Welcome to Minneapolis and AHRA’s 41st Annual Meeting and Exposition!

Welcome to AHRA’s 41st Annual Meeting and Exposition! Get ready for four days of learning, socializing, and fun in the Land of 10,000 Lakes!

If this is your first annual meeting, be sure to take advantage of the many socializing and networking opportunities available, such as the Welcome Reception for New Members and First-Time Attendees, as well as the President’s Reception, both taking place this evening. Don’t forget to drop by AHRA’s 80’s Party on Wednesday night for a great time with friends, old and new!

AHRA is excited to bring back the interactive features you’ve become accustomed to at previous meetings, such as the Annual Meeting Blog, available at: http://ahra2013.wordpress.com. This blog seeks to personalize your annual meeting experience by serving as your home base for everything you’ll need during the meeting and by allowing you to communicate with fellow attendees, AHRA staff, and exhibitors via the comments section. Read session synopses and see photos, videos, and more, whether you’re with us in Minneapolis or on the other side of the globe.

You can also follow us on Twitter at @ahraonline.org. Follow the hashtag #AHRA2013 to see what others are saying about the meeting! A brand-new feature this year is the Annual Meeting app. Download it on your smartphone at ahraonline.org/app to customize your own schedule, access maps and exhibitor info, and more.

A few reminders for this year’s meeting. Attendees must be on time to a session in order to be eligible for ARRT continuing education credit. If you arrive at the session after the speaker has started, you will not be eligible to receive credit. The barcode on your badge will be scanned as you enter a session and as you leave the session. You must get both scans in order to receive CE credit, so make sure you stay for the entire session as well. Since the bar code on your badge tracks your attendance, you can only get CE credit if you have your badge with you at the session! So before you leave your hotel room each morning, make sure you pick up your badge.

(continued on page 3...)

President’s Welcome............2
Sponsor Thanks...................4-5
Exhibit Hall Info...............6
RACC Testimonials ............9
Volunteer Reception..........11
Agenda.............................12
Welcome from the AHRA President!

I am delighted that you’re here with us at AHRA’s 41st Annual Meeting and Exposition. This year we are commemorating 40 years of medical imaging management excellence and honoring our visionary founders for setting a rock solid foundation at AHRA’s first annual meeting in 1973. Today we remain true to the original vision, and over the course of the next four days you will experience AHRA’s mission as “the resource and catalyst for the development of professional leadership in medical imaging management.” We take pride in developing our educational programs in congruency with our vision and mission, and thrive on assembling our national meetings with presentations by our peers on current medical imaging challenges that are immediately applicable in your own work environment.

Your presence at AHRA’s Annual Meeting demonstrates your commitment to staying abreast of the latest challenges and opportunities in medical imaging management by continually furthering your knowledge and implementing best practices in patient care, safety, and the impact that healthcare reform is having on medical imaging.

If you haven’t already done so, please download the AHRA Annual Meeting app. This will help you navigate workshops, breakout sessions, and the exhibit hall, and will allow you to customize your own schedule so you don’t miss a session. You can download it at www.ahraonline.org/app.

Once again we are pleased to partner with leading companies in the imaging industry to bring you six vendor symposiums. I encourage you to attend all of them, with the first starting today at 11:00AM.

We are proud to collaborate and “unite with physicians around quality, appropriateness and efficiency” to bring you the inaugural Physician One Day Leadership Track. Presented entirely by the industry’s renowned physician leadership faculty, some of the topics include peer/self review, radiologists as the CMO, and a regulatory update.

The Exhibit Hall opens tomorrow – please be sure to spend time with exhibitors during lunch. AHRA enjoys many long standing, productive relationships with corporate partners, and their generosity and support of our educational programs allows us to offer the annual meeting at a great value and provide much needed scholarships to some of our members here with us today. Join me in demonstrating our gratitude by visiting their booths.

If this is your first meeting or you have questions, you can get real-time answers from Annual Meeting Design Team Chair Bill Johnson and his entire cast. You’ll recognize them by the green polo shirts, and you will spot at least one of them at every session and event throughout the week.

Thank you for the opportunity to serve as your president; it has been an honor and the pinnacle of my medical imaging career. I look forward to welcoming you at the President’s Reception this evening!

On behalf of the AHRA and Education Foundation Board of Directors, AHRA staff, Annual Design Team, and our army of volunteers, I wish you an exciting, stimulating, and fun filled week.

AHRA Staff

The following AHRA staff are on site this week. If you have any questions, please feel free to ask any of them for assistance: Edward Cronin, CEO; Kerri Hart-Morris, Associate Editor; Debra Murphy, Publications Director; Sarah Murray, Executive Assistant; Jillian Nanof, Membership Coordinator; and Mike Suddendorf, Marketing Director.
Welcome to Minneapolis and AHRA’s 41st Annual Meeting and Exposition!

