



2009-2010

ANNUAL REPORT

ahra

the association for medical imaging management

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ahra

the association for medical imaging management

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the association for medical imaging management

2009-2010 Annual Report

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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.

2009-2010 Governance

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Certification Coordinator

Kathryn Keeler

Message from the President and CEO

The past year has continued to be a challenge. The amount of uncertainty caused by healthcare reform and the economy in general has put a particular strain on imaging managers. At the same time you are asked to accomplish more, the resources available to you have diminished, including funding for education, meetings, and even association memberships.

It is at times like these that membership in AHRA, and being part of a community of your peers, becomes more important. As YOUR association, we are here to provide you with the resources you need to remain successful in your career.

- If travel is an issue, you can obtain cutting-edge knowledge through our Online Institute, attend a regional meeting in your area, or keep up with industry news on our website.
- If you struggle with unanswered questions, AHRA's Forum, Sample Document Library, and mentor programs are available to you.
- If you have career challenges, AHRA's Job Bank and many publications and other resources provide professional development opportunities.

As you read through this report you will see that AHRA continues to be an active organization moving forward. We would like to highlight two areas.

Last year, AHRA's website was completely redesigned to provide you with more information and to be more attractive and easier to navigate. We have added useful features such as industry news, the Sample Document Library, an expanded Job Bank, and a popular featured member section. Most everything you need to know about AHRA activities can be found here and our monthly visits have increased dramatically. We hope you will visit often!

AHRA is the sponsoring organization for the CRA program which is managed by the Radiology Administration Certification Commission (RACC). The credential has been in existence since 2002 and is reaching a critical mass of acceptance in the imaging marketplace. However, over the past few years the pass rate for the exam had been going down and the number of people taking the exam were dwindling as well.

An AHRA Board Task Force was appointed to study the situation and presented its findings to the RACC which took immediate action to revamp the exam using the AHRA textbooks as the primary references. We had a record number prepare for and take the June computerized exam and we now have 74 new CRAs - bringing the total number of active CRAs to 719. This is a great example of teamwork and we are confident the CRA program will continue to reach new heights each year.

As we all continue to face these difficult challenges it is comforting to know that we are not alone. You are part of the AHRA community, where members care about and support each other. Thank you for being a loyal member and we look forward to serving you for many years to come.



Debra A. Lopez, CRA, FAHRA
President



Edward J. Cronin, Jr., CAE
CEO

Membership

Statistics and Dues

▶ As of July 1, 2010, membership stood at 3,630. This is a 5% net decrease over the July 1, 2009 total of 3,810.

▶ The overwhelming majority (98%) of members, 3,563, reside in the United States and its territories.

▶ States with the highest number of AHRA members:

- California (284)
- Florida (228)
- Texas (208)
- New York (174)
- Ohio (153)
- Illinois (149)
- Pennsylvania (144)
- Virginia (119)
- New Jersey (118)
- Georgia (115)

▶ As of July 1, 2010, 1,178 individuals have signed up for two-year memberships.

▶ As of July 1, 2010, 36 organizations participate in the organization billing option.

▶ Foreign members (67) are located in:

- Canada (41)
- Australia (13)
- Bermuda (4)
- Saudi Arabia (2)
- Argentina (1)
- Bahamas (1)
- Finland (1)
- Portugal (1)
- Singapore (1)
- United Arab Emirates (1)
- Virgin Islands (1)

2009 Scholarship and Award Recipients

Broadley Scholarship

- ▶ Donna Morris, CRA
- ▶ Sandy Winfield, CRA

Osborn Scholarship

- ▶ Rebecca S. Apodaca, CRA
- ▶ Charles W. Obbagy
- ▶ Judy Offenback
- ▶ Stephanie Roberts
- ▶ Jason Scott

Annual Meeting Scholarship

- ▶ Ron J. Barak, CRA
- ▶ Tonya R. Bell Brightmon
- ▶ Wanda Coker, CRA
- ▶ Julie E. Hughes, CRA
- ▶ Angelic P. McDonald
- ▶ Thomas A. Redman, CRA, FAHRA
- ▶ Joshua Scheller
- ▶ Katherine A. Steffen, CRA
- ▶ Bruce E. Peters, CRA
- ▶ Sue Rysted, CRA

