2019 Spring Conference
MARCH 7-9, 2019 | MARRIOTT PLAZA SAN ANTONIO

- Advanced Track
- Basic Track
- CRA Exam Workshop
- Peer Networking
In addition, AHRA will be offering the following pre-conference workshop on Thursday, March 7 (separate fee required).

Certified Radiology Administrator (CRA) Exam Workshop

Thursday, March 7 | 8:00 AM – 5:00 PM  
(Registration and Breakfast 7:00 AM – 8:00 AM)  
Breakfast and lunch are included in the registration fee.

AHRA’s CRA Exam Workshop is designed to facilitate the attendees’ study and preparation for the CRA Exam.

7:00 AM – 8:00 AM  Continental Breakfast & Welcoming Remarks
8:00 AM – 9:30 AM  Test-Taking Tips and Communication Information Management
9:45 AM – 11:15 AM  Asset Resource Management
11:15 AM – 12:15 PM  Lunch
12:15 PM – 1:45 PM  Fiscal Management
2:00 PM – 3:30 PM  Human Resource Management
3:45 PM – 5:15 PM  Operations Management

Check www.ahra.org/SpringConference for a complete schedule, descriptions and speakers.

The CRA Exam Workshop is also available online. So if you can’t join us in San Antonio you can still prepare for the exam anywhere, anytime. Learn more at www.CRAinfo.org
Friday, March 8
7:00 AM – 5:30 PM
Registration Open
7:00 AM – 8:00 AM
Continental Breakfast with Exhibitors
8:15 AM – 8:30 AM
Welcome Remarks
8:30 AM – 9:30 AM
Challenges and Opportunities for Radiology to Prove Value in Alternative Payment Models
John Carrino, MD, MPH - Vice Chairman - Radiology and Imaging, Hospital for Special Surgery - New York, NY
9:30 AM – 10:00 AM
Coffee Break with Exhibitors
10:00 AM – 11:00 AM
Fear, Hope, and Hype of Artificial Intelligence in Medical Imaging
Woojin Kim, MD - CMIO, Nuance Communications - Los Angeles, CA
11:15 AM – 12:15 PM
It's Fluoro Time! 2019 JC Requirements from Standards to Practice
John Harvey, Ph.D., DABR, CHP - Senior Medical/Health Physicist, West Physics - Atlanta, CA
12:15 PM – 1:15 PM
Lunch with Exhibitors
1:15 PM – 2:45 PM
Ensuring You Are on the Right Path for Coding & Compliance in 2019
Melody Mulaik, MSHS - President, Coding Strategies, Inc. - Powder Springs, GA
2:45 PM – 3:15 PM
Beverage Break with Exhibitors
3:15 PM – 4:15 PM
SuperTech: Essential Tools for Today's Technologists & Leaders
Joe Klaers, RT(R)(CT), MBA - Sr. Director Imaging Services, CentraCare Health System - Maple Plain, MN
4:30 PM – 5:30 PM
A War Against Millennials ... “Can’t We All Just Get Along?”
Tosca Bridges Taylor, B.S.R.T(R)(CT) (QM) - Trainer/Speaker/Radiology Instructor, John Muir Health/Kaiser Permanente School of Allied Health Sciences/Samuel Merritt University - San Ramon, CA

Saturday, March 9
7:00 AM – 2:00 PM
Registration Open
7:00 AM – 8:00 AM
Continental Breakfast with Exhibitors
8:00 AM – 9:30 AM
AHRA Regulatory Affairs Update
Nathan Baugh, BA - Associate, Capitol Associates - Alexandria, VA
9:45 AM – 10:45 AM
Laughing to Ease the Pain: The Role of Humor in Patient Comfort
David Jacobson, MSW, LCSW, CHP - Director, Banner University Medical Center - Tucson, Arizona
11:00 AM – 12:30 PM
The Radiography Lawsuit: How to Avoid One, How to Survive One
TerriAnn Ryan, M.Ed. RT (R,M) - Director, Mercy Health - Rockford, IL
12:30 PM – 1:30 PM
Lunch with Exhibitors
1:30 PM – 2:30 PM
Productivity Targets: Right Staffing Through Workload Analysis
Brett Wehmeyer, BS - Diagnostic Imaging Supervisor, UW Health - Madison, WI
2:30 PM – 3:00 PM
Beverage Break
3:00 PM – 4:00 PM
Imaging Market Outlook: An Immersive Dialogue
Les Jebson, MHA, MBA, FACHE, FACMPE - Administrator, Lecturer, SIU Medicine - Springfield, IL
4:15 PM – 5:15 PM
The Power of Team Engagement
John Block - President, Block Imaging - Holt, MI
### Thursday, March 7