(continued from page 1)

Remember that session handouts for the Advanced Track are no longer printed and available at the meeting. Instead, they were posted online ahead of the meeting so that you can access and print them if you wish. If you missed the link, scan the 2D tag to the right to access the website via your smartphone. You can also find the link on the home page at www.ahraonline.org.

We have a very exciting trio of keynote speakers this year - you won’t want to miss a single one! Our first keynote speaker, Erik Wahl, is an internationally recognized graffiti artist, author, and entrepreneur. Erik will kick things off tomorrow as he encourages us to “UNthink” with his talk on “The Art of Vision.” On Tuesday, we’ll be bringing you Liz Jazwic, a nationally renowned speaker, strategist, consultant, and a key member of the Studer Group. Liz will address how negativity affects productivity in the workplace, and will provide tips for improving your staff’s morale. On Wednesday afternoon, Scott Christopher will close the conference with his talk on how levity, humor, and becoming more of a ‘people person’ can help you excel in business and at home.

If you have any questions while you’re here, just ask one of the Design Team members or AHRA staff members - you’ll recognize them by the bright green polo shirts they’ll be sporting.

Enjoy the 41st Annual Meeting and Exposition!

Advanced Track Handouts:

Get the free mobile app at http://gettag.mobi

2012-2013 Annual Report Now Available!

You can view the report at www.ahraonline.org, or use the 2D tag below to access it on your smartphone!

Get the free mobile app at http://gettag.mobi
Sponsor Thanks

AHRA thanks the following sponsors who helped make this year’s Annual Meeting and Exposition possible. Thanks are also extended to all of the vendors who are exhibiting at this year’s meeting. Please make sure you stop by their booths and show your support!

Platinum Sponsors

Fujifilm

AGFA Healthcare

Gold Sponsors

Hologic

Siemens

Hitachi

Philips

Mallinckrodt

Sectra

Silver Sponsors

ACR

IAC

Canon

Regents Health Resources

Carestream
CONVENTION DAILY

Bronze Sponsors

[Logos and names of Bronze Sponsors]

Contributing Sponsors

[Logos and names of Contributing Sponsors]

In-Kind Sponsors

Ascendian Healthcare Consulting
ASRT
Beekley Medical
Carestream
Coding Strategies, Inc.
Diagnostic Health Services

Mednovus, Inc.
MedQuest Associates
Metrasens
Orion HealthCorp
RAD-Planning
Regents Health Resources, Inc.

Stephen Hiss Management Consulting
The Health Law Partners, PC
The Methodist Hospital
Therapy Physics, Inc.
Washington University in St. Louis

SUNDAY, JULY 28, 2013
Exhibit Hall Information

Visit over 150 vendors in 100,000 square feet of exhibit space in the 2013 AHRA Exhibit Hall! Be sure to visit as many exhibitors as possible to learn about the latest products and services.

You’ll also have opportunities to win great prizes in the Exhibit Hall! Many exhibitors are raffling prizes, and all you have to do is visit their booth, talk with their staff, have your badge scanned, or give them your business card. Look for the Hot Spot! booths (listed below) and participate in the Scavenger Hunt to win cash! While you’re in the hall, please thank the exhibitors for being an important part of AHRA’s Annual Meeting and Exposition by being a serious shopper and spending time with them.

Exhibitor Updates

**Hot Spot! Companies:**
- Ag Medical Systems, Inc. (AMS) Booth 119
- American College of Radiology Booth 320
- Bayer HealthCare Booth 402
- Bracco Diagnostic Booth 331
- Canon USA Booth 502
- Coding Strategies Booth 728
- eHealth Technologies Booth 347
- Faxitron Booth 641
- IMEDCO American Ltd, Booth 531
- Keystrokes Transcription Service Booth 814
- Konica Minolta Medical Imaging Booth 734
- Kubtec Technologies Inc. Booth 225
- Mallinckrodt Pharmaceuticals Booth 618
- MAVIG GmbH Booth 248
- Medinformatix Booth 445
- Mednovus, Inc./SAFESCAN Booth 546
- Medquest Associates Booth 540
- MetalQuest Booth 419
- OnPoint Medical Diagnostics Booth 433
- ONRAD, Inc. Booth 848
- OpenTempo Booth 733
- Optimal Radiology Booth 143
- Philips Booth 101
- RC Imaging Booth 726
- Shimadzu Medical Systems USA Booth 102
- Sky Factory Booth 115
- Sorna Corporation Booth 435
- TIMS Medical Booth 819
- Toshiba Medical Systems Booth 105