Fellow Status

- ▶ Winnie Grieshaber, CRA
- ▶ Timothy L. Ludwig, CRA
- ▶ Ed Yoder

GE Healthcare Award for Excellence

- ▶ Debra (Debi) Farnham
- ▶ Max Grady
- ▶ Brad Hellwig, CRA
- ▶ Paul Riggieri, CRA
- ▶ Terry Stavang, CRA

Gold Award

- ▶ Jay P. Mazurowski, CRA, FAHRA

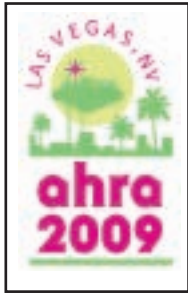
Radiology Management Editorial Award

- ▶ Gary Boyd, FAHRA
- ▶ Sandra K. Collins, MBA
- ▶ Denise A. Vaughn, MS

President's Award

- ▶ Ted Caveglia, FAHRA

Conferences



2009 Annual Meeting and Exposition

AHRA's premier event was held August 9-13, 2009 in Las Vegas, NV with 1,029 medical imaging leaders in attendance. Educational sessions included the Basic Management Skills Program, which was attended by 53 registrants. The Advanced

Program had 971 registrants, and the CRA Exam Workshop had 71 registrants. All meeting attendees were able to network with their peers, participate in social events, and meet with nearly 200 exhibitors.

2009 Fall Conference

The 2009 Fall Conference, "New Realities, Challenging Times," was held September 29 - October 1, 2009 in Nashville, TN. A total of 131 individuals attended the event. The Advanced Program had 89 registrants, the Basic Management Skills Program had 37 registrants, and the CRA Exam Workshop had 31 registrants.

2010 Spring Conference

The 2010 Spring Conference, "Embracing the Future in a Climate of Change," was held February 23-25, 2010 in San Diego, CA. A total of 138 individuals attended the event. The Advanced Program had 106 registrants, the Basic Management Skills Program had 25 registrants, and the CRA Exam Workshop had 28 registrants.



Regional Meetings

New in 2009, between July 1, 2009 and June 30, 2010 there were 10 regional meetings held in Florida, Illinois, Indiana, Louisiana, Minnesota, New Jersey, New York, and Ohio. A total of 313 attendees, both members and non-members, took part in these free local seminars for CE credit.

Coding and Reimbursement Seminar Series

Four coding and reimbursement seminars were held in early 2010. To maximize participation, they were held in four different geographic areas: Plano, Orlando, New York, and San Diego. A total of 97 individuals attended these seminars.

Executive Program

Held May 5-6, 2010 at the GE Healthcare Institute in Waukesha, Wisconsin, "Leadership Development and Operational Excellence" was an intense two-day course designed for individuals with 10 or more years in a senior medical imaging management position. Participating in the program were 14 medical imaging leaders.

Live Webinars

From July 1, 2009 through June 30, 2010, AHRA presented 8 live webinars. There were 159 individuals or facilities registered for these events.



Publications



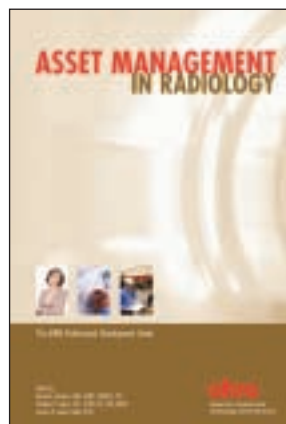
Radiology Management

The bi-monthly peer-reviewed journal continues to be rated the most valuable AHRA product, program, or service among members. As the premier publication for medical imaging leaders, *Radiology Management* provides in-depth articles and expert columns that provide guidance to professionals in hospital, imaging center, and group practice environments.



Link

Link, AHRA's monthly member newsletter, moved from print to electronic only in 2009 with the option of being able to print the issue or individual articles. The move was well-received by members and usage has been steady. This format change helps the association better interact with members and deliver on needs in a more judicious way by encouraging much more reader interaction



Professional Development Book Series

Completing the series of five books, in 2009-2010 *Asset Management in Radiology* and *Operations Management in Radiology* were published. These books provide information on the latest, most effective best practices in imaging management techniques.

