

ORLANDO, FLORIDA



# ahra 2018

## 46<sup>th</sup> Annual Meeting & Exposition

**July 22-25, 2018**

Gaylord Palms Resort  
and Convention Center,  
Orlando, FL



# REGISTRATION BROCHURE

[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting)

**Early bird registration ends April 27!**



# Five Reasons

to attend AHRA 2018:

**Need help justifying your attendance at AHRA?**

**Download the customizable justification kit from**

**[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting)**

**1 Three world class, inspirational keynote speakers**

**2 Six action-packed vendor symposiums**

**3 Thirteen Basic Track sessions for new managers**

**4 Over 70 sessions for experienced leaders**

**5 Networking opportunities with peers and vendors**



## ABOUT AHRA

AHRA: The Association for Medical Imaging Management is the professional organization representing management at all levels of hospital imaging departments, freestanding imaging centers, and group practices. Founded in 1973, AHRA's 5000 members reach across the country and around the world. AHRA offers a complete slate of professional development programs including a comprehensive selection of educational conferences and seminars, networking opportunities, award winning publications, and the Certified Radiology Administrator (CRA) credential.

## CONTENTS

|                                |    |
|--------------------------------|----|
| Hotel & CE Information .....   | 4  |
| Special Events .....           | 5  |
| Keynote Speakers .....         | 6  |
| Exhibit Hall .....             | 7  |
| Basic Management Program ..... | 8  |
| Schedule At-A-Glance .....     | 9  |
| Registration Form .....        | 13 |
| Sponsors .....                 | 14 |



As one of the number one meetings and convention destinations in the country, Orlando is a leader in hospitality, entertainment, dining and accommodations. Few destinations are as traveler-friendly as Orlando with nonstop air service from more than 100 cities around the world. Orlando is a veritable foodie paradise, with award-winning restaurants, a growing farm-to-table movement, and renowned celebrity chefs who consistently surprise guests with innovative tastes from around the world that are sure to impress. One of the newest developments, I-Drive 360 is the home to the 425-foot tall Orlando Eye observation wheel as well as more than 75 shops, restaurants and new attractions. For more information, visit [visitorlando.org](http://visitorlando.org) and [www.ahra.org](http://www.ahra.org).

## Orlando



Disney is providing AHRA 2018 attendees exclusive After 2PM & After 5PM tickets and special discounted multi-day tickets that are not available at their ticket windows. The multi-day tickets include complimentary admission to an additional Disney experience like a day at a water park, or game of mini golf. To purchase specially priced Disney Meeting/Convention Theme Park tickets, please call 407-566-5600 or visit [www.mydisneygroup.com/ahra18](http://www.mydisneygroup.com/ahra18). Please note the cut-off date for advance purchase savings is **July 21, 2018**.

## Disney World® Discount Park Tickets

## Hotel Information

AHRA's 2018 Annual Meeting and Exposition will be held at the Gaylord Palms Convention Center. The official hotel is the Gaylord Palms Resort, conveniently attached to the convention center.

### **Gaylord Palms Resort & Convention Center**

6000 W Osceola Pkwy, Kissimmee, FL 34746

**AHRA Rate:** \$237 single/double plus 13.5% applicable tax (rate includes resort fee)

For reservations, please call 877-382-7299 and ask for the American Healthcare Radiology Administrators (AHRA) group rate or book online at [www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting). These rates are available until Thursday, June 28, 2018, or until the block is exhausted, whichever is first.

### **HOUSING SCAM ALERT**

Note that the Gaylord Palms is the only official hotel associated with our event. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences. Our official housing call-in number and website are through Marriott directly at 877-382-7299 and through the AHRA website. The hotel will not solicit you to make a reservation. If in doubt, please do not provide any personal details and contact AHRA.

### **CONTINUING EDUCATION INFORMATION**

ARRT Category A Continuing Education (CE) credit will be available at the AHRA Annual Meeting and Exposition. CE credit for states with licensure for radiologic technologists will also be available. The number of credits per session will be listed in the on-site program book.

AHRA will be using an electronic tracking system for CE credits at the 2018 Annual Meeting. The bar code 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. 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! Each night you will receive an e-mail listing the sessions you attended and the number of credits you received that day. This e-mail will also include links to online session evaluations—please make sure you complete the evaluations! After the conference you will receive an e-mail listing your complete attendance history and number of credits earned. More details about the CE tracking system will be provided in the on-site program book.

### **SESSION HANDOUTS**

AHRA will post session handouts on its website 1-2 weeks before the start of the conference so attendees may print the handouts for the sessions they wish to attend in advance and bring them to the conference. Notes sections are also available in the on-site program book.

### **PRACTICE MANAGEMENT TRACK**

Presentation topics and speakers were identified to create a robust educational program designed to address the real-life challenges faced by today's radiology practice managers and hospital administrators. Practice Management presentations are highlighted by the PM icon.

