AHRA 2018: Smiling is the Gateway to Connecting

At yesterday morning’s keynote address, Kevin Brown challenged attendees to think about what makes someone a hero. But first, President Angie Bush took the stage to acknowledge some of the influential mentors in her AHRA journey. She also introduced the incoming Board of Directors, which will be installed on Wednesday’s closing meeting, acknowledged our meeting sponsors, introduced the lively team of superheroes that make up our 2018 Design Team, and finally, paid tribute to AHRA CEO Ed Cronin, who will be retiring at the end of this year. Thank you, Ed, for your 13 years of service to AHRA!

Members voted to approve a change to the AHRA bylaws to simplify the current language used to describe the Student Membership category, and with that, the business session was in recess.

Angie then welcomed Joe Thorton, Vice President, SouthEast Area, Carestream to introduce our keynote speaker. Kevin Brown’s dry sense of humor had attendees laughing out loud, but he soon delved into a thought provoking topic: what does a hero look like, and what does it mean to be a hero? And how does this apply to building a culture of excellence in your imaging department?

Kevin shared an anecdote about his hairdresser to illustrate this point. The first time he got his hair cut by her, she greeted him with a big, warm smile (and smiling is the gateway to connecting). She then proceeded to make him feel as if he was the only person in the room by asking questions to get to know him, and focusing her attention only on him. He has followed her to multiple salons and will never go anywhere else. He reminded us that no one notices normal - go above and beyond for your patients, and earn their loyalty.

He also shared that when his son was first diagnosed with autism, he and his wife were told all the things his son would likely never do, such as graduate high school. His wife’s dedication to changing that outcome for her son led to him not just graduating high school, but graduating with honors (and he’s now attending college!). Kevin urged attendees to take that same approach with their employees: see them not as they are, but as they can be.

Heroes help people... no strings attached. Kevin advised the audience to master that “dot dot dot.” Your patients can get the services they need anywhere, but they come to you because of who you are and how you show them you care.

Contents

A Note from the EF Chair . . . . . 2
Patient Satisfaction . . . . . . . . . 4
Exhibit Hall . . . . . . . . . . . . . . . . . 6
US Practices in Ergonomics . . . . . 9
2018 Corporate Partners . . . . . . 10
Schedule. . . . . . . . . . . . . . . . . . 12
Welcome to Florida, and the beautiful city of Orlando. This is always such a fun place to hold our Annual Meeting; child or adult, there is something fun to do for everyone.

The AHRA Education Foundation (EF) is the fundraising branch of our organization. Member and corporate donations allow the EF to provide top notch educational opportunities such as the Osborn, Annual Meeting, Broadley, Ed Yoder Memorial, and CRA Exam scholarships, the Partners in Learning program, and AHRA and Canon Medical Systems USA Putting Patients First grant. Each and every recipient has expressed overwhelming gratitude for the opportunity afforded them through these scholarships and grants.

Our yearly Annual Appeal is the main fundraising event for the EF. This year, our goal is to raise $30,000 from member donations. Prior to this meeting we have already raised $25,074 from our members, and I am confident we can surpass that goal this week through your generous donations. Each year, the Annual Appeal committee members solicit donations from current and retired members through a telephone and email campaign. We also have monthly conference calls so the committee can track our progress and offer encouragement to each other. I would like to thank my hard working committee members: Terry Bucknall, Joe Phillips, Greg Adamczak, John Beall, Lori Burns, Tina Checchia, Wanda Coker, Michael Connelly, Zach Hopkins, Scott Lehman, Daniel Neal, Ryan Pavlak, Wendy Renneke, Jacqui Rose, Jory Vidulich Savino, and Tom Wall. We are always looking for members to join our committee, so if you are interested in becoming part of this committee next year, please let me or any of the current committee members know. We would love to have you!

If you have made your donation to the Annual Appeal prior to the meeting, thank you for your generosity. If you haven’t received your 2018 donor pin for a donation of $40 or more, be sure to stop by the EF table located near the exhibit hall to get your pin. If you haven’t donated yet, it’s not too late to do so! Just come by the EF table, and we will be glad to help you. You can also purchase raffle tickets for the chance to win some great prizes. It’s a great way to give back to this wonderful organization.