Online



Social Networking

[Facebook](#) ♦ [LinkedIn](#) ♦ [YouTube](#) ♦ [Twitter](#)

A major initiative was taken on in late 2009 to increase AHRA's social networking presence. These communities continue to grow in size among members and non-members. Staff updates the various networks daily.



Radiology Management Article Database

www.ahraonline.org/rmsearch

Redesigned in early 2010, this collection of more than 15 years of journal content is one of the most popular pages on AHRA's website. Search function, usability, and layout were markedly improved.



Industry News Blog

ahraindustrynews.wordpress.com

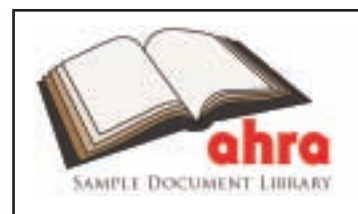
Launched in May 2010, the articles here have been aggregated to provide easy access to the latest scholarly research and news most closely related to medical imaging management and the work AHRA members do every day. AHRA filters through myriad professional resources to compile these brief abstracts and excerpts, which allows a reader to quickly decide whether the article is subsequently worth reading in full.



Job Bank

www.ahraonline.org/jobbank

Provides the latest job listings, recruiter information, and links to sites containing valuable career information. Pricing for employers was reduced in 2009 to meet the industry standard pricing. Since then, the number of job ads posted has tripled.



Sample Document Library

www.ahraonline.org/SDL

Launched and heavily promoted in 2009, 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.

Online



An education resource for medical imaging professionals at all experience levels.

The Online Institute contains dozens of courses on topics as diverse as human resources, budgeting, and technology. Courses are updated on a regular basis.

Quick Credit

Radiology Management articles and accompanying tests are available FREE to members. These courses are approved for 1.0 ARRT Category A CE credit.

Between July 1, 2009 – June 30, 2010, a total of 6,228 Quick Credit exams were taken.

Webinars

An archive of previously conducted live Webinars. These courses are approved for 1.0 or 1.5 ARRT Category A CE credits.

Between July 1, 2009 – June 30, 2010, a total of 530 webinars were viewed.

Conference Sessions

Streaming video from previously held AHRA conferences and accompanying tests. These courses are approved for 1.0 or 1.5 ARRT Category A CE credits.

Between July 1, 2009 – June 30, 2010, a total of 940 conference sessions were viewed.

Textbook Chapters

Introduced in May 2010, individual chapters from the AHRA Professional Development Series and newly created tests. These courses are approved for between 0.5 to 2.0 ARRT Category A CE credits.

www.ahraonline.org/onlineinstitute

Certification



Since 2002, more than 800 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.

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 8 years of certifying excellence in imaging administration, the CRA exam tool has undergone 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 maintains 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 [6 references](#). Every question on the exam is based on these 6 books, creating a reference set that's user friendly and manageable.

In addition, to celebrate the CRA exam's complete 2010 update, the RACC offered the CRA exam at a discounted price for the June and August 22, 2010 exam administrations.

Mission and Vision Statements

In the spring of 2010, the RACC adopted mission and vision statement to clarify the commission's purpose and goals, as follows:

Mission Statement

To promote individual recognition and verifiable excellence within the medical imaging management profession.

Vision Statement

The Radiology Administration Certification Commission strives to be nationally recognized as the preferred standard for excellence in medical imaging management. We will provide value for CRAs, and create a challenging but attainable aspiration for individuals who wish to be known for their excellence in the imaging management profession.

New CRAs

From July 1, 2009 through June 30, 2010, 92 individuals successfully completed the examination and earned the CRA credential. As of June 30, 2010, there are 719 CRAs.

Message from the AHRA Education Foundation Chair



In 2009, the AHRA Education Foundation experienced one of its most successful fundraising years in its history, with contributions totaling over \$135,000.

One of the greatest achievements in the past 12 months has been the increase in the rate of participation from AHRA members in support of the Education Foundation. At the 2009 annual meeting, we introduced a program entitled "Get Pinned." In order to receive a commemorative pin, individuals had to contribute at least \$25 to the Education Foundation. We received gifts from nearly 300 members, many of them first time donors to the AHRA Education Foundation, totaling over \$15,000. This more than doubled the amount of donors to the Education Foundation from the previous 4 years COMBINED!

