

A monthly  
networking tool  
and information  
source for  
members of the  
American  
Healthcare  
Radiology  
Administrators

ahra

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## AHRA Online Board of Directors Election Results

**C**ongratulations are extended to the newest and re-elected members of the 2004 Board of Directors. The election was recently held online through AHRA's website, [www.ahraonline.org](http://www.ahraonline.org).

Over 14.5% of eligible members voted, an increase over the approximately 13% who voted in last year's election. 2002 was the first time AHRA switched from a paper election to an online format.

After tabulating the results, we are pleased to announce the three Board of Directors seats, as well as the President-Elect are:

President - Elect  
Robbie Edge, CRA, FAHRA

Directors  
Ken Fazzino, CRA (re-elected)  
Richard Lewis, CRA  
Jeff Palmucci, CRA (re-elected)

The new Board members will be installed at the conclusion of the Annual Meeting & Exposition in Anaheim, CA in August. Please congratulate them and welcome them to the Board.

AHRA is fortunate to have not only a talented and dedicated Board, but to have an incredible slate of candidates.

For contact information for your newly elected Board members, please turn to page 5. ■

## •• ANNUAL MEETING & EXPOSITION Speak Your Mind... Share Your Talent The benefits of speaking at AHRA's Annual Meeting

By Carole South-Winter, AHRA 2004 Annual Meeting Design Team Leader

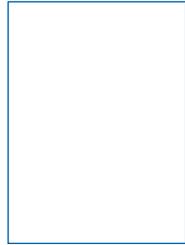
**E**very year it arrives in the mail and then shows up again in your tote bag at the Annual Meeting ... the AHRA Call for Presentations. You consider it for a moment, mull over the vision of yourself at the front of a room, the audience hanging on your every word, their lives changed forever by your words of wisdom. But then your palms get sweaty, that old fear of public speaking rears its ugly head, and you are certain that no one would ever show up to hear you speak, and if they did, they would laugh you right out of the room! So the Call for Presentations goes in the trash or under a pile of papers on your desk, never to be seen again. You decide that the AHRA world is better off if you leave Annual Meeting presentations to someone more qualified than you.

Well, I am here to tell you that you ARE qualified! Who is more qualified to speak to radiology administrators about current issues and challenges than someone who is in the trenches, facing these issues every day? No one is more qualified than you! We all like to hear the viewpoint of professional speakers and consultants, but no one knows and understands the world of radiology administration like an actual administrator does.

*continued on page 6*

• • PRESIDENT'S MESSAGE

## Time Moves On



Mark A. Viau,  
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Executive Dir, Imaging  
& Cardiology  
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Every year at this time of the year, we receive the results of the election for the Board of Directors. I'm delighted to announce that AHRA members elected the following individuals: Robbie Edge, President-elect, with Jeff Palmucci, Ken Fazzino and Richard Lewis elected at-large Directors. Robbie, Jeff and Ken will continue their board service, while Richard will be new to the AHRA Board of Directors.

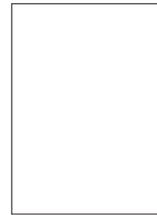
It is very tough to put your name on the ballot and anxiously await the results of the election. I hope you will recognize the AHRA members who were willing and ready to serve if elected: Lynn McVey (President-elect), Barbara Dehner, Karol Handrahan, Penny Olivi, and Barbara Spencer (at-large Directors). The great news for AHRA is that the Nominating Committee did such fine work that we had a slate of wonderful, dedicated candidates; and no matter who was ultimately elected, we would have a very strong board of directors. Everyone is a winner in my book and my hat goes of to each of the candidates.

My thanks, too, to each AHRA member who took the time to vote in the election. We had 14.5% of our membership vote and, while this is higher than the number of members voting in 2002, we were hopeful that the weekly e-mail reminders would have been even more successful in raising the level of interest among AHRA members in this important decision.

I also want to recognize the 2003 AHRA Board of Directors. In addition to the three board members above, Mike Albertina will be stepping up to the Presidency in 2004, Ed Asante, Steve Clevenger, Jay Mazurowski, Lynn McVey, Jeff Schaefer, Bernie Rubenzer, Penny Olivi and Barbara Spencer are all At-large Directors and Sheila Sferrella has served as AHRA's Past-President. Lastly, I want to recognize Mel Allen, who served as the Finance Director for his work over the past two years and who will remain Finance Director for another year.

I'll have one more opportunity in the August newsletter to put this past year into perspective. Right now I'd like us all to rally around Mike and the 2004 Board of Directors. The path has been

paved and the direction continues to be moving forward. Let them know just how much you support them all, drop them a note and wish them the best. They are out there looking out for your best interests.



The member I'd like to recognize this month happens to be on the AHRA board: Jeff Schaefer. While Jeff was President of the Southern Region, he had the vision to re-write the AHRA Construction and Renovation Guide. With this project, I was able to get involved in something other than the newsletter, become a co-author and go on to giving a lecture with Wanda Casady at a national Annual Meeting. Jeff gave me the chance to come out of my shell and has been a close friend over the years. Thanks, Jeff!

