At yesterday morning’s keynote address, Chris Blackmore showed us the magic of customer service. First, AHRA President Jason Newmark took the stage to welcome attendees to the conference. He gave special acknowledgement to a handful of members who have heeded his call over the past year to step up and earn their right to be an AHRA member by participating and volunteering. He then introduced the 2017-18 Board of Directors who will be formally installed at the close of the meeting. He also thanked all of our Annual Meeting sponsors for their generous contributions to make AHRA 2017 a success.

Design team member Doug Sprague then took the stage with his creative rendition of “Surfin’ AHRA” to introduce the Design Team members. His piano skills and the Design Team members’ dance moves were appreciated by all!

Dan Monaghan, Regional Business Manager for Ultrasound Systems at Carestream, the sponsor of our first keynote, then took the stage to introduce Chris Blackmore.

Using magic tricks and a wealth of information about Disney’s culture of incredible customer service, Chris delivered an engaging and entertaining talk about how we can provide better service to our patients. Chris made it clear that it’s the people, especially the leaders, who make the difference. He repeated several times, “If not me, who?” Be that leader that steps up and leads by example. See a piece of trash on the floor? Be the one to pick it up because when others see that, they’ll be inspired by your example. Your attitude will carry you and will change your patient’s experience.

Chris spoke about how after patients leave your facility, they are your missionaries - good or bad. They expect that you will do the scan perfectly, so that should not be your main focus. Your focus should be on creating a positive experience for them, because that is what they will remember and that is what they will be talking about.

HEAR, THINK, LEARN. This acronym that Chris provided gave many keys to creating that positive experience, including showing empathy to patients, acknowledging their pain and experience, truly listening to them, inspiring them (and your employees), and continuing to nurture your relationship with them by following up afterwards with a survey.

Teach your team to hear, think, and learn, and you can provide your patients a truly magical experience.
Welcome to beautiful Anaheim! Although I love my home state of New Jersey, I have to say that California is spectacular! It’s been a long time since the Annual Meeting was held here, and it is truly wonderful to be back.

The AHRA Education Foundation (EF) plays a very important role as the fundraising arm of OUR association. The EF thrives on setting goals and surpassing them, so in true fashion, we had our work cut out for us this year. Last year (our 25th anniversary!), we surpassed all records. This year, we had a goal of raising $30,000 before this meeting, and we raised $27,835.83. We were able to achieve 92% of our goal: amazing!

Every year an Annual Appeal committee is selected, consisting of members who truly believe in our goals. They send out numerous emails as well as make phone calls to our current and retired members for donations. The committee started their quest in January and finished this past Friday. At the EF Board meeting this past Saturday, we were informed that we had 168 members donate prior to the meeting – great work, team!

I want to personally thank my committee: Cathy Story, Terry Bucknall, Wanda Coker, Tom Wall, Jory Vidulich-Savino, John Beall, Tonya Brightmon, Kristen Polenz, Zachary Hopkins, Michael Connelly, Larry Leopold, Gus Trinidad, and Tom Wells for an extraordinary job well done! Thank you for taking the time out of your busy lives to help make this campaign such a success. We will be forming next year’s committee in January 2018 – please reach out if you’re interested in joining.

Without our members’ donations, the EF could not offer so many programs, including grants and scholarships. This year, three people received Osborn Scholarships to attend the Annual Meeting. Make sure you take the opportunity to speak with Tina Checchia, Elisa Condon, and Wendy Renneke while you are here in Anaheim to hear how excited they were to be able to attend the Annual Meeting.

The Broadley Scholarship allows imaging managers to further their education when enrolled in an initial undergraduate or graduate degree program. This year’s recipients were Julie Olmsted and Lori Chabot. These two women were so appreciative of being awarded the scholarship money and know that it will make a difference in their education and their lives as imaging management professionals.

Our corporate sponsors also play an important part in our success. They continue to support the EF, all our programs, and the Annual Meeting. To date this year, we have received over $431,000 from them. We give thanks to them for their generous contributions.

As you can see, the EF continues to flourish and surpass many goals and accomplishments through the commitment and support of our members and corporate partners. Please stop by the EF table outside of the general session room or just inside the exhibit hall entrance to get your pin and a few raffle tickets for fabulous prizes!

**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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It’s that time of year when we gather as imaging leaders to gain a better appreciation of regulatory changes and technology that may impact our operations. Les Jebson, FACHE, FACMPE, LHRM, shared his perspective as an administrator, lecturer, and consultant on how innovative technologies will disrupt healthcare within the next 5 years.