**PM**



# Special Events

## IMAGING CLASSIC GOLF TOURNAMENT

SUNDAY, JULY 22 • FALCON'S FIRE GOLF COURSE  
BUSES DEPART AT 7:00 AM. SHOTGUN START AT 8:30 AM.

Don't miss the 19<sup>th</sup> Annual Imaging Classic Golf tournament! Join your AHRA colleagues for a fun morning on the greens and raise money for a worthy cause ... the AHRA Education Foundation. The cost is \$150 for members; \$170 for nonmembers. Please register at [www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting).

## CRA EXAM WORKSHOP

SUNDAY, JULY 22 • 7:30 AM – 5:00 PM

See registration form for fees.

The Certified Radiology Administrator (CRA) Exam Workshop is designed to facilitate the attendees' study and preparation for the CRA Exam. The course reviews each domain, or subject area, covered in the exam-fiscal management, human resource management, operations management, asset management, and communication and information management. It focuses on areas to study as well as provides references and direction to other resources. Attendees should use the course to identify their respective areas of strength and weakness. Completion of the workshop will help channel the attendees in their foundation of study for the CRA Exam. Breakfast and lunch are included in the registration fee.

## THE POWER OF CONNECTIONS: MAKING LASTING IMAGES

### WORKSHOP INSTRUCTOR:

Jake Poore, Integrated Loyalty Systems, Inc.

SUNDAY, JULY 22 • 9:00 AM – 12:00 PM

See registration form for fees.

Whether we realize it or not, patients today are consumers. Your clinical reputation may get them in the front door, but what gets them to come back? Connections. Building trust, clinical compliance, and long term relationships are built on one connection at a time? Any many times, it doesn't take much time to make it. While random acts of kindness are good, the real key to improving patient experiences lies in your ability to empower employees to intentionally and consistently orchestrate peak moments, rather than leaving them to chance. The secret is to take random acts of kindness and hardwire them so those peak moments - those connections - become business as usual. Ultimately, we must apply the same rigor to service excellence as we do to clinical expertise and we do this through the power of connections. Go with Jake as he shares both the best practices and lessons learned that will arm and empower every member of your care team with the tools they need to intentionally orchestrate patient connections, improve the patient experience, and build loyalty.

## 2018 EXECUTIVE LEADERSHIP WORKSHOP

### WORKSHOP INSTRUCTOR:

David Waldron, Traction Business Development LLC

SUNDAY, JULY 22 • 1:00 PM – 4:00 PM

See registration form for fees.

This is a three-hour, interactive leadership development workshop. Facilitator will present multiple topics that participants will discuss in open session as well as in smaller breakout groups. Critical leadership topics that will be addressed will include:

- Situational leadership styles and when to adopt each style
- Emotional intelligence; serving the needs of individual team members
- Staff engagement and the patient experience.
- Imposter syndrome; self-awareness and effective use of body language
- Deliberately developing and managing your personal brand
- Interviewing and recruiting the right people
- Active listening and empathizing
- Handling difficult staff situations; managing, engaging or removing detractors
- Setting high expectations for a winning team, including SMART goals
- Motivation and coaching through effective and constructive feedback
- Developing your own 'staff cycle'
- Moving away from the annual appraisal towards continuous feedback and rounding
- The power of enthusiasm, positive thinking and relishing your leadership job!
- Utilizing improvement plans and the disciplinary processes
- Becoming a 'beacon of quality' for your team, and others
- Leading successfully in the matrix
- Employing lean six sigma concepts to build teams and drive process improvement

## WELCOME RECEPTION FOR NEW MEMBERS AND FIRST-TIME ATTENDEES

SUNDAY, JULY 22 • 5:45 – 6:30 PM

This invitation only reception is a great way to get acquainted with AHRA. Connect with new colleagues and then join them at the President's Reception, immediately following.

Generously sponsored by  **WEST PHYSICS**  
The Medical Physics Experts

## PRESIDENT'S RECEPTION

SUNDAY, JULY 22 • 6:30 – 8:00 PM

Greet your AHRA friends and meet new ones at the annual AHRA President's Reception.

To register online and for up-to-date program details, please visit: [www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting).



**Scholarship Opportunities Available! See [www.ahra.org/scholarships](http://www.ahra.org/scholarships) for details. Application deadline June 4, 2018.**

# Keynote Speakers

MONDAY, JULY 23 • 9:00 – 11:00 AM

## GRAND OPENING CEREMONY

Generously Sponsored by **Carestream**

### **The Hero Effect™ – Creating a Culture of Heroes at Every Level**

Featuring **Kevin Brown**



TUESDAY, JULY 24 • 9:45 – 11:00 AM

## GENERAL SESSION AND KEYNOTE

Featuring **Colette Carlson**



WEDNESDAY, JULY 25 • 3:15 – 5:15 PM

## CLOSING BUSINESS SESSION

Generously Sponsored by **FUJIFILM**  
Value from Innovation

### **How to Be Brilliant at a Moment's Notice**

Featuring **Todd Henry**



WEDNESDAY, JULY 25 • 7:00 – 10:00 PM



Attention all AHRA Super Heroes—your help is needed to end AHRA 2018 on a high note

and defeat the evil “end of conference blues.” Fly, rappel, or swoop in to the closing party as your favorite Super Hero to use your special dancing powers and indulge in a super-sized array of food and drink. Be ready for an adventurous evening with your AHRA friends and family!