AHRA member Jason Scott summed it up beautifully when he made his donation by saying, “The AHRA has done so much for me, both professionally and personally, it’s nice to give back.”

Enjoy the remainder of the meeting, and have a great time in Orlando!
Low Dose in Samsung X-ray

Samsung is constantly working to lower dose exposure in x-ray scans to push ALARA efforts to the next level for healthcare professionals. Our image processing S-Vue™ offers excellence in image quality for diagnostic confidence while exposing patients to just half the dose. Samsung’s sunflower logo represents our low dose campaign for improved patient care and the sunflower’s ability to absorb toxins in their tissues, including radioactive elements.

*Disclaimer: The claim concerning Low Dose in Samsung DR is based on limited phantom and clinical study results. Only routine PA chest radiography for average-sized adults were studied, excluding pediatric patients.*
Improving Our Patients’ Satisfaction Journey

I went to the session, “That Was Easy: Clear, Concise and Consistent Path to Obtaining Patient Satisfaction” by Kimberly Harrell, RT(R)(MR), CRA, CMPE expecting to hear the usual comments about how to improve patient satisfaction scores, but I was pleasantly surprised! I heard a lot of great stories and takeaways that I am anxious to try at my facility!

Satisfaction is the fulfillment of one’s wishes, expectations, or needs. Patient satisfaction is about connecting the dots. Kimberly outlined the dots as follows:

- **Fee for Service:** Basic payments for services rendered has transitioned to bundled payments. This has created a need to increase volumes to retain the same dollars coming into the organization.
- **Quality of Care:** How do you measure it? What tools do you use? Press Ganey is one of the tools used to measure patient satisfaction.
- **Identify Two Opportunities:** Using your patient satisfaction survey, identify two areas to improve upon.
- **Deep Dive:** Look at patient satisfaction scores specific to certain imaging areas, and look for ways to improve the scores for those specific areas.
- **Plus 1s:** These are things that you look for to improve the overall experience for patients.

Kimberly used her Press Ganey scores to identify the top two opportunities for her imaging center. The two areas her employees focused on were:

1) **Our sensitivity to your needs**
   - Q1 2016 mean score: 88.8
   - Q1 2018 mean score: 91.8

2) **Response to concerns/complaints**
   - Q1 2016 mean score: 89.9
   - Q1 2018 mean score: 91.5

How do you move your scores? It is all begins with staff engagement. Use of tools such as AIDET and A-HEART can help your staff with driving patient satisfaction scores in the right direction. Scripting is also effective, but not always comfortable for staff, so leaders should talk about the importance of scripting with staff. Scripting provides patients with a concise and consistent message for every visit.

Kimberly’s team did a deep dive and uncovered an area for improvement that resulted in a warm blanket initiative, where every patient was offered a warm blanket for their comfort. The deep dive also uncovered an environmental change that was needed for patients in Nuclear Medicine and CT. As a result of this deep dive, linens were relocated to another area and an additional waiting area was created for patients that were eating meals for their gastric emptying exam or drinking barium for their CT study. Patient feedback on the new waiting area has been very positive!

Plus 1s involve taking your patient satisfaction scores to the next level. For Kimberly’s team, the Plus 1s include: leader rounding in the waiting room; the staff escorts patients out, including pushing wheelchairs to the front door and helping patients into their cars; offering to cut off the patient’s wristband before they leave; making sure patients know that there is free Wi-Fi; and gathering old cell phone chargers that patients can use if they have forgotten their charger.

Kimberly also has a Press Ganey board posted outside the break room, where patient satisfaction scores are posted and updated regularly. Great scores are celebrated and attributed to great staff members! Patient comments are also posted on the board. One day a week, the daily huddle for the staff members is held in front of the Press Ganey board where the scores are discussed.

The bottom line is that you can’t stop working and hardwiring the processes to improve patient satisfaction. Once you have created a great process and others begin to copy it, you must look for something else to continue driving your patient satisfaction results in the right direction. It is a journey that never ends!
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Exhibit Hall Happenings

Monday’s Hot Spot! winners: (Left) Robert Whitehead, Executive Director of Imaging Services, Florida Hospital, Orange City, FL at RadSite, Booth #101 (Right) Denise Rusler, East Regional Director, Radiology Specialists of Florida, Maitland, FL at Imalogix, Booth #1025.