To put this into perspective, Les shared some examples of innovative technologies that were disruptive in other industries and have made a significant impact on society today. Take a moment and think how Uber, Amazon, and Netflix have changed your life. Now imagine innovative changes in healthcare – are you prepared? Do you know what’s coming down the pike?

Les stated, “The field of radiology has disrupted and innovated healthcare more than any other discipline and the greatest innovations may soon be upon us.” The need to decrease healthcare costs will continue to drive change and innovation. With increasing demands to improve quality, efficiency, and customer service, we will see an increased merging of service lines.

During the 90 minute session, Les shared a number of innovations that will impact infection rates, improve surgical planning, decrease supply cost, and enhance clinical education. It’s a good time for you to start thinking about how the items below will impact your operations:

- Hybrid Procedural Suites
- High End Portable Ultrasound Systems that use touchscreen interfaces, similar to the operation of a smartphone or tablet
- Virtual Augmented Reality for the use of Surgical Planning, OB Gyn Care, and Education
- 3D Printing, Casting, and Bracing

Some attendees have already experienced some of these innovations, and they were able to contribute to the session. In addition to the above, the Internet will continue to be a vehicle for disruption and innovation. With today’s consumerism there is a heightened transparency on pricing and healthcare ratings.

Les summarized these top future trends:

- Hospitals will be smaller and more integrated at many levels
- Systems will be changing
- Outpatient systems will be the focal point for growth
- Specialty areas will focus on those that are most profitable
- Technology intensity will be crucial
- The economy and availability of capital will be limiting
- Renovation and adaptive reuse will increase
- Sustainability expectations are changing
- New delivery methodologies and best practices are being embraced
- Demographics are a top concern, including aging staff and patient populations

If you were unable to attend this session, Les will be around for a few days and he will be speaking again today in a session titled “The Bundled Payment Pie- How Big is the Imaging Slice.” His slides are available online and contain resources that you may want to refer to.

As technology and innovations approach us, ask yourself: What impact will this have on patient care, revenues, expenses, providers, surgeons, or clinical education?

What a great way to start this AHRA Annual Meeting!

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.
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EXHIBIT HALL UPDATES

**Monday’s Hot Spot! winners:** (Left) Joey Harding, Imaging Market Executive, Canopy Partners, Greensboro, NC at Shared Imaging, Booth #541; (Right) Kristi Dalrymple, MBA, CRA, Director of Diagnostic Imaging, Norton Healthcare - Kosair Children’s Hospital, Louisville, KY at Rayence, Booth #246

**AHRA EF RAFFLE**  
1 Ticket for $5 or 10 Tickets for $20  
Enter to WIN these fabulous prizes!

Enter the Exhibit Hall and take a left to get your tickets at the Education Foundation booth! The following prizes are still up for grabs:

**Hitachi Tool Kit**  
(Donated by Hitachi)  
Drawing date: TODAY (General Session)

**Registration to AHRA 2018**  
Drawing date: WEDNESDAY, JULY 12 (Closing Session)

**$1,000 Visa Gift Card**  
(Donated by 3DR Laboratories)  
Drawing date: WEDNESDAY, JULY 12 (SoCal Beach Party)

**Congratulations to Vida Agyei-Obese who won the Apple Watch donated by Regents Health Resources at yesterday’s opening session.**

**EXHIBIT HALL SCHEDULE**

**Tuesday and Wednesday**  
11am-2pm:  
Hall Open

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:**

1:30pm:  
Product Showcase Passport Drawing & Announcement

**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
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“It’s not just checking boxes.” So began the presentation on MR Safety by William Faulkner and Kristan Harrington. It is about ensuring that the MRI safety policies and procedures provide a safe environment for patients and staff. It is quality assurance – how you are ensuring that the procedures that have been established are being followed. The presentation was balanced, filled with humor, and maintained the focus on what the objective of all of the recent focus on MR safety is really all about – protecting the patient and ensuring a culture of safety.

Interestingly, we have several well-known and recognized experts in MR and MR safety speaking at this Annual Meeting. I won’t name them; all you have to do is look at the schedule. It is a great opportunity to explore concepts and learn more about what is essential and “real” in MR safety, and the patient safety issues that are driving the new interest from The Joint Commission and other regulatory folks.

The presentation covered the reported fact that as many as 4 of 5 safety incidents are unreported, which is driven by the failure to create a culture of safety that focuses on prodromal intervention and real safety – not making surveyors happy, and out of our hair.