Anaheim is right around the corner or in my case, clear across the country. I look forward to seeing each and every AHRA member out there. Please join us for our town hall meeting. I'm sure it'll be enlightening for everyone.

*"My thanks, too,  
to each AHRA member  
who took the time to  
vote in the election."*

■

### Notice of Annual Meeting of Members to be held August 11, 2003

The 31st Annual Meeting of Members of the American Healthcare Radiology Administrators (AHRA) will be held on Monday, August 11, 2003, 8:00 AM, local time at the Anaheim Convention Center, Anaheim, CA.

Only eligible members of AHRA at the close of business on August 05, 2003 are entitled to vote at the 2003 Annual Meeting or any adjournment or postponement thereof. While Emeritus members receive many benefits of continued participation with AHRA, they are not eligible to vote. AHRA Bylaws are online at [www.ahraonline.org](http://www.ahraonline.org).

By the order of the Board of Directors  
Mel L. Allen, FAHRA  
Finance Director

## May 2003 CRA Results Announced

**Congratulations** are extended to May 2003 class of new Certified Radiology Administrators (CRA). There are currently over 265 Certified Radiology Administrators nationwide. Of the 72 radiology administrators who took the May 17, 2003 examination, 88.89% received a passing score and are now Certified Radiology Administrators. They may be recognized by the credential CRA after their name. These individuals have demonstrated their expertise in five management areas: human resource management, asset resource management, fiscal management, operations management, and communication and information management.

### ALABAMA

Jack L. Russell, CRA

### CONNECTICUT

Juris Patrylak, CRA

### DISTRICT of COLUMBIA

Estela I. Prieto, CRA

### FLORIDA

Debra S. Beighley, CRA  
Luis Bellmas, CRA  
Jocelyn E. Bowman, CRA  
Jon A. Dew, CRA  
Kevin Fusco, CRA  
Janarban B. Makavana, CRA  
Ann Regueiro, CRA  
Cindy Siegel, CRA  
Kimberly J. Weick, CRA

### GEORGIA

Jeffrey L. Barrett, CRA  
William R. Butts, CRA  
Connie S. Calvarese, CRA  
Jeffrey E. Green, CRA  
Timothy J. Lacny, CRA  
B. Mitchell Richardson, CRA  
David G. Thornhill, CRA

### ILLINOIS

Kathleen A. Ambs, CRA  
Sandra L. Davis, CRA  
Thomas J. Nitz, CRA  
Laurie Schachtner, CRA  
Stephen N. Shippee, CRA  
John J. Smith, CRA

### INDIANA

Emily M. Blomenberg, CRA  
Connie A. Davis, CRA  
Angela Eakins, CRA  
Melody K. Ernsberger, CRA  
Ronnie G. Owens, CRA

### IOWA

John L. Cookman, CRA  
Beverly A. Shaeffer, CRA

### KENTUCKY

LaMont E. Coverstone, CRA

### MARYLAND

Sheila M. Harrison, CRA

### MASSACHUSETTS

Alan Jay Blier, CRA  
Jill C. Currie, CRA  
Debra A. Desmarais, CRA  
Doris B. Gentley, CRA  
Carlos E. Vasquez, CRA

### MINNESOTA

Bonnie L. Graff, CRA  
Roberta J. Klekotka, CRA  
Donna I. Perttu, CRA

### MISSISSIPPI

Betty Kay Adams, CRA  
Donald R. Thomas, CRA

### MISSOURI

John R. Shields, CRA

### NEW HAMPSHIRE

Jay P. Mazurowski, CRA

### NEW YORK

Ala A. Atari, CRA  
Mary A. Haltigan, CRA  
Steven M. Herrmann, CRA  
Debra A. King, CRA  
Daniel J. Steele, CRA

### OHIO

Mark Amato, CRA  
Karen L. Frank, CRA  
Lois C. Neuwirth, CRA

### PENNSYLVANIA

Andrea Dietz, CRA

### SOUTH CAROLINA

Scott S. Looper, CRA  
Elizabeth M. Roakes, CRA  
Jerry D. Ryans, CRA

### TENNESSEE

William S. Casteel, CRA

### TEXAS

Ivan Vinueza, CRA

### VIRGINIA

John A. Bailey, CRA  
Patricia E. Hlavinka, CRA  
Deborah S. Simmons, CRA

### WISCONSIN

Richard L. Blattner, CRA

**REMINDER:** Administration of the next CRA Examination will take place at the AHRA Annual Meeting in Anaheim, California on Saturday, August 9, 2003. In order to review your eligibility to sit for the CRA exam, your CRA Application needs to be received at CASTLE Worldwide's office **no later than July 18, 2003** for the August 2003 administration. ■

