A whole new decade of opportunity begins at the AHRA 2020 Spring Conference in beautiful San Diego, California.

Whether you’re at the beginning of your journey in medical imaging management, or are bringing long-earned wisdom to the table, there’s something here for you:

- Knowledgeable presenters on a broad variety of current topics
- Opportunities to network with and learn from peers
- Resources to help you care for your patients and staff, advance your career, and improve the healthcare environment

Renamed conference tracks. Same great content.

You choose the conference path that best suits your professional journey.

ASPIRING LEADERS TRACK
Previously known as “BASIC”

Well suited to attendees:
- Taking on new positions, opportunities or challenges, or those who haven’t completed the AHRA Basic Course
- New to AHRA conferences
- Who may want a refresh on foundational topics

ESTABLISHED LEADERS TRACK
Previously known as “ADVANCED”

Well suited to:
- Established career professionals, or those who have finished the AHRA Basic Course
- Previous attendees of AHRA conferences
- Attendees interested in medical imaging trends, innovations, and best practices

A special thank you to the Spring Conference design team for their hard work and dedication:

Carrie Stiles, CRA, FAHRA – Design Team Chair, Houston Methodist Hospital, Houston, TX
Michelle Casler, Johns Hopkins Hospital, Baltimore, MD
Marshall Hawkins, Christiana Care, Newark, DE
Rachel Thiesse-Yount, CRA, MD Anderson League City, League City, TX
Thomas Wall, Holy Name Medical Center, Teaneck, NJ

ahra.org/SpringConference
2020 Spring Conference
Hotel Information

The 2020 Spring Conference will be held at the Westin San Diego in San Diego, California (400 West Broadway).

AHRA Group Rate:
$179 single/double (plus tax)
This rate is available until Tuesday, March 3, 2020, or until the block is exhausted, whichever is first.

For reservations, please call 1-888-627-9033 and ask for the AHRA Spring Conference group rate.

Reservations may also be made online through the Hotel & Travel section at www.ahra.org/SpringConference.

Certified Radiology Administrator (CRA) Exam
Pre-Conference Workshop

Thursday, March 26 | 8:00 AM – 5:00 PM (Registration and Breakfast 7:00 – 8:00 AM)
Separate fee required. Breakfast and lunch are included.

Take your career to the next level by taking the first step to achieving your CRA!

AHRA’s CRA Exam Workshop is designed to facilitate the study and preparation for the CRA Exam. The course reviews each domain, or subject area, covered in the exam—fiscal, human resource, operations, asset, and communication & information management.

It focuses on areas to study as well as providing references and direction to other resources. Attendees can use the workshop to identify their respective areas of strengths and weaknesses. Completion of the workshop will help attendees identify their focus of study 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

“Forcing the CRA was one of the best career decisions I’ve made. I also did it to prove to myself that I had what it takes to be a bona fide medical imaging leader.”

— Carlos Vasquez, CRA, FAHRA

For complete schedule, descriptions, and speakers, please visit ahra.org/SpringConference.
Aspiring Leaders Track

(Previously called BASIC)

Sessions are labeled with CRA domains so you can see at a glance which sessions may best suit you.

**THURSDAY, MARCH 26**

7:00 AM – 5:00 PM
Registration Open

12:30 PM – 12:45 PM
Welcome & Opening Remarks

12:45 PM – 2:15 PM
Introduction to Imaging Informatics AM CI
Kenneth Fazzino, CRA, FAHRA - Practice Director, Envision Health - FL

2:30 PM – 3:30 PM
Introduction to Business Writing: Proposals, P & P and Regulatory Requirements CI
Tom Wall - Supervisor, Ultrasound/Radiology, Holy Name Medical Center - NJ

3:45 PM – 4:45 PM
Marketing Matters: Building Basics OM
Kenneth Fazzino, CRA, FAHRA - Practice Director, Envision Health - FL

