Staff Report

AHRA Board of Directors Meeting
MARCH 2016
MEMBERSHIP

As of March 7, 2016 AHRA’s membership stood at 5,192. This includes new members who joined AHRA from November 18, 2015 to March 7, 2016 and reinstatements.

![2011-2016 Membership Statistics](image)

**Dues Programs**

295 companies now participate in the organizational membership options, representing 2,305 members. This includes 141 companies and 1,685 members in the OPP option, 53 companies and 303 members in the ALC option and 101 companies and 317 members are part of the Organizational Billing option.

There are currently 8 military members, 13 student members and 404 members who pay monthly.

**For the year 2015, AHRA:**
Added 844 new members
Renewed 3,636 members
Reinstated 482 lapsed or former members

**Through March 7, 2016, AHRA:**
Added 143 new members
Renewed 1,219 members
Reinstated 76 lapsed or former members
AHRA Members by State, March 2016

Five-thousand, one hundred and thirty six members reside in the United States. The remaining 56 are located in Argentina, Australia, Bahamas, Bermuda, Canada, Germany, Guam, Hong Kong, Mexico, Portugal, Puerto Rico, Qatar, Saudi Arabia, United Kingdom and the Virgin Islands.
EDUCATION PROGRAMS

2016 Annual Meeting (as of March 7, 2016)
Total Attendees: 158

2016 Spring Conference (as of March 7, 2016)
Total attendees: 108

2016 Coding & Reimbursement Seminar
Total Attendees: 42

Virtual Basic Track (as of March 7, 2016)
Total Attendees: 6

Virtual CRA Exam Workshop (as of March 7, 2016)
Total Attendees: 31

2015 Virtual Fall Conference
Total attendees: 348

2015 Annual Meeting
Total attendees: 953
Advanced Program: 799
Basic Management Skills Program: 98
CRA Exam Workshop: 43
Six Sigma Workshop: 67
Leadership and Mentoring Workshop: 28

2015 Spring Conference
Total attendees: 146
Advanced Program: 98
Basic Management Skills Program: 42
CRA Exam Workshop: 29

AHRA Local Area Meetings (Upcoming in 2016)
Connecticut Area Meeting – March 9th
Tennessee Area Meeting – April 9th
Dallas Area Meeting – April 29th
Northwest Area Meeting – May 6th
Milwaukee Area Meeting – May 10th
Alabama Area Meeting – May 21st

Webinars (since November 20, 2015)
Joint Commission Standards and Changes, January 11, 2016 – 82 registrants
Stop Correcting, Start Coaching, March 9, 2016 – 357 registrants
Rapid Review™

For the period of January 1, 2016- March 7, 2016 AHRA’s Rapid Review Program completed 374 reviews.

![Rapid Review Chart](chart.png)
**PUBLICATIONS and COMMUNICATIONS**

**Radiology Management**
- Continue to build relationships and make industry connections to increase quality of content and submissions. After the Mar/Apr 2016 issue, there are 40 articles under discussion, development, and/or review.
- Recruited two new ERB members for January 1 term start.
- Began a regulatory column in Sep/Oct 2015 issue.
- Advertising sales: 2015 projected revenue will surpass budget.
- During the two month publication period, digital edition averages 1,100 visits and 17,000 page views. Currently, 13% of members/subscribers receive digital edition only.

**Textbooks**
- Made all books available as PDF downloads for purchase. YTD sales: 25% PDF version, 75% hard copy version.
- In 2015: There were 1,986 chapter exams taken in the Online Institute.
- *Communication & Information Management, 2E*: Published July 2015.

**Link**
- Averages 2,000 visits and 5,000 page views per month.
- Most read content is “Regulatory Review” series.
- Set up automatic notification so members receive an email every time an article publishes. Has resulted in a significant increase in article views with very few unsubscribes.

**Website**
- Stats: Averages 22,000 visits and 96,000 page views per month. See “Dashboard” for details.
- In 2015: There were 11,300 Quick Credit exams taken.
- Server upgrade in 2016 will increase speed on website.
- Forum upgrade in 2016 will improve member communication and functionality.
- Online Institute: Upgrading online exam software for better user experience.
- Regulatory News: Stand alone, weekly email statistics remain higher than average.
- Forum: Averages 3,500 messages and 700 threads per month
- Email marketing average stats:
  - List size: 12,124
  - Unique open rate: 19.2%
Click throughs: 7.9%

Top five website pages YTD:
- Home page
- Quick Credit
- Forum topics page
- Annual Meeting home page
- Forum

Social media (as of 3/8/16):
- Facebook: 1,087 fans
- LinkedIn: 3,483 group members
- YouTube: 32 videos; 9,659 channel views
- Twitter: 2,470 followers

Meetings
- AM 2016: Drafting communications plan.
- Fall 2016: Drafting communications plan.
- Spring 2016: Communication plan executed as planned.
- Webinars: 8 held in 2015. Developing strategy with PDC to create more for 2016 in addition to the corporate partner ones.

Benchmarking
- Published Staff Utilization and Comp & Benefits surveys end of 2014. Consider updating end of 2016-17.

Other
- Top Issues papers. Eight papers were published online and mailed as a print product in July 2015.
- Working with PDC on a needs assessment for potential 2016 products/publications.
ORGANIZATIONAL RELATIONS

Ernie Cerdena, Jason Newmark, Deb Murphy and I attended the ASAE CEO Symposium in January. This two day conference focuses on the working relationship between the Chief Elected Office and the Chief Executive Officer but it really deals mostly with the Board/Staff roles and responsibilities. Glenn Tecker and his team lead the discussions and exercises and it was a productive way for our team to work on AHRA issues.

There were over 100 attendees from many associations including ACR and ACHE and we were able to interact a bit. We had an especially positive meeting with ACHE during a reception. I know their CEO from a previous position and one of their Board members is an RT and former AHRA member! We will use that relationship to try and develop some collaborative programs.

CERTIFIED RADIOLOGY ADMINISTRATOR PROGRAM

Please see RACC report, submitted by RACC Board Liaison Wanda Coker, included with meeting materials.

(See: RACC Report)

EDUCATION FOUNDATION

Please see report submitted by ADS: Association Development Solutions.

(See: ADS Progress Report March 2016)

PERSONNEL

No Changes