# Calendar

## Conferences & Meetings

### ahra Audio Conferences

#### How Does DICOM Help You Integrate Your PACS?

featuring *Don Van Syckle*  
September 25, 2003  
1:00 - 2:30 P.M. (EST)

#### JCAHO for Imaging Centers

featuring *Henry Ludwig*  
October 23, 2003  
1:00 - 2:30 P.M. (EST)

#### APCs: Strategies for Implementation

featuring *Andrei Costantino*  
November 20, 2003  
1:00 - 2:30 P.M. (EST)

**REGISTER  
TODAY**

### ahra Annual Meeting & Exposition



#### 2003 Annual Meeting 31st Annual Meeting & Exposition

August 10-14, 2003

Anaheim Convention Center  
Anaheim, California

For other information on conference details, call  
(301) 984-9450 or toll free (877) 984-6338.

**Exhibits:** Caryn Ayers x17  
**Speakers:** Jennifer Leo x12  
**Conference Logistics:** Linda Hachero x13

#### Annual Meeting & Exposition Travel Information

##### Hilton Anaheim Hotel:

Located adjacent to the Anaheim Convention Center, the Anaheim Hilton is offering discounted rates of \$146 single/double to AHRA attendees. For reservations, call 1-800-222-9923 (outside California) or 1-800-223-6904 (inside California).

##### Airline Discounts:

American Airlines is proud to be the official airline of the 2003 AHRA Annual Meeting. For fare discounts and reservations, call 1-800-433-1790 and reference STARfile A8283AA.

##### Car Rental Discounts:

AVIS is offering discounted rates to AHRA 2003 attendees. For reservations, please call 1-800-331-1600 and reference Avis Worldwide Discount Number D086806.

### ahra Conference for Imaging Center Administrators



October 10-11, 2003  
Hyatt Regency, Tampa, Florida

*The first educational program designed for imaging center administrators.*

*Earn 14 CE credits in just 2 days!*

**To register for any AHRA conferences,  
go to [www.ahraonline.org](http://www.ahraonline.org)  
or call 800-334-AHRA (2472) or (978) 443-7591.**

## Around the

**William J. Bim Lindsey** has accepted the position of Diagnostic Imaging Manager at Samaritan North Lincoln Hospital in Lincoln City, OR and says, "I am very excited about the opportunity and getting back to the roots of my radiologic technology training in Oregon."

**Renee Lauck**, Radiology Manager, Kaweah Delta Health Care District in Visalia, CA has accepted the role of Chair of AHRA's Program Assessment Committee.

Do you have news to share with the ahra community?

Email [link@ahraonline.org](mailto:link@ahraonline.org)

**ahra**

### AHRA Board of Directors

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Michael J. Albertina, FAHRA President - Elect (314) 268-5794 <a href="mailto:michael.albertina@tenetstl.com">michael.albertina@tenetstl.com</a>	Jay Mazurowski (630) 236-7279 <a href="mailto:jmazurow@crhc.org">jmazurow@crhc.org</a>
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Edward Asante (212) 870-9412 <a href="mailto:easante@chpnet.org">easante@chpnet.org</a>	Bernie Rubenzer, FAHRA (414) 771-7470 <a href="mailto:brubenze2000@yahoo.com">brubenze2000@yahoo.com</a>
Stephen Clevenger (404) 686-8985 <a href="mailto:Steve_Clevenger@emoryhealthcare.org">Steve_Clevenger@emoryhealthcare.org</a>	Jeffrey Schaefer (520) 694-2960 <a href="mailto:jschaefer@umcaz.edu">jschaefer@umcaz.edu</a>
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## ahra Link

AHRA Link is published monthly by the American Healthcare Radiology Administrators.

**Karen Guy**  
Editor

**Rick Perez, CRA; Jerry Reid, PhD.; Carole South-Winter; Mark A. Viau, CRA, FAHRA**

#### Contributing Writers

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

Contributions and comments are welcome. Send address changes and all correspondence to AHRA Link, 490-B Boston Post Road, Suite 101, Sudbury, MA 01776 or e-mail [Link@ahraonline.org](mailto:Link@ahraonline.org). Reach us by phone 800/334-2472 or 978/443-7591; fax 978/443-8046. Visit us on the Web: [www.ahraonline.org](http://www.ahraonline.org). © 2003 by AHRA. May not be reproduced in part or whole without written consent from AHRA.

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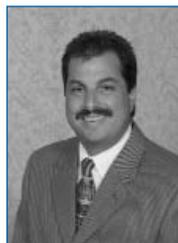
## • • AHRA NEWS

## Introducing the Newest Members Elected to the AHRA 2004 Board of Directors

*Congratulations* are extended to the newly elected members of the 2004 Board of Directors.