**FRIDAY, MARCH 27**

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 & Opening Remarks

8:30 AM – 9:30 AM
Eating the “Stress Elephant” One Bite at a Time CI HR
Josh Block - President, Block Imaging - MI

9:30 AM – 10:00 AM
Coffee Break with Exhibitors

10:00 AM – 11:00 AM
The Employee Continuum – Part 1 HR
Maureen Firth, CRA, FAHRA - Assistant Director Quality and Regulatory, Hospital for Special Surgery - NY

11:15 AM – 12:15 PM
The Employee Continuum – Part 2 OM
Alicia Campbell - Facility Executive, Vice President, Atrium Health Pineville - NC

12:15 PM – 1:15 PM
Lunch with Exhibitors or Cra Networking Lunch

1:15 PM – 2:45 PM
Budgeting for Business Management – Part 1 AM FM HR
Luann Culbreth, CRA, FAHRA - Director, Clinical Operations: Radiology and Cardiovascular Services, HealthTrust - TN

**SATURDAY, MARCH 28**

7:00 AM – 2:00 PM
Registration Open

7:00 AM – 8:00 AM
Continental Breakfast with Exhibitors

8:00 AM – 9:30 AM
Introduction to Asset Management AM
Kevin Smith - Chief Operating Officer, High Point Regional Hospital - NC

9:45 AM – 10:45 AM
Managerial Communication: Communicating More Effectively in the Workplace CI
Wesley Harden, FAHRA, CRA - Director of Imaging Services, Lexington Medical Center - SC

11:00 AM – 12:30 PM
Quality Improvement AM
Emrie Cerdena, CRA, FAHRA - Corporate Director of Radiology Services, AtlantiCare Regional Medical Center - NJ

12:30 PM – 1:30 PM
Lunch with Exhibitors

1:30 PM – 2:30 PM
Introduction to Regulatory & Compliance AM OM OM
Cindy Winter, FAHRA, CRA - Director of Medical Imaging Services, Tallahassee Memorial HealthCare - FL

2:30 PM – 3:00 PM
Beverage Break

3:00 PM – 4:00 PM
Introduction to Project Management AM OM
Kevin Smith - Chief Operating Officer, High Point Regional Hospital - NC

4:15 PM – 5:15 PM
Art of Negotiation AM
Wesley Harden, FAHRA, CRA - Director of Imaging Services, Lexington Medical Center - SC

ahra.org/SpringConference
Established Leaders Track
(Previously called ADVANCED)

FRIDAY, MARCH 27 - SATURDAY, MARCH 28

THURSDAY, MARCH 26 - SATURDAY, MARCH 28

ahra.org/SpringConference

FRIDAY, MARCH 27
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 & Opening Remarks

8:30 AM – 9:30 AM
Eating the “Stress Elephant” One Bite at a Time
Josh Block - President, Block Imaging - Holt, MI

9:30 AM – 10:00 AM
Coffee Break with Exhibitors

10:00 AM – 11:00 AM
How to be a Pro Troublemaker
Stefanie Krievins - Founder and Coach, Stefanie Krievins & Co. - IN

11:15 AM – 12:15 PM
Leadership vs. Management: An Exercise in Changing Direction
Curt Bush, CRA, FAHRA - Director, HCA Houston Healthcare Medical Center - TX

12:15 PM – 1:15 PM
Lunch with Exhibitors or CRA Networking Lunch

1:15 PM – 2:45 PM
Sailing Through 2020 with Correct Coding & Compliance
Melody Mulaik - President, Coding Strategies, Inc. - GA

2:45 PM – 3:15 PM
Beverage Break with Exhibitors

3:15 PM – 4:15 PM
Take Back Your Life! Personal Productivity
Steven Crawford - Director, McGhee Productivity Solutions - CO

4:30 PM – 5:30 PM
Mastering the Patient Experience
Eric Lo Monaco, CRA - Director of Diagnostic and Interventional Radiology, Community Hospital of the Monterey Peninsula - CA

