Communication & Information Management in Radiology

Second Edition

ahra
AHRA is the premier association for imaging professionals. Since 1973, the organization has led the industry in information, education, and professional support. Its programs—including its journal, *Radiology Management*; conferences; publications; and annual meeting and exposition—establish standards of excellence throughout the profession. In addition, AHRA’s Certified Radiology Administrator (CRA) program is the first and only professional credential tailored specifically for radiology administrators. The CRA is designed to elevate professional standards, enhance individual performance, and recognize administrators who demonstrate knowledge essential to the practice of radiology management. The AHRA Education Foundation supports the membership and radiology professionals in the US and abroad by granting scholarships and conducting research that enhance the effectiveness of imaging and healthcare disciplines.
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Acknowledgments

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Introduction

Since the inception of the Certified Radiology Administrator (CRA) credential in 2002, AHRA: The Association for Medical Imaging Management, the preeminent organization for leaders in medical imaging management, has strived to develop educational materials in support of imaging administration. The AHRA Professional Development book series covers all the domains of the CRA exam: Financial Management in Radiology, Operations Management in Radiology, Communication & Information Management in Radiology, Human Resource Management in Radiology, and Asset Management in Radiology. The first edition of the communication & information book was produced in 2007, and this second edition continues the tradition of addressing material in depth to aid the continuing education of the imaging administrator. With a healthcare climate that is ever changing, updating the material to be more in line with current practices was necessary to keep those in the industry positioned to be the best leaders possible.

The authors and reviewers of this book represent a cross section of today’s imaging profession, including academic medical centers, community and rural hospitals, freestanding imaging centers, and private enterprise. This range of experience allows a broad perspective of ideas and expertise.

In Part I, Strategic Planning, there is discussion of performing a baseline assessment, identifying goals, quality improvement, resource identification, strategic development, and communicating results.

In Part II, Internal and External Communications, chapters review methods of communication for imaging from written, marketing, and face-to-face communication.
In Part III, Applying Technology, the content explores performing a baseline analysis, and the management of digital data, images, and organization files.

*Communication & Information Management in Radiology*, second edition, is an important resource in an imaging leader’s tool kit and an invaluable reference over time.

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