**2003 President-Elect /  
2004 President**  
**Roberta "Robbie" Edge, CRA, FAHRA**  
Director of Imaging  
Sutter Gould Medical Foundation  
Modesto, CA



**Director (re-elected)**  
**Kenneth Fazzino, CRA**  
Director of Imaging  
Saint Anthony's Health Care  
St. Petersburg, FL



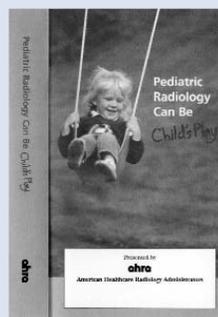
**Director**  
**Richard A. Lewis,  
RT(R), CRA**  
Manager, Hospital Radiology Services  
DeKalb Medical Center  
Decatur, GA



**Director (re-elected)**  
**Jeffrey A. Palmucci, CRA**  
Radiology Manager  
Children's Hospital Medical Center  
of Akron  
Akron, OH



## PEDIATRIC RADIOLOGY CAN BE CHILD'S PLAY



This training video shows techniques for performing imaging procedures on pediatric patients. It emphasizes that not only do pediatric patients require specialized attention but different age groups have their own fears and needs. From newborns to teenagers,

the video shows real-life procedures and listens in on actual dialogue between technologists, radiologists and patients.

Procedures shown include fluoroscopy, MRI, CT, ultrasound and diagnostic chest, hand, limb and skull exams. The video also covers how to approach and speak with parents, who may be as fearful as their children.

The AHRA pediatric video should be used as a guideline for routine pediatric radiography. Protocols and practices for pediatric patients may vary by geographic region and/or institutional preference. The video does not necessarily represent the practices and protocols of all pediatric hospitals.

**1/2 PRICE SPECIAL:**  
**AHRA MEMBERS - \$24.00**  
**NON-MEMBER PRICE: \$27.50**  
**while supplies last**

Order today online at:  
[www.ahraonline.org/products/default.htm](http://www.ahraonline.org/products/default.htm)

or call AHRA at 800-334-AHRA (2472)  
or 978-443-7591

## Speak Your Mind...Share Your Talent

*continued from page 1*



Carole South-Winter  
Executive Director  
Reclaiming Youth  
International  
PO Box 57  
Lennox, SD 57039  
ph: (605) 647-5244  
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scls@iw.net



Just installed PACS and want to tell the world how they can avoid the mistakes you made? Do you have a successful recruitment/retention program at your facility that you think others could benefit from? Are you a pro at surviving JCAHO reviews or have you gotten all the HIPAA regulations figured out? Then share your expertise with your peers by applying to speak at the 2004 AHRA Annual Meeting (August 1-5, 2004 in Boston, MA).

Being a speaker at an AHRA meeting not only benefits the audience, but benefits you as well. I spoke at the AHRA 2001 Annual Meeting in Las Vegas and it was truly a milestone in my career. There is an immediate thrill of the chairs being filled as you prepare to begin. Recognizing old friends and new acquaintances from that years' meeting is powerful and actually calming. Once your session is underway, all the butterflies leave you as you can feel and see the support from your peers. Heads nod in agreement, hands are raised with confirmation and laughter fills the room that affirms we have all shared similar situations. The warm feeling doesn't leave after the room clears - the duration of the meeting I received comments and was involved in networking conversations as a result of the session. The contacts, self-confidence and experience were well worth 15 seconds of sweaty palms.

Jim Wring, Chief Operations Officer at Lourdes Medical

Pavilion in Paducah, KY and a veteran annual meeting speaker, agrees. To Jim, the most valuable benefit of speaking at the AHRA Annual Meeting is "networking - as a speaker, you get to meet more people than when you're just an attendee and your fellow attendees stay in contact with you long after the meeting ends. People know you have knowledge about a particular issue and they reach out to you when that issue comes up with them." Jim's experience as a speaker has been so valuable that he's coming back again as a speaker at the 2003 Annual meeting in Anaheim.

---

*"The contacts,  
self-confidence  
and experience were  
well worth 15 seconds  
of sweaty palms."*

---

Jim's advice for those who are on the fence about whether or not to speak? "To quote Nike, Just Do It!" says Jim. "Everyone has knowledge and experience that others can benefit from. No one is insignificant in their experience."

Sally Howell, Manager of Business Services at Yale New Haven Hospital, is a long-time AHRA member who was bitten by the speaking bug for the first time at AHRA's 2002 Annual Meeting in New Orleans. What inspired Sally to speak? The fact that her hospital had created a very successful patient transport system that she wanted to share with her peers. Sally states that the

best benefit of her speaking experience has been "networking - I am still getting calls and e-mails from participants ever since the presentation last summer." Echoing Jim Wring's sentiment, Sally's biggest piece of advice for any AHRA member considering applying to speak is, "by all means, do it!"

