About AHRA
AHRA is the preeminent organization for leaders in medical imaging management. The association offers a complete slate of professional development programs—including a comprehensive selection of educational conferences and seminars, the Leadership Institute, networking opportunities, award-winning publications and the CRA credential. Founded in 1973, AHRA’s membership reaches across the country and around the world. Its approximately 4000 members represent management at all levels for freestanding imaging centers, hospital imaging departments, and group practices.

Mission
AHRA is a resource and catalyst for the development of professional leadership in medical imaging management.

Vision
AHRA will be the association of choice for leaders in medical imaging management. It will be dedicated to developing products and services driven by member needs. The association will be a driving force toward improving the healthcare environment.
2010-2011 Governance

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Message from the President and CEO

In September 2010, the AHRA Board of Directors along with key committee leaders and staff met in Dallas, TX to review and develop a new strategic plan for the association. As we all realize, many changes have occurred in our environment in the past 5 years and it was important to evaluate our direction in light of these changes.

The group considered factors pertinent to the long range planning horizon (10-20 years into the future), the not too distant future (5-10 years on the horizon), and the relatively short term (3-5 years into the future). Leadership began to define and develop a roadmap in order for AHRA to position itself strategically in the future. (You can read the entire, detailed document here.) The purpose was to focus on how AHRA will provide beneficial outcomes to its members, patients, the communities served, and relevant stakeholders. We established the following:

Our big audacious goal: 
**Be the indispensable source of professional support, information, and shared knowledge for medical imaging leaders.**

Our goals for the next 3–5 years:

**QUALITY:**
AHRA will set the standard for imaging leaders in providing quality care, innovative use of technologies, and best practices in medical imaging management.

**PROFESSIONALISM:**
AHRA will enable imaging managers to be recognized as professionals who possess the knowledge and expertise to serve as leaders in healthcare.

**COLLABORATION:**
AHRA will be a catalyst for healthcare improvement by fostering collaboration, communication, and networking among its members and related entities.

As you read the following pages of the 2010-2011 Annual Report you will see that the many programs and services AHRA offers are moving us in the right direction towards accomplishing these goals and providing real value for our members. We hope you will take the time to familiarize yourself with all of these opportunities.

For the coming year, we have some exciting plans to significantly increase our membership, to develop industry standard interactive benchmarking and dashboard tools, and to present an executive learning and mentoring program to develop healthcare leaders.

As always, we appreciate your membership and look forward to serving you in the future.
Membership

Statistics and Dues

- As of July 1, 2011, membership stood at 3,601. This is a 1% net decrease over the July 1, 2010 total of 3,630.
- As of July 1, 2011, 1,157 individuals have signed up for two-year memberships.
- As of July 1, 2011, 58 organizations participate in the organization billing option.
- In December 2010, a monthly dues option was introduced. Dues are automatically debited from a credit card for only $14.59 a month instead of one lump sum every year (monthly and annual fees are equivalent).
- The majority of members (98%) reside in the United States and its territories. States with the highest number of AHRA members:
  - California (250)
  - Texas (250)
  - Florida (222)
  - New York (177)
  - Ohio (143)
  - Illinois (138)
  - Virginia (124)
- Foreign members (57) are located in:
  - Canada (35), Australia (12), Bermuda (3), Argentina (1), Bahamas (1), Finland (1), Mexico (1), Saudi Arabia (1), Singapore (1), United Arab Emirates (1)

2010 Scholarship, Award, and Grant Recipients

Broadley Scholarship
- Linda Carroll
- Debbie Mayer

Osborn Scholarship
- Robert K. Brzuchalski, CRA
- Keri Deacon
- Michael Jordan, CRA
- Stephanie Roberts
- Marilyn Weed

Annual Meeting Scholarship
- Dana Allison
- Jennifer Brase, CRA
- Debra L. Clark, CRA
- Luis O. Marquez, CRA, FAHRA
- Michelle Nordland
- Eleanor A. Richardson
- Karen Stucker Rogers
- Thomas Saladino, CRA
- Jason Scott
- Alan L. Wildman, CRA

Gold Award
- Penny M. Olivi, CRA, FAHRA

President’s Award
- Terry Stavang, CRA, FAHRA

Putting Patients First Grant
- Northeast Georgia Medical Center, Gainesville, GA
- Children’s Hospital & Medical Center, Omaha, NE
- St Joseph’s Regional Medical Center, Paterson, NJ
- Medical Center of the Rockies, Loveland, CO
- Sublette County Rural Health Care District: Pinedale & Marbleton Medical Clinics, Pinedale, WY
- Overlake Hospital Medical Center, Bellevue, WA