# Exhibit Hall

Visit more than **150 exhibitors** during exclusive exhibit hall hours Monday through Wednesday.

The AHRA exhibition contains the leading vendors of imaging products and services. Don't miss this unique opportunity to comparison shop under one roof. Complimentary lunch will be served to all attendees each day in the hall. It's the ideal opportunity to get up close with not only the products, but also with the exhibit personnel. Ask the questions you and your organization need answers to! Exhibitors will have their experts ready to demonstrate products and discuss all services.

## Exhibit Hall Hours

**MONDAY, JULY 23** 11 AM - 2 PM

**TUESDAY, JULY 24** 11 AM - 2 PM

**WEDNESDAY, JULY 25** 11 AM - 1:30 PM

Exhibitors play an integral part of the Annual Meeting so be sure to stop by and thank them for their presence and support. Plan your appointments in advance and visit the AHRA website to see a current list of exhibitors and floor plan.

## Exhibitor Symposia

AHRA is pleased to partner with the leading companies in the imaging industry to bring you educational sessions that cover the most up-to-the-minute industry topics and issues. The following symposia are offered at no additional charge to attendees and all offer ARRT Category A CE credits.



To register online and for up-to-date information and session topics, please visit:  
**[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting)**.



A comprehensive program for tomorrow's medical imaging leaders.

The AHRA Leadership Institute is pleased to once again present the Basic Management program, specifically targeted for imaging professionals taking on new positions, opportunities, and challenges. As imaging personnel move from clinical to supervisory to leadership positions, different skills are required and critical to achieve success. The AHRA Leadership Institute offers a portfolio of development programs designed exclusively for medical imaging professionals. Each program—Basic or Advanced—addresses challenges pertinent to their respective roles. For new and aspiring supervisors and managers, this four-day comprehensive program will focus on basic management skills, including human resources, communications, operations management, asset management, finance and budgeting.

**NOTE:** To obtain the certificate of completion offered for this track, you must complete ten of the twelve Basic Management Skills sessions (Budgeting for Business Management Parts 1 & 2 count as a single session, however, The Employee Continuum Parts 1 & 2 count as separate sessions). You may also select two “elective” sessions from the main conference. You must have evidence of attendance in 12 sessions total to receive your certificate (keynote presentations do not count towards the total—breakout sessions and exhibitor symposia only).

To register online and for up-to-date program information, please visit:  
[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting).

## Sunday, July 22

|                     |                                                                                                                                                                               |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM - 8:15 AM   | Welcome and Opening Remarks                                                                                                                                                   |
| 8:15 AM - 9:15 AM   | The Employee Continuum - Part 1                                                                                                                                               |
| 9:30 AM - 10:30 AM  | The Employee Continuum - Part 2                                                                                                                                               |
| 10:45 AM - 11:45 AM | Patient Satisfaction in Today's Healthcare Environment                                                                                                                        |
| 11:45 AM - 1:00 PM  | Lunch                                                                                                                                                                         |
| 1:00 PM - 2:00 PM   | Introduction to Business Writing: Proposals, P & P and Regulatory Requirements                                                                                                |
| 2:00 PM - 2:30 PM   | Beverage Break                                                                                                                                                                |
| 2:30 PM - 4:00 PM   | Introduction to Asset Management                                                                                                                                              |
| 4:00 PM - 4:30 PM   | Beverage Break                                                                                                                                                                |
| 4:30 PM - 5:30 PM   | Introduction to Regulatory and Compliance                                                                                                                                     |
| 5:45 PM - 6:30 PM   | Welcome Reception for New Members and First-Time Attendees <i>Generously sponsored by</i>  |
| 6:30 PM - 8:00 PM   | President's Reception                                                                                                                                                         |

## MONDAY, July 23

|                    |                                                                                                                                                                              |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:45 AM - 8:45 AM  | Exhibitor Symposium <i>Generously sponsored by</i>                                        |
| 8:00 AM - 9:00 AM  | Continental Breakfast                                                                                                                                                        |
| 9:00 AM - 11:00 AM | Grand Opening Ceremony and Keynote featuring Kevin Brown <i>Generously Sponsored by</i>  |
| 11:00 AM - 2:00 PM | Exhibit Hall Open <i>Lunch served 12:00 PM - 1:30 PM</i>                                                                                                                     |
| 2:15 PM - 3:45 PM  | Budgeting for Business Management - Part I                                                                                                                                   |
| 3:45 PM - 4:15 PM  | Beverage Break                                                                                                                                                               |
| 4:15 PM - 5:15 PM  | Budgeting for Business Management - Part II                                                                                                                                  |
| 5:30 PM - 6:30 PM  | Exhibitor Symposium <i>Generously sponsored by</i>                                      |
| 6:30 PM - 7:30 PM  | CRA Alumni Reception                                                                                                                                                         |