Alice Toth, Director of Systems Standardization/Data Research at Sisters of St Francis Health Services in Mishawaka, IN, will be a first-time speaker at AHRA's 2003 Annual Meeting in Anaheim. Alice joined AHRA right before the 2002 meeting and decided to jump right in the very next year as a speaker! Alice chose her topic, process documentation, by taking a look at subjects she knew well. She decided that process mapping is an important topic for all administrators and she thought it would be "beneficial to my peers". Alice's rookie presentation will be held on Sunday, August 10 in Anaheim.

The 2004 Call for Presentations was mailed to all AHRA members in early June and will also be distributed at this year's Annual Meeting in Anaheim. Information and an application are also available on AHRA's web site, [www.ahraonline.org](http://www.ahraonline.org). The deadline for AHRA to receive your application is Friday, August 29. So dust off those presentation skills, open up your laptop and get started on your presentation proposal!

## ARRT's Role in Research

By Jerry Reid, PhD

**A**s a radiology professional, you have probably been working around ionizing radiation for many years. Want to know the impact of that exposure? Many individuals would, but where can one turn to for information? Although impossible to pinpoint the impact on a given individual, large scale epidemiological studies of individuals exposed as a consequence of their careers can shed light on the question. That's what a study being conducted by the University of Minnesota with funding from the National Cancer Institute and the collaboration of the ARRT has been attempting to do over the last two decades. The Radiologic Technologists Health Study's goal is to determine the risk of cancer from repeated low-dose exposure to ionizing radiation. The study also hopes to determine any incremental effects from other variables such as smoking, alcohol consumption, reproductive history and genetic factors.

The study began in the early 1980's when ARRT was approached by researchers from the University of Minnesota's Division of Environmental and Occupational Health with an idea. ARRT has the largest database in the world of individuals who are exposed to low-level ionizing radiation over an extended period of time (i.e., radiologic technologists). ARRT's meticulously maintained database represented a unique resource for a study. The database is unique as well due to its gender breakdown - 70 percent female and 30 percent male. Prior research had involved primarily

males. Although ARRT's database did not contain information that could be used to directly address the study's questions, it identified individuals and contact information for use in conducting surveys and for obtaining vital records maintained by states.

The study population was defined as the 146,000 radiologic technologists who were registered by ARRT for at least two years prior to 1982. Surveys were sent to this group in 1983-1984 and again in 1995-1996. Interest in the study is reflected by the return rates - 90,000 responding to each questionnaire and 71,000 responding to both questionnaires.

The amount of data that has been collected is staggering. So much so that the publication of scientific papers based upon the data is just beginning to accelerate. Copies of the published papers may be found on the Radiologic Technologists Health Study web site at [www.dceg.cancer.gov/radtechs](http://www.dceg.cancer.gov/radtechs). A number of the studies have focused on the incidence of breast cancer among radiologic technologists. Early findings suggested a higher rate of death from breast cancer among females employed prior to 1940 or who worked more than 30 years. Researchers are exploring this observation further.

Researchers are conducting additional investigations of how genetics influence cancer risk. Study participants have been recruited to donate a blood sample for looking at differences between those who

have and have not developed cancer, and who have different molecular responses to ionizing radiation exposure. The study will be recruiting many more persons to donate blood samples in coming years, to permit as complete an evaluation as possible of the genetic component of cancer risk in relation to ionizing radiation.

Although not the primary mission of ARRT, research to better understand factors affecting the profession is one positive byproduct of maintaining a registry of certified professionals. The Radiologic Technologists Health Study is just one example of ARRT's efforts in research. ARRT also cooperates with individual researchers doing smaller scale studies by providing assistance in sampling demographic subsets of the population for survey research. ARRT's own work in determining certification standards generates data which is periodically published in scientific journals. One recent example is a paper on the relationship between educational preparation and performance on the ARRT Radiation Therapy Examination published in the *International Journal of Radiation Oncology, Biology and Physics* (Vol. 53. No. 3, pp. 729-734, 2002). ■



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[jerry.reid@arrt.org](mailto:jerry.reid@arrt.org)

## • • INDUSTRY NEWS

### **Imaging among fastest growing outpatient hospital procedures**

Imaging procedures administered in outpatient hospital settings increased 44% between 1999 and 2001, making them one of the fastest growing outpatient hospital procedures, according to a new report by health information company Solucient. The use of positron emission tomography (PET) scans grew nearly 26% in the three-year period, while the volume of magnetic resonance imaging (MRI) scans increased nearly 52% and computed tomography (CT) scans increased nearly 40%. Colonoscopy, alternative care, and osteoporosis screening were among other key growth areas in outpatient settings during the period. The findings are featured in a Solucient report on "Top Growth Areas in the Outpatient Market."

### **JRCERT issues new Medical Dosimetry standards**

The Joint Review Committee on Education in Radiologic Technology adopted new Standards for an Accredited Education Program in Medical Dosimetry in April 2003 which become effective January 1, 2004. For further information, contact JRCERT at (312) 704-5300.

