# 2018 Strategic Focus

**Mission**

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

**Vision**

The 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; such as, leadership development, financial outcomes, quality of patient care and clinical outcomes, workplace and patient safety. The association will be a driving force toward improving the healthcare environment.

**Core Purpose**

To advance excellence in medical imaging management.

**Core Values**

- **Leadership with Integrity:**
  - responsive and ethical behavior;
  - commitment to quality, safety and evidence as the basis for decision-making;
  - products and services driven by member needs;
  - shared accountability for success among leadership, staff and volunteers;
  - transparency achieved through member involvement in the decisions and work of the association;

- **Excellence through Education:**
  - development, and recognition of professional achievement;
  - dedication to continuous learning;
  - fostering pride in our profession;
  - advocacy of the value of our specialty and its expertise in policy decisions;
  - innovation enabled by creative thinking fueled by professional development and shared expertise;

- **Professionalism and Collegiality:**
  - a diverse community connected by trust and common purpose;
  - collegial engagement and camaraderie;
  - the exchange of information and knowledge critical to our success;
  - appreciation of the variety of diverse perspectives among professionals managing medical imaging.
2018 Strategic Priorities

Goal A
Imaging Leaders
(Members)

AHRA will be a valued career asset for imaging leaders seeking a primary source of knowledge, networking, and support in navigating the ever-changing medical imaging and healthcare environment.

*Focus: Increase awareness and use of AHRA’s programs, products, services, and benefits.*

Goal B
Employers
(Healthcare Systems/ Hospitals/ Facilities)

AHRA members will be regarded as imaging leaders whose knowledge and professional expertise enable healthcare providers to realize operational and performance excellence.

*Focus: Increase the perceived value of AHRA membership within the industry through increased recognition of, and support for, AHRA in the workplace.*

Goal C
Industry Stakeholders
(Corporate Partners/ Policymakers/ Related Organizations)

AHRA will be a valued collaborator on key healthcare industry and professional issues, and its views will be solicited by policymakers and regulators.

*Focus: Increase the number of decision makers/influencers who view AHRA as a valuable partner.*