## TUESDAY, July 24

|                    |                                                                                                                                          |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 7:00 AM - 8:00 AM  | Exhibitor Symposium <i>Generously sponsored by</i>  |
| 7:15 AM - 8:15 AM  | Continental Breakfast                                                                                                                    |
| 8:15 AM - 9:15 AM  | Marketing Matters: Building Basics                                                                                                       |
| 9:15 AM - 9:45 AM  | Beverage Break                                                                                                                           |
| 9:45 AM - 11:00 AM | General Session and Keynote featuring Colette Carlson                                                                                    |
| 11:00 AM - 2:00 PM | Exhibit Hall Open <i>Lunch served 12:00 PM - 1:30 PM</i>                                                                                 |
| 2:15 PM - 3:45 PM  | Introduction to Imaging Informatics                                                                                                      |
| 3:45 PM - 4:15 PM  | Beverage Break                                                                                                                           |
| 4:15 PM - 5:45 PM  | Quality Improvement                                                                                                                      |
| 6:00 PM - 7:30 PM  | 2018 Awards & AHRA Fellows Reception <i>(By invitation only)</i>                                                                         |

## WEDNESDAY, July 25

|                     |                                                                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15 AM - 8:15 AM   | Continental Breakfast                                                                                                                                                          |
| 7:15 AM - 8:15 AM   | Exhibitor Symposium <i>Generously sponsored by</i>                                        |
| 8:30 AM - 9:30 AM   | Art of Negotiation                                                                                                                                                             |
| 10:00 AM - 11:00 AM | Introduction to Project Management                                                                                                                                             |
| 11:00 AM - 1:30 PM  | Exhibit Hall Open <i>Lunch served 11:30 AM - 1:00 PM</i>                                                                                                                       |
| 1:45 PM - 2:45 PM   | Managerial Communication: Communicating More Effectively in the Workplace                                                                                                      |
| 2:45 PM - 3:15 PM   | Beverage Break                                                                                                                                                                 |
| 3:15 PM - 5:15 PM   | Closing Business Session and Keynote featuring Todd Henry <i>Generously sponsored by</i>  |
| 7:00 PM - 10:00 PM  | AHRA's Super Bash                                                                                                                                                              |

# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Schedule At-A-Glance

| SUNDAY, July 22   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:00 AM–2:00 PM   | <b>Imaging Classic Golf Tournament</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7:30 AM–5:00 PM   | <b>CRA Exam Workshop</b> <i>Separate fee required</i><br>7:30 AM - 8:00 AM Breakfast/Welcoming Remarks<br>8:00 AM - 9:30 AM Test-Taking Tips and Communication & Information Management<br>9:45 AM - 11:15 AM Asset Resource Management<br>11:15 AM - 12:00 PM Lunch<br>12:00 PM - 1:30 PM Fiscal Management<br>1:45 PM - 3:15 PM Human Resource Management<br>3:30 PM - 5:00 PM Operations Management                                                                                                                                |
| 9:00 AM–12:00 PM  | <b>Workshop: The Power of Connections: Making Lasting Images</b> <i>Separate Fee Required</i> <b>PM</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 11:00 AM–12:00 PM | <b>Exhibitor Symposium</b> <i>Generously sponsored by</i> <b>SIEMENS Healthineers</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1:00 PM–2:00 PM   | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Extraordinary Leadership: Creating a Culture of Trust and Compassion <b>PM</b></li> <li>Addressing No-Shows in Radiology: Identifying High-Risk Appointments <b>PM</b></li> <li>Using the DIR to Implement an Effective and TJC Compliant Dose Monitoring Program</li> <li>The Unmasking of Cancer in Dense Breasts: The Elephant in the Examining Room</li> <li>“Ultra” Sound Practices in Ergonomics-Keeping Your Team Safe</li> </ul>                              |
| 1:00 PM–4:00 PM   | <b>Workshop: Executive Leadership Program</b> <i>Separate Fee Required</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2:00 PM–2:30 PM   | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2:30 PM–4:00 PM   | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>The Radiology Lawsuit—How to Avoid One; How to Survive One <b>PM</b></li> <li>Washington Update</li> <li>The Swiss Army Knife Procedure Suite</li> <li>Mindful Leadership</li> <li>Coding Tips &amp; Traps</li> </ul>                                                                                                                                                                                                                                                 |
| 4:00 PM–4:30 PM   | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4:30 PM–5:30 PM   | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>“That was easy”—Clear, Concise and Consistent Path to Obtaining Patient Satisfaction <b>PM</b></li> <li>Playing Second Fiddle: Leadership Lessons from the Middle <b>PM</b></li> <li>The Power of Team Engagement!</li> <li>Implementing a Screening Breast Ultrasound Program - <i>This session repeats on Monday at 4:15 PM</i></li> <li>Diagnostic Imaging Departments and EHRS — “If Only We Had Known...” Working Together To Build An Effective Tool</li> </ul> |
| 5:45 PM–6:30 PM   | <b>Welcome Reception for New Members and First-Time Attendees</b> <i>Generously sponsored by</i> <b>WEST PHYSICS®</b><br><small>The Medical Physics Experts</small>                                                                                                                                                                                                                                                                                                                                                                   |
| 6:30 PM–8:00 PM   | <b>President’s Reception</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Schedule At-A-Glance