Fellow Status
- Ernesto A. Cerdena, CRA, FAHRA
- Luann J. Culbreth, CRA, FAHRA
- Julie E. Hughes, CRA, FAHRA
- John A. Marshall, CRA, FAHRA
- Peggy A. Pust, CRA, FAHRA
- Bonni Standley, CRA, FAHRA
- Terry Stavang, CRA, FAHRA

Award for Excellence
- Dr. Cleveland Black
- David R. Fox, CRA
- Bruce W. Hammond, CRA
- Dwayne P. Hansberry
- Jeffrey A. Palmucci, CRA

Radiology Management Editorial Award
- Robert J. Comello
- Carlos E. Vasquez, CRA, FAHRA
Conferences

2010 Annual Meeting and Exposition
AHRA’s premier event was held August 22-26, 2010 in Washington, DC. There were nearly 200 exhibitors. Total attendance was 975:

- Advanced Program: 885
- Basic Management Program: 37
- CRA Exam Workshop: 73

2010 Fall Conference
“Operational Excellence in the Imaging Environment,” was held October 19 - 21 in Savannah, GA. A total of 158 individuals attended the event:

- Advanced Program: 120
- Basic Management Program: 33
- CRA Exam Workshop: 34

Coding and Reimbursement Seminars
Three coding and reimbursement seminars were held in early 2011. To maximize participation, they were held in different geographic areas: Redwood City, CA; Nashville, TN; and Farmington, CT. A total of 86 individuals attended these seminars.

Regional Meetings
Between July 1, 2010 and June 30, 2011 there were 10 regional meetings held. A total of 384 attendees took part in these free local seminars for CE credit.

2011 Spring Conference
“The Future Landscape of Imaging - Healthcare Reform, Regulation and the Current Climate,” was held April 19-21, 2011 in Boston, MA. A total of 176 individuals attended the event:

- Advanced Program: 124
- Basic Management Program: 52
- CRA Exam Workshop: 32

Executive Program
Held May 8-9, 2011 at the GE Healthcare Institute in Waukesha, WI, “Leadership Development and Operational Excellence” was an intense two day course designed for senior medical imaging leaders. There were 10 participants in this elite program.

Live Webinars
From July 1, 2010 through June 30, 2011, AHRA presented 4 live webinars. There were 197 individuals or facilities registered for these events.
Resources

Radiology Management
The bi-monthly peer-reviewed journal continues to be rated the most valuable AHRA product, program, or service among members.

Digital Edition
www.ahraonline.org/RMdigital

Launched in July 2010. Intended to augment the print edition, this environmentally friendly option allows readers timely access, easy search, convenience, and ability to share.

Article Database
www.ahraonline.org/rmsearch

On the back end, this collection of more than 15 years of journal content has been under development to convert articles from open access to members and subscribers only.

AHRA’s monthly member newsletter was redesigned in January 2011. Its format and accessibility has been well received, as seen through an increase in member engagement.

Professional Development Book Series
In 2010, individual chapters for the entire Professional Development Series were made available in the Online Institute in an electronic format. Each includes a free exam that has been approved for ARRT Category A CE credit.
Resources

**NEW!** AHRA Forum
www.ahraonline.org/forum

Launched in August 2010. Building upon the popularity of the List Server, the Forum is the next incarnation of an online members only discussion group. With improved functionality, this networking tool enables real time dialogue through AHRA’s website or via email.

**NEW!** Medical Imaging Marketplace
medicalimagingmarketplace.com

Launched in August 2010. AHRA partnered with MultiView to bring members this comprehensive and easy to navigate buyer’s guide. It’s a valuable tool for researching, selecting, and purchasing products and services.

**NEW!** Mentor Program
www.ahraonline.org/mentor

Launched in January 2011. The goal of the program is to bring members together for professional development by connecting those who have certain areas of expertise with those who are looking to broaden their skills and knowledge. As of July 2011, 33 matches have been made.

**NEW!** AHRA Forum
www.ahraonline.org/forum

Launched in August 2010. Building upon the popularity of the List Server, the Forum is the next incarnation of an online members only discussion group. With improved functionality, this networking tool enables real time dialogue through AHRA’s website or via email.

**NEW!** AHRA Compilations
www.ahraonline.org/compilations

Launched in 2011 and updated regularly, these aggregated lists of content are pulled from AHRA’s various member resources. They are intended to provide quick and easy access to the materials available in core subject areas.

