the inaugural Certified Radiology Administrator examination. That same year, she was named a recipient of the GE Healthcare Award for Excellence. She was awarded AHRA Fellow status in 2003. Deb is Director, Diagnostic Imaging at Santa Clara Valley Medical Center in San Jose, California.



Bonni Standley, CRA. Bonni was appointed by the AHRA Board of Directors to serve the remainder of Michelle Wall's term. She joined AHRA in 2004 and became a Certified Radiology Administrator in 2005. Earlier this year, she was named a Zone Leader for AHRA's Foundation Partnership Initiative. Bonni is Director of Radiology at the Mayo Clinic in Rochester, Minnesota.

The 2007-2008 Board of Directors will be formally installed during the closing luncheon at AHRA's Annual Meeting on Thursday, July 12, 2007.

EVENTS 07

AHRA Audio Web Conferences

AHRA conferences are economical and convenient!

Can You Justify a Dedicated Radiology Coding/ Reimbursement Specialist for Your Organization?

August 16, 2007 / 1:00 PM–2:30 PM Eastern

Real World Recognition

October 18, 2007 / 1:00 PM–2:30 PM Eastern

Ready, Set, Go... Getting Prepared for 2008

November 29, 2007 / 1:00 PM–2:30 PM Eastern

Log on to www.ahraonline.org for details.

Upcoming CRA Exam



CRA Examination: November 9, 2007

Application deadline: September 28, 2007

AHRA 2007 Annual Meeting & Exposition



July 8-12, 2007 ~ Orlando, FL

Session Description and Registration Information

can be found online at www.ahraonline.org.

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AHRA Fall Conference

October 10-11, 2007 ~ Savannah, GA

SAVE THE DATE

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

Annual Meeting ♦ July 8-12, 2007 (Orlando, FL)

**Osborn Scholarship ♦ Application due August 24, 2007
(Fall Conference)**

Fall Conference ♦ October 10-11, 2007 (Savannah, GA)

**CRA Examination ♦ November 9, 2007
(Applications due September 28, 2007)**

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

ABOUT LINK

american healthcare
radiology administrators

Sarah Cadorette

Debra L. Murphy

Editors

Michael Hughes, CRA

Jay Mazurowski, CRA, FAHRA

Contributing Writers



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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 2007-8

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

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

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

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

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
jkevinhen@aol.com

Richard Lewis
(407) 590-6089
rlewis4396@bellsouth.net

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

Bonni Standley
(507) 993-3387
standley.bonni@mayo.edu

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

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



RACC AND AHRA: SUPPORTING RADIOLOGY ADMINISTRATION

By Michael R. Hughes, CRA, 2007 Chair, Radiology Administration Certification Commission (RACC)



Michael R. Hughes, CRA
34805 Acton Canyon Road
Acton, CA 93510-1314
P - (661) 269-1342
m_r_hughes@earthlink.net

Between 1998 and 2001 representatives from the AHRA responded to a perceived need from its membership and from within the radiology community. The need was to find a way to recognize the unique knowledge and skill level that is required to effectively function as a radiology administrator and also a way to recognize those individuals who have attained that knowledge and skill level. Initial discussions were held, a feasibility team was established, and a business plan was developed to establish the Certified Radiology Administrator (CRA) program.

lished the RACC as an autonomous entity, you might ask, "How does each organization currently support the CRA program?" Their roles are complementary to each other. They both support the radiology/imaging administrator.

The AHRA and its Board, while initially responsible for establishing the program, has no control over or first hand knowledge of test content, preparation, or scoring. These aspects are independently overseen by the RACC. Members of the RACC are elected independently by CRAs and tests questions are developed by individual CRAs under the oversight and guidance of the RACC. All examination questions are validated by, and all examinations are administered and scored by, an independent organization. Although the RACC and the CRA program still draws some funding from the AHRA, the CRA program stands alone as an independent and credible program.

The AHRA announced the establishment of the CRA program during its Annual Meeting in July 2001. The first CRA examination was held in July 2002. The CRA program, including test development and administration, is overseen by an autonomous body, the Radiology Administration Certification Commission (RACC). This commission is comprised of 6 CRAs elected by their fellow CRAs, along with 1 public member who is appointed by the members of the commission. The CRA is the only professional credential tailored specifically for radiology/imaging administrators and is becoming recognized as a demarcation of excellence in the health-care community.

The AHRA provides educational presentations in various formats to convey useful information to its members and others in the field of radiology/imaging administration. These presentations are developed by individuals both within and outside of the radiology community and are not based on any first hand knowledge of CRA examination content. Many of these presentations are useful to the radiology/imaging administrator in their preparation to sit for the CRA examination or for obtaining the required continuing education credits needed to renew their credential. However, as I previously mentioned, they do not provide any inside information.

The RACC was specifically set up to be an autonomous body to assure the credibility of the CRA credential. The RACC independently oversees the development, administration, and scoring of all CRA examinations. It also authorizes the use of the CRA designation by those individuals who successfully pass the certification examination and complete the required continuing education units necessary to renew their CRA credential. Since the AHRA developed the program, but estab-

As you can see, the AHRA and the RACC are complementary to each other and both support the individual radiology/imaging administrator and the profession. If you have any questions about the CRA program, the RACC, or the relationship between the RACC and the AHRA, please feel free to contact me.