### MONDAY, July 23

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:45 AM–8:45 AM  | <b>Exhibitor Symposium</b> Generously sponsored by <b>Guerbet</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| 8:00 AM–9:00 AM  | <b>Continental Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 9:00 AM–11:00 AM | <b>Grand Opening Ceremony &amp; Keynote</b><br><b>Kevin Brown: The Hero Effect™— Creating a Culture of Heroes at Every Level</b><br>Generously sponsored by <b>Carestream</b>                                                                                                                                                                                                                                                                                                                                                                          |
| 11:00 AM–2:00 PM | <b>Exhibit Hall Open</b> Lunch served 12:00-1:30 PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2:15 PM–3:45 PM  | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>This Year's Must Have Smartphone Imaging Apps <b>PM</b></li> <li>AHRA Regulatory Update - This session repeats on Tuesday at 2:15 PM <b>PM</b></li> <li>Tip of the Spear: Extreme Radiology &amp; Interventions in Modern Warfare</li> <li>Multi-disciplinary Strategies to Improve Throughput and Improving Patient Experience</li> <li>The Chutes and Ladders of Staffing</li> <li>Revolutionary Imaging Design Standards</li> <li>The Art of Managing Workplace Conflict</li> </ul> |
| 3:45 PM–4:15 PM  | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4:15 PM–5:15 PM  | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>The Happiness Project—A Personal Satisfaction Survey <b>PM</b></li> <li>Managing Difficult People <b>PM</b></li> <li>Implementing a Screening Breast Ultrasound Program (REPEAT)</li> <li>Why do Smart People do Dumb Sh*t?</li> <li>Patient Experience: How We Did It</li> <li>Blowing Out the Barriers for Increased Outpatient Access and Growth</li> <li>Supervision and Compliance: Hand-in-Hand</li> </ul>                                                                       |
| 5:30 PM–6:30 PM  | <b>Exhibitor Symposium</b> Generously sponsored by <b>EOS imaging</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 6:30 PM–8:00 PM  | <b>CRA Alumni Reception</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

### TUESDAY, July 24

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:00 AM–8:00 AM | <b>Exhibitor Symposium</b> Generously sponsored by <b>HITACHI</b><br>Inspire the Next                                                                                                                                                                                                                                                                                                                                                                                                         |
| 7:15 AM–8:15 AM | <b>Continental Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 8:15 AM–9:15 AM | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Is It Time for a Dedicated Radiology Coder? <b>PM</b></li> <li>"Healthcare" America's Most Violent Workplace</li> <li>Finding Your ROI—A New Frontier in Procurement</li> <li>Success through Servant Leadership</li> <li>Speak Well to Grow Professionally</li> <li>Growing Patient Demographics and Effects to Medical Imaging Community</li> <li>Driving Operational Results through Quarterly Leadership Goals</li> </ul> |
| 9:15 AM–9:45 AM | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Schedule At-A-Glance

### TUESDAY, July 24 *continued*

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:45 AM–11:00 AM | <b>General Session &amp; Keynote featuring Colette Carlson</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 11:00 AM–2:00 PM | <b>Exhibit Hall Open</b> Lunch served 12:00 PM–1:30 PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2:15 PM–3:45 PM  | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Covering Your Assets: Avoiding Common Risk Areas in Diagnostic Radiology <b>PM</b></li> <li>AHRA Regulatory Update (REPEAT) <b>PM</b></li> <li>Army Medicine's Continuing Pursuit to Becoming a High Reliability Organization (HRO)</li> <li>Clean Up on Radiology Aisle: How to Effectively Manage a Toxic Employee</li> <li>How to Have Meaningful Impact on Your MRI Safe Practices</li> <li>Emergency Preparedness — Now More than Ever</li> <li>The Relationship: Leadership, Management, Quality and Momentum</li> </ul> |
| 3:45 PM–4:15 PM  | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 4:15 PM–5:45 PM  | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>MRI Safety Update: 2018 <b>PM</b></li> <li>Leadership Standard Work for Imaging Leaders — Adaptability is the New Efficiency</li> <li>Don't Leave Money on the Table ... Position Your Practice with Value-Added Initiatives, MIPS and MACRA</li> <li>Implementing Staff Engagement Into Your Management Infrastructure</li> <li>Circus Peanuts: Owning YOUR Monkeys</li> <li>10 More Things You Should Never Do as a Leader</li> <li>Win at Medical Billing</li> </ul>                                                        |
| 6:00 PM–7:30 PM  | <b>2018 Awards &amp; AHRA Fellows Reception</b> (By invitation only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