**NEW!** Washington Area Group
ahraonline.org/groups/location/westernwashington

Launched in March 2010. This new website was created on behalf of a very motivated group of Washington area members. Through their own volunteer time, they hold regular area meetings and update the site with helpful tools.

**NEW!** MICI
www.ahraonline.org/MICI

Launched in the first quarter of 2011. Developed in conjunction with The MarkeTech Group, the Medical Imaging Confidence Index (MICI) is a quarterly index based on the input of US hospital imaging directors.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Score</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will grow monthly in diagnostic and interventional radiology</td>
<td>105</td>
<td>Neutral</td>
</tr>
<tr>
<td>Receive adequate reimbursement from Medicare for diagnostic and interventional imaging</td>
<td>71</td>
<td>Low confidence</td>
</tr>
<tr>
<td>Internal operating and staff costs will remain constant</td>
<td>128</td>
<td>High confidence</td>
</tr>
<tr>
<td>Will have access to capital for imaging equipment and IT needs</td>
<td>93</td>
<td>Neutral</td>
</tr>
<tr>
<td>Will maintain/grow as a profit center</td>
<td>124</td>
<td>High confidence</td>
</tr>
<tr>
<td>Composite score across all areas</td>
<td>103</td>
<td>Neutral</td>
</tr>
</tbody>
</table>
Resources

The Online Institute contains dozens of courses updated on a regular basis.

Quick Credit
- Twenty four of the most recent *Radiology Management* articles.
- Between July 1, 2010 – June 30, 2011, a total of 7,260 Quick Credit exams were taken.

Textbook Chapters
- Individual chapters from the AHRA Professional Development Series.
- Between July 1, 2010 – June 30, 2011, a total of 1,584 textbook exams were taken.

Webinars
- An archive of previously conducted live Webinars.
- Between July 1, 2010 – June 30, 2011, a total of 495 webinars were viewed.

Conference Sessions
- Streaming video from previously held AHRA conferences.
- Between July 1, 2010 – June 30, 2011, a total of 1,057 conference sessions were viewed.

Job Bank
www.ahraonline.org/jobbank

Provides the latest job listings and valuable career information. The “Career Resources” section was expanded to include downloadable presentations on career opportunities in medical imaging, from entry level to upper management.

Sample Document Library
www.ahraonline.org/SDL

This expanding repository provides members with free access to sample forms and documents, job descriptions, policies and procedures, assessment tools, and contracts common to the industry.

Blogs

ahraindustrynews.wordpress.com

Here, articles have been aggregated to provide easy access to the latest news and research most closely related to the work AHRA members do every day. AHRA filters through myriad professional resources to compile these brief abstracts and excerpts.

ahra2010.wordpress.com

During the month of the meeting, AHRA’s first ever annual meeting blog received nearly 3,500 page views. It was used in conjunction with other social media to better connect with members, meeting attendees, speakers, and exhibitors.
Certification

Since 2002, more than 900 professionals have earned the only credential for medical imaging administration. The Certified Radiology Administrator (CRA) credential was tailored specifically for medical imaging administrators. The examination focuses on five subject areas that are crucial to successful administration: human resource management, asset resource management, fiscal management, operations management, and communication and information management. The CRA program, including the examination, is managed by the Radiology Administration Certification Commission (RACC), a self-governing body created to maintain the credential's integrity and relevance.

Facility Certificates

The RACC has created certificates for CRAs to hang in patient areas certifying that the facility has shown a commitment to excellence by employing a CRA.

Certificates are being sent on a rolling basis to all CRAs - new CRAs receive certificates beginning with the May 2011 exam and renewing CRAs beginning with November 2011 renewals—and an online request form is available for CRAs wishing to receive a certificate before recertification.

Updated Exam

In the late fall of 2009, the RACC began a comprehensive update of the CRA exam and the new version was released in June 2010. While the exam has always undergone periodic revisions, after eight years of certifying excellence in imaging administration, the CRA exam tool underwent a complete review and was updated with all new exam questions to ensure it remains a solid and relevant measure into the next decade.

The new version of the CRA exam maintained the same content specification as earlier versions, but recognizing the high quality imaging administration specific publications now available, the latest version of the exam utilizes a carefully chosen set of six references. Every question on the exam is based on these six books, creating a reference set that's user-friendly and manageable.

In the year since its introduction, the updated CRA exam has been very well received by exam candidates and continues to be a solid tool for verifying excellence in imaging administration.

New CRAs

From July 1, 2010 through June 30, 2011, 103 individuals successfully completed the examination and earned the CRA credential. As of June 30, 2011, there are 804 CRAs.
In 2010, the AHRA Education Foundation fundraising efforts realized contributions totaling over $300,000.