While 2009 was an extremely positive year from a fundraising standpoint, 2010 has been even more successful. To date, the Education Foundation has secured five corporate gifts totalling \$210,000. I would like to recognize the following companies for serving as AHRA Premier Partners for 2010:

Philips Healthcare
Toshiba
Hitachi Medical
Covidien
Fuji Medical Systems

In addition to garnering unprecedented annual corporate support, 2010 has seen many AHRA members step up and contribute at generous levels. As of July, we have received over 160 gifts totaling over \$9,000!

The AHRA Education Foundation Board of Directors established a goal of obtaining \$20,000 from AHRA members by December 31, 2010. Your donation to this initiative will demonstrate your commitment and dedication to your profession and to your association.

We are extremely grateful for the generosity of our members and corporate supporters. The funds raised have allowed us to strengthen our educational offerings and to provide expanded scholarship support for members to attend various meetings.

Thank you all for your continued support.



Jay P. Mazurowski, CRA, FAHRA
Chair

AHRA Education Foundation



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 2009, the "Get Pinned!" campaign was the most successful member drive in the Foundation's history. Nearly \$15,000 from 300+ member gifts was raised. All members contributing \$25 or more received a commemorative 2009 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, 2009 through June 30, 2010, 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, 2009 through June 30, 2010, Osborn Scholarships were presented to five AHRA members.

Foundation Partnership Initiative Donors



Diamond Circle – \$1 Million+



Sapphire Circle – \$500,000+



Platinum Circle – \$250,000+



Gold Circle – \$100,000+



Silver Circle – \$50,000+

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2009-2010 Corporate Partners



\$50,000

TOSHIBA
Leading Innovation >>>

\$35,000

HITACHI
Inspire the Next

\$35,000



\$7,500

\$5,000



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John Marshall, CRA, FAHRA	Marci Paulk	Susan Schreiner, CRA	Robin Walton
Carol S. Martin	Barbara J Peck	Carol C. Scoggins	Diane Warren
Gary Martin	Sissy H. Pederson, CRA	Jason Scott	Glenn G. Watkins, FAHRA
Salvatore Martino	Margaret E. Peitso	Charles A. Seager	Beth L. Weber, CRA
Brian Matsusaka, CRA	Enrico M. Perez, CRA	Sheila M. Sferrella, CRA	William L. Weirich
David Matta	Robert L. Perez	Surendra B. Shah	Deanna L. Welch, FAHRA
Carl Mayberry	Bruce E. Peters, CRA	Inna Shtramel	Thomas J. Welch, CRA
Jay Mazurowski,CRA,FAHRA	Vicki Petersen, FAHRA	Paul Shumway	Richard A. Wendt
Grant A. McClure, CRA	Merle C. Peterson, CRA	Xavier A. Silva	Michael West, CRA, FAHRA
Angelic P. McDonald	Cynthia Phillips, CRA	Elliot Silverman	Charles L. Westphall
Sheena McGowan	Sharon M. Pietlock	Patricia Smith	Sharon Whitaker
Donna McKenzie	Mary Pope	Patricia Sousa	Robert E. White, CRA
Sharon A. McKinney	Gary Price, CRA	Maurine Spillman-Dennis	Tana White
Maureen McLean	Vivian Prinster, CRA	Joyce A. Spulick	Alan L. Wildman, CRA
Barbara McNeil	Linda Puchalski, CRA,FAHRA	Bonni Standley, CRA,FAHRA	Angela Wilkerson
Lynn A. McVey	Peggy A. Pust, CRA, FAHRA	Terry Stavang, CRA, FAHRA	Kraig A. Wilkinson
Jessica Mejia	Kimlyn N. Queen, CRA	Katherine A. Steffen, CRA	Robert S. Wilson, CRA
Kathy Meyer	William Quinn	Denise Stein	Cindy M. Winter, CRA
Jay Meyerson	Larry Andrew Ranahan	Karen E. Steinhice, CRA	Gina F. Winters
Betsy Miletta	Dawn Ray	Douglas K. Sterken	David A. Woodford, CRA
Joe W. Moock	Tom Redman, CRA, FAHRA	Ernie R. Stewart, CRA	Ruth A. Woosley, CRA
Susan L. Moore, CRA	Jeffrey Rehm	Margie G. Stickles	Sharon Worsham
Jennifer J. Moran	Jerry Reid	Richard S. Stonicher, FAHRA	Denys K. Wynn
Paul R. Moreno	James Reiling	Lee Swanson	James A. Yeager
Edward L. Morgan, CRA	Robyn Reynolds	Judith Swapp-Oneill	Linda Yentes
Donna Morris, CRA	Noel R. Rhodes, CRA	Angie Swygart	Rosalyn Young
Valarie Morton	Andrew Rhynus	Art Tasaka	
Lynn Mueller	Roland Rhynus, CRA,FAHRA	Susan Tate-Potanovic	