### WEDNESDAY, July 25

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15 AM–8:15 AM   | <b>Continental Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 7:15 AM–8:15 AM   | <b>Exhibitor Symposium</b> Generously sponsored by <b>FUJIFILM</b><br><small>Value: From Innovations</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 8:30 AM–9:30 AM   | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Volume- to Value-Based Reimbursement: Impact on Hospitals and Radiology <b>PM</b></li> <li>Inspiring Innovation <b>PM</b></li> <li>From The Football Field to the Office <b>PM</b></li> <li>Accidental Leadership: How Did I Get Here/What Do I Do Now? <b>PM</b></li> <li>MRI for the Detection of Prostate Cancer</li> <li>MITA's 2018 Advocacy Update</li> <li>Regional Standardization—A to Z</li> </ul>                                                                                            |
| 9:30 AM–10:00 AM  | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10:00 AM–11:00 AM | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>The Time Has Come to Develop an Off-Campus, Value-Based Outpatient Strategy <b>PM</b></li> <li>The Positive Leader. Your Key to Success <b>PM</b></li> <li>Improving the Patient Experience by Improving Your Processes <b>PM</b></li> <li>Update on Gadolinium-Based MR Contrast Agents</li> <li>Ready or Not, Here They Come: Generation Z</li> <li>Plans for CDS Implementation by a Large Multi-Practice Radiology Provider</li> <li>The Makings of a Radiology Quality Improvement Team</li> </ul> |

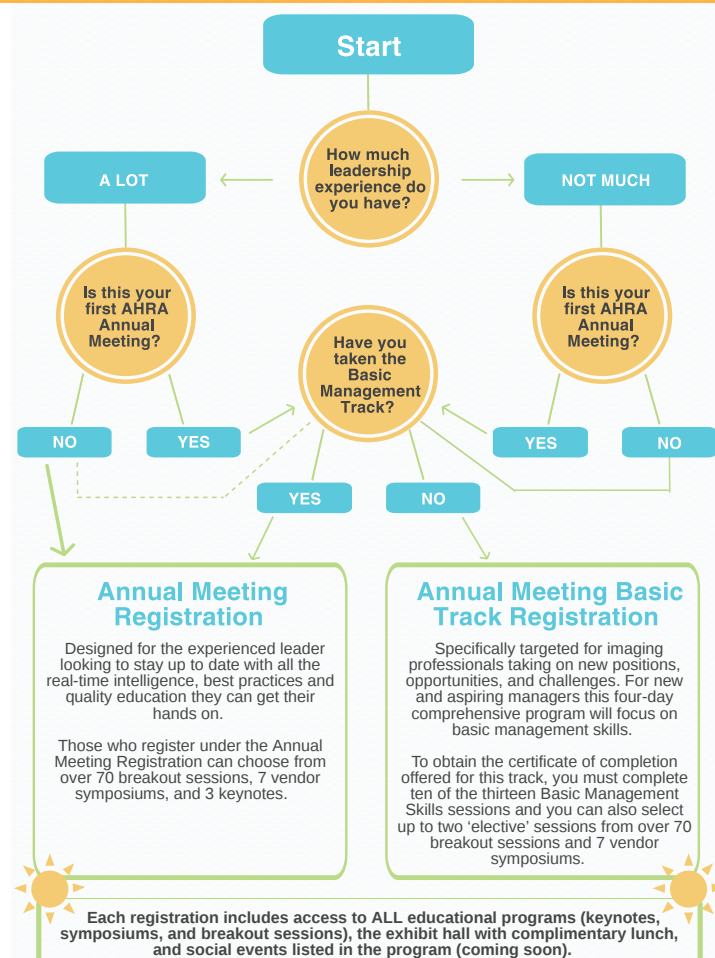
# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Schedule At-A-Glance

### WEDNESDAY, July 25 *continued*

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00 AM–1:30 PM | <b>Exhibit Hall Open</b><br>Lunch served 12:00 PM–1:00 PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 1:45 PM–2:45 PM  | <b>Exhibitor Symposium</b><br>Generously sponsored by <b>HOLOGIC</b><br><small>The Science of Skin</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 1:45 PM–2:45 PM  | <b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Lessons Learned From Real-World Enterprise Imaging Implementation <b>PM</b></li> <li>Pillars and Engagement: You Can't Have One Without the Other</li> <li>Will It Play in Peoria? Optimizing Protocols for Patient Size at UnityPoint</li> <li>Enhancing the Patient Experience with Real Time Feedback</li> <li>Diabetic Retinal Imaging: A Quality Improvement Journey</li> <li>Who Moved My X-Ray? Surviving and Thriving during a Hospital Merge</li> <li>Colorful Communication</li> </ul> |
| 2:45 PM–3:15 PM  | <b>Beverage Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 3:15 PM–5:15 PM  | <b>Closing Business Session &amp; Keynote</b><br><b>Todd Henry: How to Be Brilliant at a Moment's Notice</b><br>Generously sponsored by <b>FUJIFILM</b><br><small>Value from Innovation</small>                                                                                                                                                                                                                                                                                                                                                                  |
| 7:00 PM–10:00 PM | <b>AHRA's Super Bash</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

### Which Registration Should You Choose?



### Lend a Hand at AHRA 2018 in Orlando!

Introduce a speaker, scan badges at sessions, write for the *Convention Daily* newspaper.