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<th>Time</th>
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<td>12:30 PM – 12:45 PM</td>
<td>Basic Track Welcome &amp; Opening Remarks</td>
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| 12:45 PM – 2:15 PM  | **Quality Improvement**  
Mark Lerner, RT, BA, MPA - Division Director Radiological Operations, The George Washington University Hospital - Washington, DC |
| 2:30 PM – 3:30 PM   | **The Employee Continuum - Part 1**  
Maureen Firth, MS, RT(R)(M)(QM), CRA, FAHRA - Assistant Director Quality and Regulatory, Hospital for Special Surgery - New York, NY |
| 3:45 PM – 4:45 PM   | **The Employee Continuum - Part 2**  
Alicia Campbell, MHA, CNMT, RT(N) - Vice President of Operations, Carolinas HealthCare System - Waxhaw, NC |

### Friday, March 8

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<tr>
<td>8:15 AM – 9:30 AM</td>
<td>Welcome and Opening Session</td>
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<tr>
<td>9:30 AM – 10:00 AM</td>
<td>Break with Exhibitors</td>
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| 10:00 AM – 11:00 AM | **Patient Satisfaction in Today’s Healthcare Environment**  
Kevin Smith, MHA, RT(R), FACHE - VP, Chief Operating Officer, High Point Regional Hospital - High Point, NC |
| 11:15 AM – 12:15 PM | **Introduction to Regulatory & Compliance**  
Cindy Winter, PhD, FAHRA, CRA, RDMS, RVT, RT(R) - Director of Medical Imaging Services, Tallahassee Memorial HealthCare - Tallahassee, FL |
| 12:15 PM – 1:15 PM | Lunch with Exhibitors                                                 |
| 1:15 PM – 2:45 PM | **Introduction to Asset Management**  
Kevin Smith, MHA, RT(R), FACHE - VP, Chief Operating Officer, High Point Regional Hospital - High Point, NC |
| 2:45 PM – 3:15 PM | **Beverage Break with Exhibitors**                                     |
| 3:15 PM – 4:15 PM | **Introduction to Business Writing: Proposals, P & P and Regulatory Requirements**  
Lori Ann Burns - MRI Manager, Holy Name Medical Center - Teaneck, NJ |
| 4:30 PM – 5:30 PM | **Managerial Communication: Communicating More Effectively in the Workplace**  
Wesley Harden, FAHRA, CRA, BS, RT(R)-Director of Imaging Services, Lexington Medical Center - West Columbia, SC |

### Saturday, March 9

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| 8:00 AM – 9:30 AM | **Introduction to Imaging Informatics**  
Kenneth Fazzino, BA, RT(R), CRA, PMP, FAHRA - Practice Director, Envision Health - Pinellas Park, FL |
| 9:45 AM – 10:45 AM | **Introduction to Project Management**  
Jeffrey Palmucci, CRA, FAHRA - Chief Operating Officer, Vanderbilt University Medical Center - Nashville, TN |
| 11:00 AM – 12:30 PM | **Budgeting for Business Management-Part 1**  
Luann Culbreth, MEd, MBA, RT(R)(MR)(QM), CRA, FSMRT, FAHRA - Director, Clinical Operations: Radiology and Cardiovascular Services, HealthTrust - Nashville, TN |
| 12:30 PM – 1:30 PM | Lunch with Exhibitors                                                 |
| 1:30 PM – 2:30 PM | **Budgeting for Business Management-Part 2**  
Luann Culbreth, MEd, MBA, RT(R)(MR)(QM), CRA, FSMRT, FAHRA - Director, Clinical Operations: Radiology and Cardiovascular Services, HealthTrust - Nashville, TN |
| 2:30 PM – 3:00 PM | **Beverage Break**                                                     |
| 3:00 PM – 4:00 PM | **Art of Negotiation**                                                
Wesley Harden, FAHRA, CRA, BS, RT(R)-Director of Imaging Services, Lexington Medical Center - West Columbia, SC |
| 4:15 PM – 5:15 PM | **Marketing Matters: Building Basics**  
Jeffrey Palmucci, CRA, FAHRA - Chief Operating Officer, Vanderbilt University Medical Center - Nashville, TN |

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**The Basic Track is also available online.**