**New Vendors as of July 18:**

**TeraRecon, Inc.**
- Booth # 747
- 4000 E. 3rd Avenue, Suite 200
- Foster City, CA 94404
- Phone #: 650-653-4321
- Website: www.terarecon.com

TeraRecon, a leader in advanced image processing and 3D visualization techniques, provides advanced imaging systems for medical applications based on its patented image processing technologies. iNtuition offers the most in terms of power, concurrent users and applications, with the smallest hardware footprint. A recent innovative first, iNtuition Cloud, enables anywhere, anytime access, globally, securely. A seven-time winner of Frost and Sullivan awards, including “Company of the Year” & “North American Growth Leadership of the Year” awards, the company has developed a leading portfolio of products and technologies that advance the performance, quality, functionality, and integration of image processing and 3D visualization systems.

**Exhibit Hall Schedule**

**Monday, July 29**
- 11am-2pm: Hall Open (Lunch Served in Exhibit Hall)
- Noon-12:15pm: Hot Spot! Drawing
- 1pm-1:15pm: Hot Spot! Drawing
- **Raffles throughout the day**

**Tuesday, July 30**
- 11am-2pm: Hall Open (Lunch Served in Exhibit Hall)
- Noon-12:15pm: Hot Spot! Drawing
- 1pm-1:15pm: Hot Spot! Drawing
- **Raffles throughout the day**

**Wednesday, July 31**
- 11am-2pm: Hall Open (Lunch Served in Exhibit Hall)
- Noon-12:15pm: Hot Spot! Drawing
- 1pm-1:15pm: Hot Spot! Drawing
- 1:30PM: Scavenger Hunt Drawing & Announcement
Need a Job?

Check out the latest postings on AHRA’s online Job Bank by using your smart phone to scan the tag below:

Some of our current openings include:
- Manager, Diagnostic Imaging (WA)
- Radiology Manager - Breast Imaging (WI)
- Manager, Cardiovascular Imaging (TX)
- And many more positions on our website!
DON’T MISS OUT
Be One of the First to View the Newest Team Members to the Mobile DR and RF Product Lines.

We will launch not one, but Two new products at this year’s AHRA, and we just know that they'll turn heads.

AHRA 2013 ANNUAL MEETING & EXPOSITION
July 29-31, 2013
Minneapolis Convention Center
Minneapolis, Minnesota

See you at booth #102 and get ready to be AMAZED!

...evolving the science of imaging.
RACC Testimonials: Why is the CRA Important to YOU?

I am often asked this question: “I have a Master’s Degree, why do I need my CRA?”

A quick Google search for “imaging” and “CRA Preferred” confirms that a great many positions in imaging management are now listed as CRA preferred, but there’s more to it than that.

I personally have a Master’s Degree; however, I know that my degree did not validate my abilities as a radiology administrator. Becoming a CRA demonstrates that one can put into daily application the skill sets of a successful radiology administrator.

I also believe the CRA is a career booster – I started my career as a technologist, received my BBA and became a radiology manager, received my CRA in 2004 and became a radiology director. I did not complete my Master’s degree until 2005.

-Kimlyn N. Queen, CRA, FAHRA

When the CRA Exam was first offered, I decided it would be a distinguishing factor for me, and I took the test in August of 2003. What a tremendous thing to be able to say that I am certified in what I do; not many people have that opportunity! To me, the decision to become a CRA was more personal. I already had an MBA, but I wanted to be able to prove my ability and the CRA was the perfect mechanism.

What have I gained from becoming a CRA? There is of course self-confidence that you actually do know something! It has opened doors for me that would not otherwise have been available. Being a commissioner on the RACC has been tremendously beneficial and offered me significant growth opportunities. As the credential becomes more recognized in the field, the value becomes greater to those who have it and desirable for those who don’t. I hope to see the value become even greater over the next few years.

-Jacqui F. Rose, CRA

I had the opportunity to speak with Liz Bates, RT(R)(M), CRA, who achieved her CRA designation in 2003. When I asked her what value she thought the CRA credential brought to her career, she stated that the CRA certification demonstrates that radiology leaders “know more than just the clinical side of the imaging business.” From her perspective, she was not able to take leadership classes during her study as a radiographer; any leadership skills were obtained by on the job training. The CRA credential gave her confidence to demonstrate competency in both leadership and business acumen in order to “move an organization forward.”