Visit the AHRA Annual website and click "Volunteers" to sign-up.

[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting)



# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Registration Form

**Cancellation Policy:** Cancellation of registration must be received in writing to [memberservices@ahra.org](mailto:memberservices@ahra.org) no later than **JUNE 21, 2018** and is subject to a \$75 handling fee. No partial or full refunds will be available after this date. If you cannot attend, you must notify in writing to [memberservices@ahra.org](mailto:memberservices@ahra.org) of a substitute's contact information (full name & credentials, company, address, email, phone, member #-if available) by **JULY 1, 2018**. If the substitute is not in the same registrant class as the original registrant, additional fees will be due. In the event the AHRA Annual Meeting is cancelled, AHRA will refund your registration fee only. AHRA is not responsible for airfare or hotel deposits and payments.

### 3 EASY WAYS TO REGISTER

#### COMPLETE FORM AND:

**MAIL TO:** AHRA 2018 Registration, 490-B Boston Post Road, Suite 200, Sudbury, MA 01776 (All forms of payment)

**FAX TO\*:** AHRA 2018 Registration, (978) 443-8046 (Credit Cards only)

**ONLINE\*:** [www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting) (Credit Cards only)

\* If you register by fax or online please **DO NOT** also send a copy of your registration by mail; this may result in a duplicate registration.

#### Please CLEARLY print, type, or attach a business card:

AHRA Member # \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Name on Badge \_\_\_\_\_  
(if different from above)

Credentials \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_  
☐ Work ☐ Home

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**ATTENDEE LIST:** Following the meeting, AHRA exhibitors receive a list of all attendees' mailing addresses. AHRA does not distribute phone numbers, fax numbers or email addresses.

#### CHECK ALL THAT APPLY:

- ☐ New AHRA member (joined since July 2017)  
(check to attend New Member and First Time Attendees' Reception)
- ☐ This is my first AHRA Annual Meeting  
(check to attend New Member and First Time Attendees' Reception)
- ☐ Non-member
- ☐ Send me AHRA membership information
- ☐ I am a Veteran/Active Military Duty

#### ANNUAL MEETING REGISTRATION FEES

##### Full Meeting Fee (check one)

Includes all educational programs, exhibit hall, and social events listed in the program.

- ☐ AHRA member
- ☐ Non-member
- ☐ Non-member plus AHRA membership\*

##### Basic Management Program Fee (check one)

Includes all educational programs, exhibit hall, and social events listed in the program.

- ☐ AHRA member
- ☐ AHRA non-member
- ☐ Non-member plus AHRA membership\*

##### Single Day Fee (check one)

Includes all educational programs, exhibit hall, and social events listed in the program for that day ONLY.

- ☐ AHRA member
- ☐ Non-member
- ☐ Non-member plus AHRA membership\*

| EARLY BIRD<br>THRU APRIL 27 | STANDARD<br>AS OF APRIL 28 |
|-----------------------------|----------------------------|
| <b>\$625</b>                | <b>\$675</b>               |
| <b>\$745</b>                | <b>\$795</b>               |
| <b>\$825</b>                | <b>\$875</b>               |

| EARLY BIRD<br>THRU APRIL 27 | STANDARD<br>AS OF APRIL 28 |
|-----------------------------|----------------------------|
| <b>\$625</b>                | <b>\$675</b>               |
| <b>\$745</b>                | <b>\$795</b>               |
| <b>\$825</b>                | <b>\$875</b>               |

Day attending (select one day only): ☐ Monday ☐ Tuesday ☐ Wednesday

\* **Join and register!** Includes full meeting registration and one full year of AHRA membership with no application fee (a savings of \$25).

#### GUEST REGISTRATION

☐ Guest Package \$80 per guest # of guests: \_\_\_\_\_

Includes admittance for one guest into the following events:

**AHRA Theme Party:** WED 7/25

**Keynote Sessions:** MON 7/23, TUES 7/24, WED 7/25

**Exhibit Hall Lunches:** MON 7/23, TUES 7/24, WED 7/25

Guest badges are for family members accompanying you to the AHRA Annual Meeting. They are not intended for radiology or other healthcare professionals. AHRA reserves the right to deny guest badges to any individual for any reason at any time.

Please provide the full names of family members who will need badges:

---



---

# AHRA 46<sup>TH</sup> ANNUAL MEETING

## Registration Form

### WORKSHOPS

#### CRA Exam Workshop

SUNDAY, JULY 22 | 8:00 AM – 5:00 PM

Includes continental breakfast, lunch, a full day program, and the President's Reception.