SPRING AND FALL CRA EXAM DATES EXTENDED

Have you been thinking about taking the CRA exam, but trying to fit the one day that it is offered into your schedule just isn't working? Well, we have a solution for you! The spring and fall computer-based exams will now be offered for an entire month instead of just one day. So now you can sign up for either the morn-

ing or afternoon time slot for the fall exam on any day between November 1-30, 2007 and the spring exam any day between May 1-31, 2008. We look forward to receiving your CRA application soon! For more information, please check out the CRA Web site at: <http://www.ahraonline.org/CRA>

2007 AWARD AND SCHOLARSHIP WINNERS

Congratulations to the 2007 AHRA award and scholarship recipients. The awards will be presented at the 35th Annual Meeting in Orlando, FL.

GE HEALTHCARE AWARD FOR EXCELLENCE



Fred Gaschen
Executive Vice President
Radiological Associates of
Sacramento
Sacramento, CA



Michael Hill, BS
Director of Radiology
Laurens County Health System
Clinton, SC



Terry Napper, MBA
Director of Radiology
Parkland Hospital
Dallas, TX



**David Sack, CRA, FAHRA,
RT(R), BS**
Administrative Director
Radiology/Radiation Therapy
Stamford Hospital
Stamford, CT



**Wayne T. Stockburger,
FAHRA**
Assistant Executive Director
Scott & White Memorial Hospital
Tempe, TX

FELLOW



**Thomas A. Redman, MBA,
CRA, RT(R)**
Director of Radiology
Inova Fairfax Hospital
Falls Church, VA



Richard S. Stonicher (Ricky)
Director of Radiology & Radiation
Therapy
East Jefferson General Hospital
Metairie, LA

2007 Broadley Scholarship



Beth Blythe*
Mammography Manager
Cypress Fairbanks Medical Center
Houston, TX
*Beth will be earning her BS in
Radiology Administration at
Midwestern State University in
Wichita Falls, TX



Dennis DePascal*
OP Radiology Manager
Memorial Hospital
Colorado Springs, CO
*Dennis will be earning his BS in
Health Arts at the University of
St. Francis in Joliet, IL

EDITORIAL AWARDS



**Outstanding Article,
Radiology Management**
"Succession Planning and
Leadership Development: Critical
Business Strategies for Healthcare
Organizations," Jan/Feb 2007
Sandra K. Collins, MBA



**Outstanding Article,
Radiology Management**
"Succession Planning and
Leadership Development: Critical
Business Strategies for Healthcare
Organizations," Jan/Feb 2007
**Kevin S. Collins, RT(R)(T),
CMD, MsEd**



**Creative Management Article,
Radiology Management**
"Preparing for a JCAHO Survey:
Utilization of Imaging Specific
Tracers," Mar/Apr 2007
Paul Dubiel, MS, HCA



**Outstanding Column,
Radiology Management**
"Coding: May I Take Your Order
Please?" Sept/Oct 2006
**Melody W. Mulaik, MSHS,
CPC, CPC-H, RCC**

2007 AWARD AND SCHOLARSHIP WINNERS

continued from page 6

2007 Annual Meeting Osborn Scholarship

photo
not
available

Angelic McDonald
CT/MR Manager
Cypress-Fairbanks Medical
Center
Houston, TX



Lyndal M. Odom
Director Imaging Services
Doctors Memorial Hospital
Perry, FL



Bradley Stevens
Nuclear Medicine Supervisor
The Good Samaritan Health
System
Lebanon, PA

AHRA FALL CONFERENCE

Scholarship Funds Available for the 2007 AHRA Fall Conference and AHRA Leadership Institute Basic Management Skills Program

Join AHRA in historic Savannah, Georgia this October 10-11, 2007 for the 2007 AHRA Fall Conference! Our 2007 Fall Conference features two tracks: "Navigating Towards Imaging Success: A Conference Designed for Medical Imaging Administrators," and "Basic Management Skills Program for New and Aspiring Managers and Supervisors."

Imaging administrators can hone your skills and keep on top of the ever-changing field of medical imaging administration with the "Navigating Towards Imaging Success." Learn to manage variability in your customers' experiences, understand and survive compliance and coding concerns, improve your service and branding, prepare for outpatient imaging in the post-DRA world, and more!

For new and aspiring managers and supervisors, the AHRA Leadership Institute is proud to once again present the "Basic Management Program." This popular program is specifically targeted for imaging professionals taking on new positions, opportunities, and challenges by focusing on basic management skills, including human resources, communications, operations management, asset management,

finance, and budgeting. Complete course descriptions can be found online at www.ahraonline.org.

Could you benefit from the networking, exhibits, and education at the AHRA Fall Conference, but don't have the budget? Apply for an AHRA Education Foundation Osborn Scholarship to the 2007 Fall Conference!

Osborn Scholarships provide opportunities for AHRA members to participate in one of AHRA's educational programs. An Osborn Scholarship for AHRA's Fall Conference provides up to \$1200 to the recipient for registration, travel, accommodation, and related expenses associated with the conference for either conference track. Applications are available online at:

<http://www.ahraonline.org/EDFoundation/Osborn.asp>

The Fall Conference Scholarship application deadline is August 24, 2007.

This October, develop the skills you need to "navigate towards imaging success" at the 2007 AHRA Fall Conference. 

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.

Director of Radiology Services

Full-time, M-F, 8a-5p

Cook Children's Health Care System has an excellent opportunity for a Director of Radiology Services to oversee all specialties within the department. Requires a certified Radiological Tech (ARRT) with CPR and current TX license. Must have an MBA or a Master's in Healthcare Administration (or a related field) with 2+ years experience in pediatric radiology and 5-7 years in a management role, including a background with budgeting/resource allocation.

Qualified candidates may apply online at www.cookchildrens.org or in person at: **Cook Children's Health Care System, 801 Seventh Ave., Fort Worth, TX 76104.** EOE/AA, M/F/D/V.



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—Lee Hackett
Golden Triangle
Radiology—Current client
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Upcoming AHRA Events

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