### **ARRT Revises Reporting Procedures for Documenting Clinical Experience**

ARRT post-primary certification candidates will be documenting their clinical experience without patient identifiers in order to achieve compliance with the Health Insurance Portability and Accountability Act. The ARRT previously required a patient ID number, which in some facilities is the individual's Social Security number. HIPAA's privacy provisions restrict the release of patient identification information. Beginning immediately, ARRT will ask candidates for certification to document each procedure by indicating the date and time it was performed, omitting any patient identifiers. When ARRT selects an individual's application for audit, supervisors will be asked to confirm that the procedure was indeed performed by that individual at the indicated time.

### **JCAHO publishes acceptable alternative approaches to patient safety goals**

The Joint Commission on Accreditation of Healthcare Organizations has published examples of acceptable alternative approaches to complying with its 2003 National Patient Safety Goal recommendations. The examples are from approaches submitted to JCAHO for review. JCAHO says an organization need not submit for review an alternative approach that has been published

on the JCAHO Web site as "acceptable" or "acceptable with modification." Instead, JCAHO says the organization can inform the surveyor that it is using a published alternative and the surveyor can verify that the organization is doing what the acceptable alternative says. The examples can be accessed on the JCAHO Web site at <http://www.jcaho.org/accredited+organizations/patient+safety/npsg/> Click on "Samples of Alternative Approaches to the Recommendations."

### **HFMA issues Patient Friendly Billing project report, recommendations**

The Healthcare Financial Management Association today released a report summarizing work to date on the Patient Friendly Billing project and the project's latest recommendations for achieving more patient-friendly billing and financial communications. The report highlights ways hospitals and other health care providers can promote patient friendly billing, from reviewing their organization's billing process to signing up to receive the project's electronic newsletter. It also includes a sample patient letter for use in describing the billing process, a sample hospital patient bill, sample patient glossary terms, and a flow chart showing desirable financial communications from the patient perspective. The report can be found at <http://www.patientfriendlybilling.org>. ■

**Aug. 31st  
Membership Renewals\*  
RENEW TODAY**

Watch your mail for renewal information and renew today to continue your AHRA benefits.

\* If your membership card has an expiration date of 8/31/03 or earlier, you will be receiving renewal information in the mail.



## CRA Corner

### **CRA AUGUST APPLICATION DEADLINE**

Administration of the next CRA Examination will take place at the AHRA Annual Meeting in Anaheim, CA on August 9, 2003. In order to review your eligibility to sit for the August 2003 CRA exam, your CRA Application needs to be received at CASTLE Worldwide's office **no later than July 18, 2003.**

### **COMPUTER BASED EXAMINATION PRACTICE**

To help candidates prepare for the CRA examination, CASTLE Worldwide and AHRA are offering an optional online practice test, built to the same specifications as the actual examination. At the completion of the practice test, the system immediately displays diagnostic feedback (by management domain area) to assess strengths as well as areas where additional study may be required. A candidate will also have an opportunity to review the correct response to any test question answered incorrectly. The practice test can be accessed directly from the CASTLE Worldwide website at [www.castleworldwide.com](http://www.castleworldwide.com) or through the AHRA website at [www.ahraonline.org](http://www.ahraonline.org). Payment for the practice test will be made directly to CASTLE Worldwide.

### **CRA'S SHARE THEIR THOUGHTS**

Here is what Darrell McCaffrey, CRA, RT (R), Radiology Manager, University of MS Medical Center, Jackson, MS. said: *"A sense of pride, personal satisfaction, and accomplishment is probably the best way for me to describe what I personally have derived from being able to place CRA after my name. I am from the old school, and came through the ranks from staff technologist to department head. CRA after my name gives a way of saying to myself and to others that I have proven myself as a Radiology Administrator. CRA will be meaningful in different ways to individuals that are in different stages of their careers. I believe CRA will become one of the major standards in judging Radiology Administrators in the future and I am very proud to have been one of the first group. I am appreciative to AHRA for establishing the program and giving me the opportunity to say I am a Certified Radiology Administrator."*

For additional information about the CRA program, log on to [www.ahraonline.org](http://www.ahraonline.org), email: [crainfo@ahraonline.org](mailto:crainfo@ahraonline.org), or call AHRA at 800-334-AHRA (2472) or 978-443-7591. ■

## The CRA Program

By Rick Perez, CRA

**W**hen I first heard about the Certified Radiology Administrator program I had very mixed feelings. At first, I thought about the fact that the work other administrators like myself have been doing for many years had not received recognition from any organization. My next feeling was fear as I was thinking of the exam and the uncertainty over passing it. What would happen if I didn't pass? Would I lose credibility with my peers, my employer, and my own confidence? Would I need to consider doing something else?, but what else do I know?

However, the challenge and reality set in and I made the decision to go for it and find out for myself, can I pass this exam? I registered for the exam and downloaded the materials to assist me in preparing for it. The material helped me focus my efforts on the subjects I needed to brush up on.