Following up on the success of the 2009 inaugural “Get Pinned” program, the 2010 “Get Pinned Too” program was a rousing success. We raised over $9000 prior to the 2010 Annual Meeting from more than 160 members, with an average member gift of $54. This amount represents an average increase of 26% per gift over the previous year. At year end 2010, we received individual gifts of $13,103 and pledges of $435, which brings our annual member drive total to $13,538.

Our corporate sponsors continue to support the EF, our programs, and the annual meeting. By year end 2010, we received corporate gifts totaling $95,000 and corporate pledges totaling $250,000, for a grand total of $345,000. We want to acknowledge our 2011 premier partners:

- Covidien
- Fuji Medical Systems
- Hitachi Medical
- Philips
- Siemens
- Toshiba

In 2010, ten people were able to attend the Annual Meeting through the AHRA Annual Meeting scholarship program, which is cosponsored by the EF. And three people received Osborn scholarships, through the EF, to attend the Annual Meeting.

Thank you to all our wonderful EF volunteers who give of themselves, their time, and their resources. Our organization would not be as strong as it is without your support and commitment. We also send out a special thank you to our corporate sponsors for their commitment to the EF and the programs they help partner and fund. We look forward to our continued relationships!

Our success allows us to deliver relevant and meaningful educational programs to our membership. Thank you all for your continued support!
The AHRA Education Foundation is a non-profit foundation dedicated to education in the field of imaging management and related disciplines. Since its inception in 1990, it has raised thousands of dollars and created multiple programs, projects, products, and services specifically designed to promote ongoing applied management education for imaging managers.

Foundation Partnership Initiative
In 2006, AHRA announced the launch of the Foundation Partnership Initiative (FPI), a program by which funds and in-kind donations were raised to support existing AHRA education programs and create new ones. Nine corporate sponsors, one association, two companies, and 58 individuals pledged more than $3,000,000 to the FPI. Some of these pledges were multi-year payments and all funds committed to the FPI have already been allocated for use.

Annual Appeal
The annual appeal serves as a primary funding mechanism for the general operating budget of the Education Foundation. In 2010, the “Get Pinned Too!” member drive campaign raised over $13,000. All members contributing $25 or more received a commemorative 2010 Foundation donor pin.

Dues Check Off/Gifts
AHRA members may voluntarily contribute to the Foundation by including a donation with their membership dues. In addition, individuals may send gifts at any time. All donations are directed to the annual appeal fund.

Broadley Scholarship
Established to honor Louise Broadley, FAHRA, a long time leader of AHRA, this program provides assistance to current AHRA members who hold supervisory positions within a medical imaging department or imaging center and have been accepted into an initial undergraduate or initial graduate degree program relevant to a supervisory career in the medical imaging field. From July 1, 2010 through June 30, 2011, Broadley scholarships were presented to two AHRA members.

Osborn Scholarship
The Osborn Scholarship recognizes the importance of and commitment to education. It was created in memory of Royce R. Osborn, FAHRA, one of the first radiologic technologists to make the transition to medical imaging administrator. Scholarships provide opportunities for AHRA members to participate in AHRA’s Annual Meeting and the Spring and Fall Conferences. Recipients are offered up to $1,500 for the Annual Meeting and up to $1,200 for the Spring or Fall Conference in addition to the meeting registration fee. From July 1, 2010 through June 30, 2011, Osborn Scholarships were presented to five AHRA members.
2010-2011 Corporate Donors

**Diamond Circle: $1 Million+**

- Bayer Healthcare Pharmaceuticals

**Sapphire Circle: $500,000+**

- AGFA
- AHRA

**Platinum Circle: $250,000+**

- SIEMENS
- PHILIPS
- TOSHIBA

**Gold Circle: $100,000+**

- GE Healthcare

*Part of a multi-year pledge.*
2010-2011 Corporate Donors

Silver Circle: $50,000+

*Part of a multi-year pledge.

Bronze Circle: $5,000 - $49,999

*
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*Part of a multi-year pledge.
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*Part of a multi-year pledge.
2010 continued to be a challenging year for AHRA as it was for our economy at large. As an individual membership association with relatively low annual dues we rely on meeting attendance, product sales, and advertising revenue to fund our operations. Our financial performance is thus affected as our members find it difficult to obtain funding for travel and education and corporate advertising budgets are cut.

**Strategic Plan, Operations, and Finances**

The association’s operations are closely aligned with the strategic plan approved by the AHRA Board of Directors. The board meets throughout the year to review this plan and, where necessary, makes revisions. Each fall, the AHRA staff use this plan to develop an operating plan and budget for the coming year.