##### WITH FULL ANNUAL MEETING REGISTRATION:

- ☐ AHRA member **\$150**  
☐ Non-member **\$180**

##### WORKSHOP ONLY:

- ☐ AHRA member **\$300**  
☐ Non-member **\$330**

#### The Power of Connections: Making Lasting Images

Workshop Instructor: Jake Poore, Integrated Loyalty Systems, Inc.

SUNDAY, JULY 22 | 9:00 AM – 12:00 PM

##### WITH FULL ANNUAL MEETING REGISTRATION:

- ☐ AHRA member **\$100**  
☐ Non-member **\$130**

##### WORKSHOP ONLY:

- ☐ AHRA member **\$150**  
☐ Non-member **\$180**

#### 2018 Executive Leadership Program

Workshop Instructor: David Waldron, Traction Business Development LLC

SUNDAY, JULY 22 | 1:00 PM – 4:00 PM

##### WITH FULL ANNUAL MEETING REGISTRATION:

- ☐ AHRA member **\$100**  
☐ Non-member **\$130**

##### WORKSHOP ONLY:

- ☐ AHRA member **\$150**  
☐ Non-member **\$180**

### SPECIAL NEEDS

Please describe any needs that require special arrangements.

---

---

---

#### Continuing Education

AHRA has applied for CRA and ARRT Category A continuing education credits.

### DISCOUNTS FOR MULTIPLE REGISTRANTS

#### Applies to Full Meeting AND Basic Management Program Registrations

Take 20% off the registration fee for the third and additional registrants from the same facility/institution. This discount does not apply to multiple facilities within a health system. Each registrant must complete a registration form.

**PLEASE NOTE:** This discount applies to the registration fee ONLY. It should not be applied to the total, once additional workshop and guest fees have been included.

Please list the name of the other registrants from your facility in the space provided below or if you are registering on-line, indicate in the fields provided.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### REGISTER ME NOW!

|                                                      |   |       |
|------------------------------------------------------|---|-------|
| Annual Meeting Registration Fee                      | + | _____ |
| Multiple Registration Discount                       | - | _____ |
| Additional workshop fees                             |   |       |
| • CRA Exam Workshop                                  | + | _____ |
| • The Power of Connections:<br>Making Lasting Images | + | _____ |
| • 2018 Executive Leadership Program                  | + | _____ |
| Guest Package                                        | + | _____ |
| TOTAL                                                |   | _____ |

### REGISTRATION PAYMENT

**Registration payment MUST accompany this form.** If you are using MasterCard, VISA, or American Express the registration form can be faxed to **(978) 443-8046** or you may register online at [www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting). If you register by fax or online, please DO NOT also send a copy or your registration by mail; this may result in a duplicate registration.

☐ Payment enclosed

☐ Check # \_\_\_\_\_

(made payable in US dollars to AHRA Federal Tax ID: 23-7271872)

☐ Credit Card

☐ Visa: CVV Code\* \_\_\_\_\_

☐ MasterCard: CVV Code\* \_\_\_\_\_

☐ American Express

\* The CVV code is the last 3 digits in the signature strip on the back of the credit card.

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

NAME ON CARD (PLEASE PRINT) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

# AHRA 46<sup>TH</sup> ANNUAL MEETING SPONSORS

## Gold

**Carestream**

**FUJIFILM**  
Value from Innovation

## Silver

**SAMSUNG**

 **WEST  
PHYSICS**<sup>®</sup>  
*The Medical Physics Experts*

## Bronze



## Exhibitor Symposia Supporters

**EOS**  
imaging

**FUJIFILM**  
Value from Innovation

**Guerbet** | 

**HITACHI**  
Inspire the Next

**HOLOGIC**<sup>®</sup>  
 The Science of Sure

**SIEMENS**  
Healthineers 

## Contributing

Aproncheck.com • American College of Radiology • iCAD, Inc. • Shimadzu Medical Systems, USA

## In-Kind

Carestream Health  
Coding Strategies, Inc  
Dose Registry Support Services  
Eastern Radiological Associates  
FirstScan  
Founder, Gilk Radiology Consultants  
Fujifilm Medical Systems  
HCT

Houston Methodist Hospital  
Integrated Medical Partners  
Kaiser Permanente - Northern California Region  
Medical Imaging & Technology Alliance (MITA)  
Novarad  
Outpatient Imaging Affiliates

Paragon Consulting Partners, LLC  
Philips & University of Washington  
Premier Health - Upper Valley Medical Center  
RadNet, Inc.  
RadRx  
UAB Medicine  
UW Health  
William Faulkner & Associates



**AHRA 46<sup>TH</sup> ANNUAL MEETING  
AND EXPOSITION**

**July 22 - 25, 2018**

Gaylord Palms Resort &  
Convention Center  
Orlando, FL

**AHRA**

490-B Boston Post Road  
Suite 200  
Sudbury, MA 01776

[www.ahra.org/AnnualMeeting](http://www.ahra.org/AnnualMeeting) ■ 1.800.334.AHRA ■ **REGISTRATION BROCHURE**



**ahra  
2018**



**Registration Brochure** ■ 1-800-334-AHRA ■ [www.ahra.org](http://www.ahra.org)