Message from the Finance Director

2009 was 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 2009, AHRA had operating revenue of \$2,831,657, a decline of 13% from 2008. 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 2009 were \$3,294,998, down 5% from 2008. On the positive side, realized and unrealized capital gains, interest, and dividends provided a net gain of \$272,095. The total net deficit for 2009 was \$191,246.

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 2009, the AHRA investment fund totaled \$1,443,748, a 15% 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.

2010 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.



Michelle M. Wall, CRA
Finance Director



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, 2009 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 2008 financial statements and, in our report dated March 25, 2009, 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, 2009, 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.

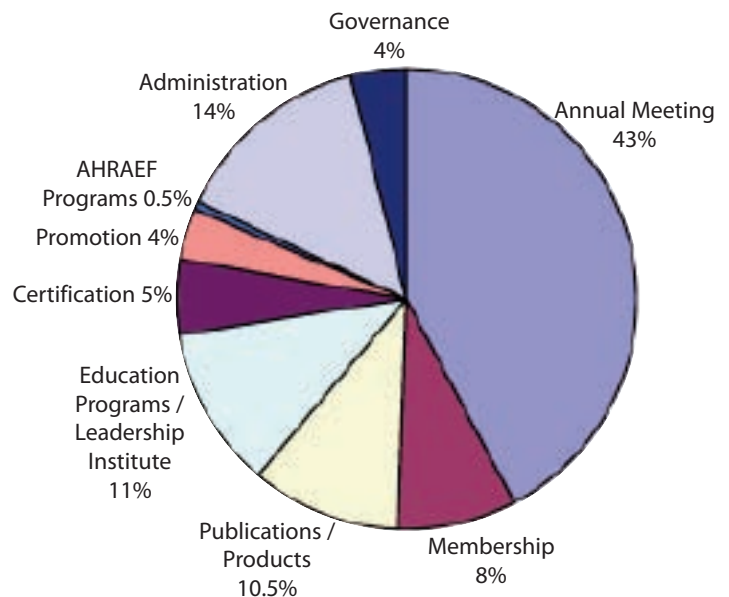
Leonard, Mulherin & Greene, P.C.
 LEONARD, MULHERIN & GREENE, P.C.
 Braintree, Massachusetts

March 30, 2010

2009 Revenue



2009 Expenses



AMERICAN HEALTHCARE RADIOLOGY ADMINISTRATORS, INC.

Statement of Financial Position
December 31, 2009
(with comparative totals for 2008)

	2009	2008
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 148,067	\$ 498,571
Accounts receivable, net of allowance for doubtful accounts of \$25,000 and \$11,438 in 2009 and 2008, respectively	87,776	40,756
Pledges receivable, current portion	143,049	140,954
Prepaid expenses	108,755	189,450
Inventory	103,062	87,465
Refundable income taxes	5,000	16,835
Total current assets	595,709	974,031
PROPERTY AND EQUIPMENT, net of accumulated depreciation	30,823	65,060
OTHER ASSETS		
Pledges receivable, net of current portion	92,817	135,866
Long-term investments	1,443,748	1,261,215
Security deposit	4,744	4,744
Total assets	\$ 2,167,841	\$ 2,440,916
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 174,220	\$ 155,228
Due to affiliate	72,480	35
Grant payable, current portion	95,238	90,703
Deferred revenue	563,876	696,188
Total current liabilities	905,814	942,154
Grant payable, net of current portion	-	95,238
Total liabilities	905,814	1,037,392
COMMITMENTS AND CONTINGENCIES		
NET ASSETS		
Unrestricted	1,117,110	1,217,653
Temporarily restricted net assets	144,917	185,871
Total net assets	1,262,027	1,403,524
Total liabilities and net assets	\$ 2,167,841	\$ 2,440,916