5:30 PM – 7:00 PM
Cocktail Reception with Exhibitors

SATURDAY, MARCH 28
7:00 AM – 2:00 PM
Registration Open

7:00 AM – 8:00 AM
Continental Breakfast with Exhibitors

8:00 AM – 9:30 AM
Cultivating Accountability
Steven Crawford - Director, McGhee Productivity Solutions - CO

9:45 AM – 10:45 AM
Leveraging Technology to Improve your Business and Engage Your Staff
Ron Mckee - Executive Director of Imaging, Cardiovascular, ENDO, Pain, Sleep & PSTC, Johns Hopkins - Washington, DC

11:00 AM – 12:30 PM
AHRA Regulatory Affairs Update
Nathan Baugh - Associate, Capitol Associates - VA

12:30 PM – 1:30 PM
Lunch with Exhibitors

1:30 PM – 2:30 PM
Journey to Baldrige: Continuous Performance Improvement
Mike Janis - Executive Director of Outpatient and Ancillary Services, HSHS St. Anthony’s Memorial Hospital - IL

2:30 PM – 3:00 PM
Beverage Break

3:00 PM – 4:00 PM
The Culture of Lean Leadership, Creating Opportunities and Lessons We Learned
Alpana Patel Camilli - Manager, Diagnostic Radiology, UCSF Health - CA
David Poon - Radiology Supervisor, UCSF Health - CA

4:15 PM – 5:15 PM
I Feel Like I’ve Been Run Over by a Truck
Katharine McKenna - Best Selling Author, Motivational Speaker - NY

Session details, including learning objectives, are featured online at ahra.org/SpringConference.
AHRA 2020 Spring Conference Registration

Online at: ahra.org/SpringConference
Call Member Services at: (978) 443-7591 or (800) 334-2472
Complete this form and email to: memberservices@ahra.org
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)

Aspiring Leaders (Basic) Track: March 26-28, 2020
(Includes all materials, educational sessions, lunches, continental breakfasts and breaks.)

☐ AHRA Members: $425  ☐ Non-Members: $565

Established Leaders (Advanced) Track: March 27-28, 2020
(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 27, 2020  ☐ Saturday, March 28, 2020

Indicate Program:
☐ Aspiring Leaders (prev. Basic)  ☐ Established Leaders (prev. Advanced)
AHRA'S CRA EXAM WORKSHOP REGISTRATION  Thursday, March 26, 2020

(select only one)

CRA Exam Workshop Only  (Includes all materials, educational sessions, breakfast and lunch.)

☐ AHRA Members: $250  ☐ Non-Members: $275

Add CRA Exam Workshop to Aspiring or Established Leaders Program Registration

NOTE: The CRA Exam Workshop and Aspiring Leaders Track both have sessions scheduled for March 26. (Be sure to include both your registration fees in your payment.)

☐ AHRA Members: $100  ☐ Non-Members: $125

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 recordings; member directory; and the AHRA Forum, where members share ideas and information, and grow their network.

AHRA Membership

Non-members can save by joining TODAY!

Receive a full year of AHRA membership benefits in addition to your full conference registration for only $60 more! 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. New members only.

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 multi-registration discount.

Each registrant must complete a registration form.

Additional Attendees: ____________________________


PAYMENT INFORMATION

Aspiring Leaders Track (previously called Basic) Registration Fee

$ ____________

Established Leaders Track (previously called Advanced) Registration Fee

$ ____________

CRA Exam Workshop Registration Fee

$ ____________

Less Multiple Registrant Discount

– $ ____________

Add AHRA Membership (New Members Only)

$ ____________

TOTAL AMOUNT DUE

$ ____________

☐ Check in the amount of $______________________ enclosed

☐ Visa  ☐ Mastercard  ☐ American Express  ☐ Discover

Card Number: ____________/___________/___________/___________

Expiration Date _______/_______  CVV Code: ________________