-Mark W. Steffen, CRA, FAHRA

The CRA credential was developed as a way for our industry to certify the work that we as imaging administrators do and to recognize us for our expertise. When I gained my CRA, it was recognized by my administration, giving them tangible evidence of the skills I possessed. In many job descriptions this credential is now being required instead of just preferred. The CRA is also now being accepted by other accrediting bodies, making its future promising and bright.

-Enrico “Rick” M. Perez, CRA, FAHRA

Don’t miss the session “Make Your CRA Work For You! Tips to Maximize and Leverage Your CRA Credential” today at 2:30PM to find out how you can best leverage your CRA.

You can also visit the CRA booth (#109) in the exhibit hall to learn more about becoming a CRA.
Rediscover Mallinckrodt at AHRA.

Stop by booth 618 to see what the new Mallinckrodt has to offer.

Announcing the new Mallinckrodt Pharmaceuticals, formerly part of Covidien and now an independent company. Where others see complex problems, Mallinckrodt sees unique solutions. With 145 years of experience, we have a determined focus to solve today’s challenges for pharmaceuticals and imaging technology.

OptiSync
Data Management System
LOUNGE

Visit the OptiSync™ data management system lounge for an advanced view of our unique data management system. Get an exclusive live demo and see it in action—before it hits the market.

AHRA Hot Spot
If 618 is called while you’re in our booth, you could be eligible to win $300!

For more information, visit mallinckrodt.com.

Mallinckrodt Pharmaceuticals

Mallinckrodt, the “M” brand mark, the Mallinckrodt Pharmaceuticals logo, and other brands are trademarks of a Mallinckrodt company. © 2013 Mallinckrodt.
Volunteer Reception

Each year, hundreds of volunteers contribute to the success of AHRA. On Saturday evening, a reception to honor and acknowledge AHRA’s volunteers over the past year was held.

Volunteer opportunities include:

- Write an article for Link
- Write an article for Radiology Management
- Serve on a seminar/conference team
- Host a local seminar or area/regional meeting
- Serve on an educational/product development team
- Help out at the Annual Meeting
- Serve on the Editorial Review Board
- Help in AHRA’s effort to retain and recruit members

If you are interested in volunteering with AHRA, scan the 2D tag above with your smartphone to fill out the volunteer form on our website, stop by the AHRA booth, or complete the volunteer interest form found in your registration packet and return it to us.

Photos From the 2012 Volunteer Reception
CONVENTION DAILY
SUNDAY’S AGENDA

CRA Exam Workshop
7:30AM-6:00PM (211 CD)

Imaging Classic Golf Tournament
8:00AM-2:00PM (The Wilds Golf Club)

From Service to EXPERIENCE: The Second Half*
8:00AM-12:00PM (103 EF)

11:00AM-12:00PM (101 AB)

Generously Sponsored by

SIEMENS

Expanded Sessions 1:00PM-4:00PM
• Strong Resumes Create New Opportunities (101 AB)
• Recent Developments and Key Legal Issues Impacting Radiology Practices (103 EF)

Breakout Sessions 1:00PM-2:00PM
• MRI Safety and Patient Management: Update 2013 (101 CD)
• Radiation Dose Reduction: Tying It All Together (103 AB)
• The Four Forces of Healthcare and How They Impact Your Career, Your Organization and Your Future (101 IJ)
• Current and Best Indications for Breast MR (101 GH)
• Is Radiology Perceived as an Interdisciplinary Team? (101 E)

Beverage Break 2:00PM-2:30PM

Breakout Sessions 2:30PM-4:00PM
• Network Management: IDTF and HOPD Conversion and Branding (101 CD)
• Workplace Violence: Changing A Culture of Acceptance (101 IJ)
• How to Get Paid for Imaging Performed in Surgery (101 GH)
• What Every Radiology Administrator Needs Their Techs to Know About Digital Radiography (101 E)
• Make Your CRA Work For You! Tips to Maximize and Leverage Your CRA Credential (103 AB)

Breakout Sessions 4:30PM-5:30PM
• Key Metrics and Quality Indicators: Regular Review for Optimal Performance (101 CD)
• Patient Satisfaction vs. Quality Bedside Imaging (103 AB)
• How Imaging Leaders can Increase Their Emotional Intelligence (101 IJ)
• Can the “Birds” Soar When You Leave the Nest? (101 GH)
• How Does Medicare Determine Out Patient Reimbursement? (101 E)

Welcome Reception for New Members and First-Time Attendees
5:45PM-6:30PM (Lounge B)

President’s Reception
6:30PM-8:00PM (Ballroom A)

*Separate fee required.

Manage your schedule with the AHRA Annual Meeting App:

AHRA 2013 HAS GONE MOBILE!

Download the app at www.ahraonline.org/app or scan the 2D tag above