AHRA Annual Meeting attendees often compare their experience to a family reunion. As everyone arrived in Anaheim yesterday, it certainly felt like one. Old friends happily greeted each other and new friendships began forming over good conversation, food, and drink.

Attendees, speakers, and exhibitors headed over to the impressive Anaheim Convention Center, picked up all of their meeting materials at the registration desk, including their ribbons from the new ribbon wall, and took photos at the selfie spot. If you haven’t taken a selfie there yet, make sure you do - and share for everyone to see on Twitter or Facebook with #AHRA2017 or on the Annual Meeting app. (If you haven’t already, download the Annual Meeting app (www.ahraonline.org/app) to easily access the meeting schedule (you can even create your own), maps, the latest news, and more, right from your smart phone.)

Yesterday’s educational opportunities included the first few sessions of the Basic and Advanced Track, and two workshops. For more details, see pg. 2.

Taking advantage of the beautiful weather and the networking opportunity, a group of over 50 golfers met up for the 18th Annual Imaging Classic Golf Tournament at the Black Gold Golf course, which raised proceeds for the AHRA Education Foundation (see pg. 4 for details).

Our second day has plenty to offer everyone. The Grand Opening Ceremony kicks off this morning at 9:00 AM, with our first keynote speaker, Chris Blackmore. Get ready to laugh and have fun while you learn some new, Disney-inspired patient satisfaction strategies. Check out the schedule (pg. 12) for the full run down on all of the symposiums and sessions you’ll have to choose from today. The Basic Track also continues with two sessions on Budgeting for Business Management.

Remember: you must be on time to a session in order to be eligible for ARRT CE credit. The barcode on your badge will be scanned at the beginning and end of the session, so make sure you stay for the entire session, and don’t forget your badge in your hotel room!
Welcome from the Design Team Chair

Welcome to the 45th Annual Meeting in sunny Anaheim! The Design Team has worked hard to jam pack the next couple of days with phenomenal keynote speakers, exciting breakout sessions, and many fun events!

AHRA is fortunate to have members who volunteer countless hours in order to make our association successful. These volunteers were honored at a special reception Saturday evening.

Sunday was the start of many programs and events. In the morning the 18th Annual Imaging Classic Golf Tournament was held at the scenic Black Gold Golf Club to raise money for a very worthy cause: the AHRA Education Foundation! Lunch and awards were given out at the end of the tournament. Thank you to all the golfers who participated.

If you’re not a CRA, what are you waiting on?! The CRA Exam Workshop was held yesterday to help future CRAs obtain this valuable credential. The Advanced and Basic Management Tracks also started Sunday. Finally, an Executive Leadership Workshop provided attendees with special insights to expand their leadership knowledge.

AHRA leadership and the Design Team provided a warm welcome for new members and first-time attendees at a special event last night. It helped attendees to get acquainted with AHRA and its many benefits.

One of my favorite events was the President’s Reception where Jason Newmark, 2016-2017 AHRA President, officially welcomed everyone to the Annual Meeting. It was a great way to network with new colleagues and get reacquainted with many AHRA friends.

I am really excited about our keynote speakers. All three of our keynotes — Chris Blackmore, Jake Poore, and Shari Harley — will revitalize our commitment to providing compassionate care to our patients and enhancing our leadership skills for our staff.

There are many hot topics in the field of radiology including clinical decision support, regulatory issues, and patient experience. This meeting provides educational opportunities to address many of our challenges as radiology leaders. The tools that you will bring back to your organization will be invaluable.

Many vendors generously support AHRA. Please take the time to visit the Exhibit Hall (see pg. 6 for hours) and take advantage of the time to speak with the vendors about their product(s).

Surfs up, dude! On the last day of AHRA 2017, put on your most radical beachwear and hit the sand with all your friends at our SoCal Beach Party! Get ready to dance the night away under the SoCal stars while eating and drinking the best of California’s many cuisines. Wear your shorts and sandals and have some fun!

If you have any questions, feel free to stop one of the Design Team members (in grey polos) for assistance. Enjoy AHRA 2017!

AHRA Staff

The following AHRA staff are on site this week. If you have any questions, please feel free to ask any of them for assistance: Edward Cronin, CEO; Kerri Hart-Morris, Associate Content Producer; Debra Murphy, Deputy Executive Director; Sarah Murray, Executive Assistant and Governance Coordinator; Jillian Nanof, Member Services Supervisor; Brittany Ruggiero, Marketing Coordinator; and Mike Suddendorf, Marketing Director.
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Visit us at AHRA 2017, Booth 501, for a live demo or go to AHRA2017.bayer.com to learn more.
Over $800 was raised from raffle tickets for the EF at today’s tournament!