Corrections and Updates:
Please note the following changes:

New Exhibitor: Advanced Imaging Solutions
Booth # 224
3200 NW 27th Ave, Ste 100, Pompano Beach, FL 33069

Company Description: Advanced Imaging Systems (AIS) provides MRI & CT parts and service to customers worldwide. Recently, AIS has added new business partners with years of professional diagnostic imaging experience and training. AIS has quickly grown into one of the largest MRI & CT parts inventory providers in the nation. We pride ourselves on the principle of providing customers with exceptional service and quality parts at a fair price. Our 35,000 square foot warehouse is located in the heart of South Florida which enables us to meet customer demands in a timely manner. AIS has onsite MRI & CT testing bays that ensure the integrity of the product before shipment. We know your time is valuable and we are here to help you meet your critical deadlines.

New Exhibitor: Injector Support and Service
Booth #1408
340 East Crown Pt. Road
Winter Garden, FL 34787
www.injectorsupport.com

EXHIBIT HALL SCHEDULE

Tuesday and Wednesday
11 am-2pm: Hall Open (Closes 1:30 Weds)
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

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 3 or more exhibitor symposiums, you will be entered to win a FREE registration to the 2019 Annual Meeting, July 21-24 in Denver, CO. To be entered to win, simply attend 3 symposiums and make sure to have your badge scanned - you will be automatically entered in the drawing.
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According to the Bureau of Labor Statistics (BLS), sonography use is increasing due to a reduction in costly, invasive procedures using radiation. The BLS predicts the need for an additional 27,600 sonographers by 2024. However, this can come at a dire cost. The Society of Diagnostic Medical Sonography (SDMS) states that work-related musculoskeletal disorders (WRMSD) affect up to 90% of sonographers in the industry. The cost to employers is approximately $120 billion a year. In other words, it costs $20 billion annually from direct costs, and $100 billion annually for indirect costs. Results of such injuries are loss of revenue, absenteeism, cost related hiring and training new staff. Cindy Winter, PhD, FAHRA, CRA, RDMS, RVT, RT (R), in her session “‘Ultra’ Sound Practices in Ergonomics—Keeping Your Team Safe,” provided a helpful guide in protecting the health of your sonography team. This involves the responsibility of manufacturers, employers, and sonographers/users to implement proper education, equipment, practices and training.

It can take months, or even years, to develop WRMSD symptoms. It has been reported that, within ten years, 72% of sonographers had symptoms. Sonographers need to partake in their own best practices for their own wellness and health through self-management. One such tool is a scan band, which is an adjustable device that can decrease fatigue while allowing the cable from the probe not to drag.

Repetitive or cumulative stress and trauma disorders result from physical risks, such as force from arm abduction and adduction when scanning patients with different body habitus. Contact pressure is sustained between a body part and external object, which can result in shoulder capsulitis and tendonitis, Carpal tunnel syndrome, neck and back strain, and epicondylitis of the elbow. It is recommended that sonographers move around to perform different studies and use different muscles and positions. There are also recommendations contained in a white paper from SDMS that includes information about scanning protocols, sonographer room layout, and body habitus. Sonographers should always maintain a neutral position, practice safe patient handling, and use a team approach to safety.

For the manufacturer’s responsibility, system console, control panels, monitors, and transducers are key items to the ultrasound system. Examination tables, scanning chairs and accessories, and braking in the center of the table are beneficial to the sonographer. The scanning chair requires arm support, and accessories, such as gel warmers, must be near for reaching.

For employers, Point-of-Care ultrasound systems and compact ultrasound systems are used in such environments as the emergency room and must be evaluated. The SDMS recommends that equipment be replaced after five years. Risk management is also an employer responsibility.

The organization must demonstrate a visible commitment to safety that positively engages employees and provides follow-through to an employee’s concerns in a timely manner. Get Employee Health involved as well as physical therapy in the assessment of the ultrasound environment. For protocols and scheduling, there are no set standards for certain protocols and further research is needed. There is, however, a standard set for echocardiac studies, and General Diagnostic Sonography needs set standards too. Solicit input from the sonographers, and find out what they need help with.