I was anxious on the trip to New Orleans to take the inaugural exam, not knowing what to expect and dealing with weather delays and traveling in these post 9-11 times. However, I made it just in time and finally entered the exam room with a few minutes to spare. The exam was long and had much of the material I had studied. Then again, there were some areas that, since I work in an Academic Hospital, I was less comfortable with. Upon completing the exam, I felt a great deal of relief and left the room feeling OK about the exam, but still concerned. All I could do

now was wait for the results.

The results came and I had accomplished what I had set out to do and passed the exam. It was a good feeling that I shared with my family, and some of the other administrators who had also successfully passed the exam. It gave me great personal satisfaction, as I viewed my passing grade, as acknowledgement of the work I have been doing.

My Certified Radiology Administrator certificate is displayed in my office and I occasionally get some comments about it, and congratulations from those familiar with the process and the AHRA. However, too many people did not recognize the certification. In thinking about this, I then understood how many of our technologists feel after they sit for an advanced exam and acquire their certificates yet get little recognition, except a personal feeling of accomplishment and congratulations from the Department Managers. This leaves me to think about, "How do we do something about this and find a way to reward staff that take these additional exams?" It is up to each of us, as radiology administrators, to find ways to gain recognition for everyone who pursues advanced degrees or certifications and to celebrate their efforts. ■



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• • CLASSIFIED

**POSITIONS OPEN****DIRECTOR OF RADIOLOGY AND  
DIAGNOSTIC IMAGING**

Anne Arundel Health System (AAHS), in Annapolis, Maryland -- the fastest growing health system in the state -- seeks a dynamic, entrepreneurial Director of Radiology and Diagnostic Imaging. This leader will manage a growing network of diagnostic and therapeutic services offered through AAHS' Radiology and Diagnostic Imaging Center of Excellence, which performs 250,000 procedures a year at the main Medical Center campus and at several off-site locations. This Center of Excellence Director will play a significant role in growing AAHS marketshare in Outpatient Imaging Services in a highly competitive market. The ideal candidate will be a Masters-prepared (minimum Bachelor's degree) administrator with a track record of growing a complex Imaging operation and improving its business and financial performance. Candidates must have a minimum of five years management experience directing Radiology/Diagnostic Imaging Services within an acute care hospital or free-standing imaging centers. Experience managing multiple Diagnostic Imaging sites is strongly preferred. PACS experience is essential.

Send inquiries/resumes to: Claudia Teschky, Witt/Kieffer, 2015 Spring Road, Suite 510, Oak Brook, IL 60523, phone: 630-990-1370, fax: 630-990-1382 or Email: [claudiat@wittkieffer.com](mailto:claudiat@wittkieffer.com)

**IMAGING MANAGER****FULL TIME DAYS****SOUTHWESTERN VERMONT HEALTH CARE  
BENNINGTON, VT**

Seeking an experienced manager for Imaging Dept. Will have 24 hour responsibility and accountability for management of radiological practice, human and fiscal resources, compliance with regulatory standards, and fostering inter and intradepartmental collaborative relationships. BS in Healthcare related field; Masters preferred; Min. 3-5 years exp. in Radiology with 2 years of Radiology management experience preferred. We offer competitive salary, excellent benefits, and a fabulous work environment. We are located in the tri-state area, minutes to New York and Mass., in the midst of pristine wilderness areas and covered bridges, and close to several different outdoor recreational areas and the arts.

Please apply to Human Resources, 100 Hospital Drive, Bennington, VT 05201; (802) 447-5090; fax (802) 447-5538; email [apply@phin.org](mailto:apply@phin.org). For more information, visit our website at [www.svhealthcare.org](http://www.svhealthcare.org).

**Quantum Communications  
for Norton Hospital**

**RADIOLOGY DIRECTORS/MANAGERS**

Ready to choose whether or not you want to continue working 55 hours a week/50 weeks a year? Attractive interim opportunities exist in many facilities nationwide! If you would accept a short-term assignment, send resume, requirements, and the names, addresses, and phone numbers of four professional/managerial references to: the Nielsen Healthcare Group, Dept I, 20 Allen Ave, Ste 330, St Louis, MO 63119 or fax to 314-984-0820 or e-mail [nhcg@primary.net](mailto:nhcg@primary.net). No fees.

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**POSITIONS OPEN****DIRECTOR OF RADIOLOGY**

Join the staff at Children's Hospitals and Clinics, winner of the 2002 Best Minnesota Hospital Workplace award. We seek a Director of Radiology to work at our Minneapolis location. You will provide department leadership, develop budgets/business plans, maintain process improvement program, and coordinate departmental activities with the Medical Director.

Qualified candidates will have a bachelor's degree as a Radiologic Tech or in Information Management, Business Administration, Management or related area plus 2 years of radiology management exp. Equivalent exp or alternative training in related area may substitute for the degree. Candidates should also have exp with radiology and/or clinical software applications and exp with regulatory compliance requirements. Superior analytical, problem-solving and communication skills are essential.