Starting with a quote from Dr. Emanuel Kanal, MD, “Show me another industry where the more we know about the risks and the more we know about prevention, the worse we do in protecting people from the known risks,” Kristan and Bill developed several proposals that would improve a culture of safety in the provision of MRI services:

- An MRI Medical Director, MRMD, who is fully trained and competent in MR safety and protocols. Who has both responsibility and authority outlined in an adequate position description, and the support to ensure guidelines and processes are followed.
- A fully qualified and trained MR Safety Officer (MRSO) who is competent and supported in establishing and maintaining appropriate processes and procedures.
- An independent MR Safety Expert, MRSE, preferably a physicist, who is an advisory resource for the MRMD and MRSO.

Organizationally, the above experts should be those who develop, implement, and ensure compliance with MRI policy and procedures.

The presentation went further into specific discussion of appropriate zone marking and the use of non-ferrous equipment and clothing. Appropriate screening of patients avoids not just flying objects, but the serious thermal burns which can occur if patients aren’t properly dressed (or undressed) due to the many apparently safe articles that actually contain ferrous materials. Staff should set the example, and levels of staff (eg, MR level I and level II personnel) should be classified and trained appropriately.

Zones should be accurate and access limited to appropriate staff who have been trained for their level of access. There was some excellent discussion of the various devices for securing and for ferrous metal detection.

It was an overall enlightening and entertaining exploration of the many challenges we face in establishing a true culture of safety within the MRI environment.
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**Tuesday’s Schedule**

Continental Breakfast  
6:45 AM - 8:15 AM (2nd floor lobby)

Exhibitor Symposium: Patient Centric MR Imaging: Innovative Imaging Strategies  
7:00 AM - 8:00 AM  
(207 ABC)  
*Hot breakfast provided  
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Breakout Sessions 8:15 AM - 9:15 AM  
- Driving Optimal Financial Returns Through Operational Improvements: A Data Analytics Journey (303 CD)  
- Competition: Strategies to Grow Volume and Keep It (201 AB)  
- Creating Positive Leadership by Confronting Negativity (203 AB)  
- Don’t Get Sold! Six Common Techniques That Salespeople Use to Knock You off Your Game and What to Do About Them (201 CD)  
- Making the Connection: Colleague Engagement and Patient Experience (206 AB)  
- Nuclear Medicine: What’s on the Horizon (207 D)  
- On That Final Note (202 AB)

Beverage Break 9:15 AM - 9:45 AM (2nd and 3rd floor lobbies)

General Session and Keynote: The Leader’s Role in Building and Sustaining Exceptional Patient Experiences  
9:45 AM - 11:00 AM  
(Ballroom AB)

Expanded Session 2:15 PM - 5:15 PM  
- What Every Radiology Administrator Needs to Know About Coding & Billing in 2017 (303 CD)

Breakout Sessions 2:15 PM - 3:45 PM  
- A Dose of Success: Achieving Long Term Quality Outcomes with Your Dose Solution (202 AB)  
- Demystifying Accounting (207 D)  
- Leadership Matters—Why Servant Leadership Is Best Suited for Healthcare (201 AB)  
- Slay The Myth: MRI Safety Costs Time & Productivity (206 AB)  
- The Bundled Payment Pie—How Big Is the Imaging Slice? (203 AB)  
- Washington Update (201 CD)

Beverage Break 3:45 PM - 4:15 PM (2nd and 3rd floor lobbies)

Breakout Sessions 4:15PM - 5:45PM  
- Make Your Meetings Count: Managing Effective Meetings (203 AB)  
- Making Radiology Relationships Fire Proof to Render RFPs Irrelevant (201 CD)  
- Everyone Needs Coaching: Three Conversational Techniques to Change the Way You Manage People (201 AB)  
- When Do You Fight For Licensure? (206 AB)  
- World Class Operations—Finding and Implementing Best Practices (202 AB)  
- The Value and Role of your Medical Physicist Especially When Things Go Wrong (207 D)

Exhibitor Symposium: Addressing Musculoskeletal Pathologies with ALARA Imaging  
6:00 PM - 7:00 PM  
(207 ABC)  
Generously sponsored by EOS imaging

2017 Awards and AHRA Fellows Reception  
6:00 PM - 8:00 PM  
(TBD Marriott)  
Invitation Only

**New Session Tomorrow**

**Wednesday, July 12, 10:00 AM - 11:00 AM**

Excellence 24/7  
Presented by Eric LoMonaco