Other critical additions include: reserving portable exams for critically ill patients; avoiding shifts greater than eight hours; allowing for breaks and rest periods; maintaining adequate staffing levels; and encouraging rotations. It is recommended that the ultrasound room be 150 square feet to maneuver equipment, along with several outlets in the room, and adequate flooring to accommodate fifty pounds of push/pull force or less. Lighting, HVAC and storage must also be easily accessible to the sonographer.

There is more information on the SDMS Website on preventing musculoskeletal work-related injuries. By enforcing education and executing proper regulations, an organization can safely and effectively carry out their duties and keep sonographers healthy.
Thank You, 2018 Corporate Partners!

The AHRA and AHRA Education Foundations Boards of Directors would like to thank the following corporate partners for their support of the Education Foundation!

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Every day, it’s your expertise that provides clear direction on a patient’s clinical journey. That’s why we provide solutions to support your investigations—from our injectors and contrast research and development, to radiology informatics, state-of-the-art equipment service and solutions delivery. We believe success comes from systems that are smarter by design, powered by people committed to making a difference.

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Booth #415

That’s Radiological.
Tuesday’s Schedule

Exhibitor Symposium: State of the Union: Imaging Market Update
7:00 AM - 8:00 AM (Osceola A)
*HOT BREAKFAST PROVIDED
Generously sponsored by HITACHI
Inspire the Next

Continental Breakfast
7:15 AM - 8:15 AM (Osceola lobby)

Breakout Sessions 8:15 AM - 9:15 AM
• “Healthcare” America’s Most Violent Workplace (Osceola 1-3)
• Finding Your ROI-A New Frontier in Procurement (Naples)
• Success Through Servant Leadership (Osceola B)
• Business Impact of Ergonomics in Ultrasound (Miami)
• Growing Patient Demographics and Effects to Medical Imaging Community (Sarasota)
• Driving Operational Results Through Quarterly Leadership Goals (Osceola 4-6)

General Session and Keynote: The Connected Leader
9:45 AM - 11:00 AM (Osceola CD Ballroom)
Generously Sponsored by:

Breakout Sessions 2:15 PM - 3:45 PM
• Joint Commission Update: Diagnostic Imaging Services Standards, Survey Results, Fluoroscopy (Miami)

• Clean up on Radiology Aisle: How to Effectively Manage a Toxic Employee (Osceola B)
• How to Have a Meaningful Impact on Your MRI Safety Practices (Naples)
• Emergency Preparedness—Now More Than Ever (Osceola 1-3)
• The Relationship: Leadership, Management, Quality and Momentum (Osceola 4-6)
• Covering Your Assets: Avoiding Common Risk Areas in Diagnostic Radiology (Sanibel)
• AHRA Regulatory Update (REPEAT) (Sarasota)

Beverage Break 3:45 PM - 4:15 PM (City Hall Lobby)

Breakout Sessions 4:15 PM - 5:45 PM
• Leadership Standard Work for Imaging Leaders—Adaptability Is the New Efficiency (Miami)
• Implementing Staff Engagement into Your Management Infrastructure (Osceola 4-6)
• Analytics and AI in Radiology in the Era of Value-Based Care (Osceola 1-3)
• 10 Things You Should Never Do as a Leader (Osceola B)
• Win at Medical Billing (Naples)
• Magnets, Cryogens, and RF, Oh My! An MRI Safety 2018 Update (Sanibel)

2018 Awards and AHRA Fellows Reception
6:00 PM - 7:30 PM (Castillo Fort - Atrium)
Invitation Only

Session Cancellation Today
“Don’t Leave Money on the Table… Position Your Practice with Value-added Initiatives, MIPS and MACRA” at 4:15 PM has been cancelled.

AHRA EDUCATION FOUNDATION RAFFLE!

Tickets are $5 each or 10 for $20

Get your tickets at the Education Foundation booth! The following prizes are still up for grabs:

Nikon COOLPIX B700 4K Wi-Fi Digital Camera Bundle
(Donated by Mednovus)
Drawing date: TODAY (General Session)

Registration to AHRA 2019
Drawing date: WEDNESDAY, JULY 25 (Closing Session)

AHRA EDUCATION FOUNDATION