In 2010, AHRA had operating revenue of $2,725,871, a decline of 3.74% from 2009. Unfortunately, most of our operating expenses are either fixed or contractual, especially for the annual meeting which is planned 3-4 years in advance. Operating expenses for 2010 were $2,768,765, down 15.97% from 2009. Realized and unrealized capital gains, interest, and dividends provided a net gain of $156,609. The total net deficit for 2010 was $113,715.

**Long Term Investments**

It has long been AHRA’s policy to invest net surplus each year into a long term investment fund. The association’s goal is to reach a balance which would cover 1 year of operating expenses. Working with investment advisors, the finance committee reviews our investment policy each year and the performance of our fund. The policy is focused on long term growth.

At the close of 2010, the AHRA investment fund totaled $1,553,873, a 7.62% gain for the year. Although this amount has not reached our goal, we believe it will be more than sufficient to support our operations during this difficult economy.

**Annual Independent Audit**

Each year, AHRA undergoes an external audit conducted by an independent auditing firm. Due to the efforts of AHRA’s financial staff, the association consistently receives positive comments on the quality and completeness of our financial records. As in every year, AHRA received an unqualified opinion on our financial statements.

2011 continues to be a challenge, but with an engaged board of directors, a qualified professional staff, and the financial resources, the association is well positioned to continue strong operations.
REPORT OF INDEPENDENT AUDITORS

To the Board of Directors
American Healthcare Radiology Administrators, Inc.
Sudbury, Massachusetts

We have audited the accompanying statement of financial position of American Healthcare Radiology Administrators, Inc. (an Illinois nonprofit corporation) (the "Association") as of December 31, 2010 and the related statements of activities, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year summarized comparative information has been derived from the Association's 2009 financial statements and, in our report dated March 30, 2010; we expressed an unqualified opinion on those financial statements.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Association as of December 31, 2010, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Leonard, Mulherin & Greene, P.C.
LEONARD MULHERIN & GREENE, P.C.
Braintree, Massachusetts

March 30, 2011

2010 Revenue

Investment Income / Other 7%
Education Programs / Leadership Institute 14%
Publications / Products 15%
Membership 19%
Certification 5%
Annual Meeting 40%

2010 Expenses

Administration 16%
AHRAEF Programs 0.5%
Promotion 5%
Certification 6%
Education Programs / Leadership Institute 11%
Publications / Products 10%
Membership 8%
Governance 4.5%
Annual Meeting 39%
## Statement of Financial Position
December 31, 2010
*(with comparative totals for 2009)*

### ASSETS

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$78,514</td>
<td>$148,067</td>
</tr>
<tr>
<td>Accounts receivable, net of allowance for doubtful accounts of $7,524 and $25,000 in 2010 and 2009, respectively</td>
<td>123,143</td>
<td>87,776</td>
</tr>
<tr>
<td>Pledges receivable, current portion</td>
<td>45,251</td>
<td>143,049</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>97,740</td>
<td>108,755</td>
</tr>
<tr>
<td>Inventory</td>
<td>88,892</td>
<td>103,062</td>
</tr>
<tr>
<td>Refundable income taxes</td>
<td>5,000</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>438,540</strong></td>
<td><strong>595,709</strong></td>
</tr>
</tbody>
</table>

### PROPERTY AND EQUIPMENT

| net of accumulated depreciation                    | 31,839  | 30,823  |

### OTHER ASSETS

| Pledges receivable, net of current portion         | 47,566  | 92,817  |
| Long-term investments                              | 1,553,873 | 1,443,748 |
| Security deposit                                   | 4,744   | 4,744   |
| **Total assets**                                   | **$2,076,562** | **$2,167,841** |

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$149,691</td>
<td>$174,220</td>
</tr>
<tr>
<td>Due to affiliate</td>
<td>87,131</td>
<td>72,480</td>
</tr>
<tr>
<td>Grant payable, current portion</td>
<td>-</td>
<td>95,238</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>507,047</td>
<td>563,876</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>743,869</strong></td>
<td><strong>905,814</strong></td>
</tr>
</tbody>
</table>

### COMMITMENTS AND CONTINGENCIES

**NET ASSETS**

| Unrestricted                                       | 1,239,876 | 1,117,110|
| Temporarily restricted net assets                  | 92,817    | 144,917  |
| **Total net assets**                               | **1,332,693** | **1,262,027** |

| **Total liabilities and net assets** | **$2,076,562** | **$2,167,841** |