The Education Foundation would like thank the above sponsors and the AHRA Golf Tournament Committee for their generous support of the Imaging Classic. Your continued support of both this golf tournament and the Education Foundation is appreciated!
Advanced Applications for Samsung Digital Radiography Systems

Advanced Applications provide improved patient care with diagnostic confidence through leading-edge imaging functions such as SimGrid, Bone Suppression, and TLE (Tube and Light Enhancement) along with S-Vue.

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LEADERS: ARE YOU INSPIRED OR TIRED?

By Charles (Chuck) D. Stamper, CRA  
charles.stamper@va.gov

Having been in imaging leadership for many years, this question hit very close to home. You want to make all the right decisions and have your staff feel that you are giving them your very best all the time, but you become complacent because you set goals that are not as difficult to achieve and you settle.

In his session, Ken Fazzino covered all the areas of what, in my opinion, define Servant Leadership: What is your leadership style? Do you provide your team with a good vision and direction? Do you truly lead the way?

We as leaders must pull folks along rather than push them. We must be willing to step up to the plate and be the calming factor for all of the everyday eruptions. This includes being willing to sit at the front desk and register patients or even do that chest x-ray so the technologist can have lunch (even if you have to repeat it three times).

As leaders we have a target on our backs, and we really are the topic of conversation at the end of the day over dinner. I agree with Ken in that I don’t mind being the topic of conversation as long as I am on the “right” side more often than not.

Are you tired? We all get tired, and attending the AHRA Annual Meeting can and will recharge our batteries. We come to the conference to learn new ways of doing things and to get new ideas for improving our service to our teams and our patients. After a while, when these things we have tried start to fail, we look forward to the next conference where we can “recharge” ourselves and become the leaders our staff look to for guidance. I’m looking forward to continuing to recharge this week!

EXHIBIT HALL UPDATES

Corrections and Updates:
Please note the following changes to Annual Meeting Exhibitors:

Spectrum Medical X-Ray Co.  
Booth # 256  
1721 Stewart St  
Santa Monica, CA 90404

Synergy Radiology, LLC  
Booth # 157  
5001 US 30 West, Suite D  
Fort Wayne, IN 46818

EXHIBIT HALL SCHEDULE

Monday, Tuesday, and Wednesday  
11am-2pm: Hall Open (Mon, Tues)  
11:30am-11:45am: Hot Spot! Drawing  
12:00 pm - 1:30 pm: Lunch Served in Exhibit Hall  
12:45pm-1:00pm: Hot Spot! Drawing  
Raffles throughout the day

Wednesday:  
1:00 PM: Product Showcase Passport deadline  
1:30pm: Exhibit Hall closes
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COME SEE SOME OF THE MOST ADVANCED TECHNOLOGY ON THE PLANET.

*Rated to 700lbs in horizontal position
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Did you know positioning is the #1 failure of ACR Requirements?

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“Bella Blankets’ texture keeps breast tissue from sliding back, and is easy for the technologist to get her hand out from under the breast without losing breast tissue. We documented more tissue Year to Year in both CC and MLO views during trial period.” ~ Janina Mattus, Medical Imaging Manager, TriStar Centennial Medical Center

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¹ Bella Blankets Clinical Advantages Survey 2017, Beekley Medical®
The regulatory affairs update that was presented by Melody Mulaik and Sheila Sferrella started out with the pleasantries of any conference meeting. The agenda was announced and everything was outlined.

The topics they covered included:

1. APC Changes
2. Site Neutral Payments
3. Other Payment
4. Appropriate Use
5. Mammography TC Cuts
6. MACRA

As always, we see cuts to the APCs or bundling of services. A new term, “package,” was introduced which relates to the financial bundling instead of CPT bundling that imaging has dealt with over the years. We will continue to see both packaging and bundling.

Site Neutral Payments is exactly as it sounds: a way to keep payment for hospitals steady.

Appropriate Use is coming in the form of CDS. This term, everyone should become familiar with. CMS will mandate that all ordering MDs use an Appropriate Use Criteria (AUC) system to validate the reason for the exam is appropriate. If it’s not appropriate, you will not be paid. Currently everyone is waiting for the final rule which should be posted on CMS website any day. We hope to see a delay in this ruling.

The last two topics were the most surprising. Mammography cuts of up to 50% could be implemented for 2018. This cut would be the end to mammography as we know it in the US. Hopefully cooler heads will prevail and we will not see such a cut.

The MACRA changes will also take effect in 2019 with a 2-year beginning of data collection. So, this year (2017) the data for MACRA must be reviewed for the future submissions. CMS wants everyone to go toward using an APM (Advanced Payment Model). In this model CMS gives a specific amount for all of care, and you must make it work. For radiologists, this model is very challenging and will most probably cause more issues with referring physicians. The alternative is the MIPS payment plan. In this plan, the physician must meet (and hopefully exceed) quality goals that must be submitted to CMS. The higher your quality, the better your payment will be. In 2019, it could be a cut of 4% or additional payment by 4%, as compared to 2022 the cut would be 9% with that additional percentage at 9%.

