



# 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.



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## 2018 Strategic Priorities

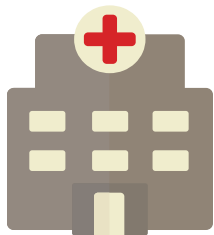
### Goal A Imaging Leaders (Members)



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.*