For more information and to apply online, please visit our web site: [www.childrenshc.org](http://www.childrenshc.org).

Children's Hospitals and Clinics  
#32-H190  
2525 Chicago Ave. S.  
Minneapolis, MN 55404

EOE/Smoke-Free Environment

**ADMINISTRATIVE DIRECTOR,  
DIAGNOSTIC IMAGING**

Our client, a 399-bed multi-site community hospital system seeks a seasoned Administrative Director of Diagnostic Imaging to lead a high volume, progressive Department. The Department performs over 160,000 procedures annually at two campuses, two Women's Centers and five satellite locations. Modalities include diagnostic imaging, ultrasound, CT, MRI and nuclear medicine. The successful candidate will be an accomplished professional who brings strong leadership and analytical skills, and experience with business and strategic plans. He/she will be a consensus builder, creative problem solver and be comfortable running a busy, complex and sophisticated department. Experience with PACS and RIS highly desirable.

Candidates must have at least 10 years of progressive radiology management experience in a comparable size facility or flagship hospital of a multi-site community oriented healthcare system. A Bachelor's degree in Radiological Sciences and ARRT certification are required; a Master's is favored.

Situated between New York and Washington, DC the area has a population of 200,000 and is easily accessible to Philadelphia, Baltimore, and the Delaware and Maryland beaches. Superior quality of life, a mild four season climate and accessibility to Midatlantic locations make this an outstanding area in which to live and work.

Contact: Cheryl Freedman, Tyler & Company,  
(770) 396-3939 or e-mail:  
[cfreedman@tylerandco.com](mailto:cfreedman@tylerandco.com)

**Time to Register for AHRA's Annual Meeting & Exposition**

**T**he time is now to make your plans to join us in Anaheim, California, August 10-14 for the 31st Annual Meeting & Exposition. The program will include daily inspirational, motivational, and team building speakers, as well as sessions jam-packed with information. In addition, you'll have plenty of opportunity to network with friends and colleagues and visit exhibits.

Log on to [www.ahraonline.org](http://www.ahraonline.org) and click on the "Annual Meeting" link for more information or call AHRA at 978-443-7591 or toll free 800-334-AHRA (2472). ■

**ahra**490-B Boston Post Road  
Suite 101  
Sudbury, MA 01776*Link***Participate in the 2003  
AHRA Education  
Foundation Silent Auction**

**H**ere's your opportunity to be part of the 2003 AHRA Education Foundation Silent Auction and get a head start on your charitable contributions for the year! Simply donate an item to the AHRA EF Silent Auction, which will be held in conjunction with AHRA's 31st Annual Meeting & Exposition, August 10-14, 2003 in Anaheim, California. Past silent auction items have included: digital cameras, DVD players, radiology memorabilia, travel vouchers, gift certificates, and camcorders. Radiology related items are especially popular.

Send items to:

AHRA Silent Auction, c/o Sullivan Transfer Company,  
900 E Santa Ana Street, Anaheim, CA 92805  
Items should arrive no earlier than July 10, 2003 and  
no later than August 4, 2003.

By August 1st, Send the name of the item, the value, donor's name, phone, fax, and email, the method of shipment and tracking numbers to lhachero@conferencemanagers.com or fax this information to 301-984-9441. Thank you for your support! ■

**• • ANNUAL MEETING & EXPOSITION NEWS****Book Signings at the Annual Meeting**

Attending the Annual Meeting in Anaheim, CA? If so, please stop by Lobby B on Sunday, August 10 from 4:00-4:30 PM for a book signing by Dr. Ron Rubenzer who will sign his book, "The ABC's of Stress Reduction that Improve Production". ■

And, don't forget to stop by Lobby B at the Anaheim Convention Center at 11:00 AM on Tuesday, August 12th or Wednesday, August 13th and meet Lynn McVey, who will sign copies of her children's book, "Kirby the Clown". Lynn is contributing profits from books purchased in Anaheim to the AHRA Education Foundation ■

**Reporters Wanted for Convention Daily**

If you are attending the Annual Meeting and would be interested in reporting on a breakout session for Convention Daily, AHRA's Annual Meeting newsletter, please contact Karen Guy at AHRA via email at kguy@ahraonline.org or call 800-334-AHRA (2472) or 978-443-7591 for more information. ■

**ahra**490-B Boston Post Road  
Suite 101  
Sudbury, MA 01776**Address Service Requested****Upcoming ahra Events:**

AHRA Annual Meeting & Exposition  
Early Registration Discount!  
Register Before July 11, 2003

CRA August Examination Application  
Deadline  
**EXTENDED** TO July 18, 2003

CRA Exam Administration  
August 9, 2003

AHRA Annual Meeting & Exposition  
August 10-14, 2003

How Does DICOM Help You Integrate  
Your PACS Audio Conference  
September 25, 2003

Conference for Imaging Center  
Administrators  
October 10-11, 2003

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