So if you can’t join us in San Antonio you can still hone your management skills anywhere, anytime. Learn more at: [www.ahra.org/BasicTrack](http://www.ahra.org/BasicTrack)
You have several options for submitting your registration. Online, phone call, fax, scan and e-mail, or US Postal Service. Here are the details:

Register Online at: www.ahra.org/SpringConference
Call Member Services at: (978) 443-7591 or (800) 334-2472
E-Mail or Fax: Complete the following two pages then copy and fax to (978) 443-8046 or scan and e-mail to: memberservices@ahra.org.
US Postal Service to: AHRA, 490-B Boston Post Rd., Suite 200, Sudbury, MA 01776

REGISTRANT INFORMATION

First Name       Last Name

Nickname (for badge)

Title

Organization

Mailing Address

City, State, Zip

Phone        Fax

E-mail address

AHRA member #

SPRING CONFERENCE PROGRAM REGISTRATION (select only one)
- Advanced Track: March 8-9, 2019 (Includes all materials, educational sessions, lunches, continental breakfasts and breaks.)
  - AHRA Members: $425  Non-Members: $565
- Basic Track: March 7-9, 2019 (Includes all materials, educational sessions, lunches, continental breakfasts and breaks.)
  - AHRA Members: $425  Non-Members: $565
- Single-Day Registration (Includes educational sessions and meals for 1 day only)
  - AHRA Members: $225  Non-Members: $300
    Indicate Day:   □ Friday, March 8, 2019  □ Saturday, March 9, 2019
    Indicate Program: □ Advanced  □ Basic

Add AHRA Membership  Non-members can save by joining TODAY!
Receive a full year of AHRA membership benefits in addition to your full conference registration. This registration form will serve as your membership application. Membership is $200 without this offer. □ $60 in addition to the full conference non-member registration fee above. New members only.

AHRA'S CRA EXAM WORKSHOP REGISTRATION (select only one)
Thursday, March 7, 2019
- CRA Exam Workshop Only (Includes all materials, educational sessions, breakfast and lunch.)
  - AHRA Members: $250  Non-Members: $275
- Add CRA Exam Workshop to Advanced or Basic Program Registration
  NOTE: The CRA Exam Workshop and Basic Program both have sessions scheduled for March 7. (Be sure to include both your registration fees in your payment.)
  - AHRA Members: $100  Non-Members: $125
Become a Member of AHRA and start SAVING Today!

Non-members can begin receiving the benefits of AHRA membership by saving on conference registration today. For only an additional $60, non-members may register for this conference PLUS receive one year of AHRA membership! *(Valued at $200 without this offer).*

**AHRA Membership Benefits Include:**
- Discounts on products such as textbooks, webinars, and other products
- Reduced registration fees for AHRA conferences, seminars, annual meetings, and webinars
- Subscription to AHRA’s bi-monthly journal *Radiology Management*
- Access to the “Members Only” portion of AHRA’s website, which includes free CE exams; unlimited access to all archived webinars and conference videos; member directory; and the AHRA Forum, where members share ideas, information and documents.

Register More and Save!

If your facility is sending three or more registrants, you can apply the multiple registration discount* off the registration fee for the third and additional registrants from the same facility/organization. This discount does not apply to multiple facilities within a health system. Please provide the names of other registrants from your facility below.

*Call (978) 443-7591 or (800) 334-2472 for the current % off registration offer

**EACH REGISTRANT MUST COMPLETE A REGISTRATION FORM.**

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**Payment Information**

Advanced Program Registration Fee  $ ____________
Basic Program Registration Fee  $ ____________
CRA Exam Workshop Registration Fee  $ ____________
Less Multiple Registrant Discount  \(-\)  $ ____________
Add AHRA Membership (Non-Member Registration Only)  $ ____________

**TOTAL AMOUNT DUE**  $ ____________

☐ Check in the amount of $__________ enclosed
☐ Visa  ☐ Mastercard  ☐ American Express

Card Number: ___________/___________/___________/___________   Expiration Date _______/_______
Hotel Information

The 2019 Spring Conference will be held at the Marriott Plaza San Antonio in San Antonio, Texas (555 South Alamo Street).

**AHRA Group Rate:** $183 single/double (plus tax)

This rate is available until Wednesday, February 5, 2019, or until the block is exhausted, whichever is first.

For reservations, please call 1-800-228-9290 and ask for the Association for Medical Imaging Management (AHRA) rate.

Reservations may also be made online through the Hotel & Travel section at [www.ahra.org/SpringConference](http://www.ahra.org/SpringConference).
ahra

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Marriott Plaza San Antonio
San Antonio, TX

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