The “doom and gloom” of regulatory changes in our industry is always a challenge, and we as leaders must be willing to help in any way. When the preliminary ruling comes out this week, please take a minute and write your opinion. CMS now allows anyone to comment on the preliminary ruling. All past AHRA comments are listed on the AHRA website.

EXHIBITOR SYMPOSIUM CONTEST

Several AHRA and AHRA Education Foundation partners host and present symposiums during the Annual Meeting. Because their corporate support is essential to funding AHRA member programs, we encourage all attendees to attend as many of these symposiums as possible in a show of appreciation.

If you attend 4 or more exhibitor symposiums, you will be entered to win a FREE registration to the 2018 Annual Meeting, July 22-25 in Orlando, FL. To be entered to win, simply attend 4 symposiums and make sure to have your badge scanned - you will be automatically entered in the drawing.
AHRA EDUCATION FOUNDATION RAFFLE

1 Ticket for $5 or 10 for $20
Enter to WIN these fabulous prizes!

A pair of Bowers & Wilkins p7 Wireless Headphones, donated by MedNovus, was given away at last night’s President’s Reception!

These prizes are still up for grabs:

**Apple Watch**
Drawing date: Monday (Opening Session)
Donated by: Regents Health Resources

**Hitachi 4-piece Tool Kit**
Drawing date: Tuesday (General Session)
Donated by: Hitachi

AHRA 2018 Annual Meeting Registration
Drawing date: Wednesday (Closing Session)

$1,000 Visa Gift Card
Drawing date: Wednesday (SoCal Beach Party)
Donated by: 3DR Laboratories

Thank you for supporting the Education Foundation!

Prizes may be claimed at the Membership Booth next to registration.

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The AHRA Expanding Excellence Campaign was an unprecedented fundraising effort in which AHRA unified thought leaders and corporate visionaries to further solidify itself as the leading resource and catalyst for the development of professional leadership in medical imaging management. Investments, payable over five years (through 2017) assist the AHRA to “Expand” on the “Excellence” of its world-class education and research initiatives.

Thank you to all who participated in this first-class effort that profoundly impacted the future of imaging and imaging management by successfully surpassing the goal with a total raised of $3,050,124.80.

**5 Star Partners - $500,000+**

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**1 Star Partners - $25,000+**

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**Friends of AHRA**

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Continental Breakfast
7:30 AM - 9:00 AM (3rd floor Lobby)

7:45 AM - 8:45 AM (207 ABC)
Hot breakfast provided
Generously sponsored by Guerbet

Grand Opening Ceremony and Keynote: The Magic of Customer Service
9:00 AM - 11:00 AM (Ballroom AB)
Generously sponsored by Carestream

Expanded Session 2:15 PM - 5:15 PM
- EngageME: Will Leaders Listen? (303 CD)

Breakout Sessions 2:15 PM - 3:45 PM
- 10 Things You Should Never Do as a Leader (206 AB)
- A Data-Driven Multi-Disciplinary Approach to Managing Patient Radiation Dose and Image Quality in CT; aka “What’s Possible when a Medical Physicist and a Radiologist Work Together?” (REPEAT) (207 D)
- AHRA Regulatory Affairs Update (REPEAT) (201 CD)
- Catching the Improvement Wave without Wiping Out (202 AB)
- New Approach to Projects—Business Case Through Planning and Execution (203 AB)
- Preventing Patient Injuries in MRI (201 AB)

Beverage Break 3:45 PM - 4:15 PM (2nd and 3rd Floor Lobbies)

Breakout Sessions 4:15PM - 5:15PM
- MACRA/Joint Commission Case Studies in Patient Radiation Dose Management Compliance (202 AB)
- Connection Between Communication and Learning in the Radiology Clinical Environment (207 D)
- Employee Engagement Through Quality, Peer Review and Recognition (206 AB)
- Inside the NFL (National Football League) From a Radiology Standpoint (201 AB)
- Clinical Decision Support—Ready or Not, Here it Comes (REPEAT) (201 CD)
- Using Data to Bootstrap and Stay Strapped Throughout the Continuous Improvement Journey (203 AB)

Exhibitor Symposium: Cybersecurity is easy! (Except for the Humans)
5:30 PM - 6:30 PM (207 ABC)
*Light appetizers and refreshments provided
Generously sponsored by Sectra

CRA Reception
6:30 PM - 7:30 PM (Elite Ballroom - Marriott)
Invitation Only

FEELING INSPIRED?
2018 CALL FOR PRESENTERS!

If you’ve been inspired by our fantastic speakers this week and would like to present to the AHRA membership at a future conference, we are now accepting applications to speak at the 2018 Spring Conference and 2018 Annual Meeting.

Find more information and apply at: www.ahra.org/CFP