

Communication & Information Management in Radiology

Second Edition

ahra

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

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Terry A. Dowd, BS, CRA, FAHRA, RT(R)(M)
Wayne Stockburger JD, MBA, FAHRA, FACHE



Introduction

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

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

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

In Part II, Internal and External Communications, chapters review methods of communication for imaging from written, marketing, and face-to-face communication.

In Part III, *Applying Technology*, the content explores performing a baseline analysis, and the management of digital data, images, and organization files.

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

Terry A, Dowd, BS, CRA, FAHRA, RT(R)(M)
Wayne Stockburger JD, MBA, FAHRA, FACHE

Editors

Terry A, Dowd, BS, CRA, FAHRA, RT(R)(M)

Sr. Clinical Manager

Medical Imaging

Banner Baywood Medical Center/Banner Heart Hospital

Mesa, Arizona

Terry Dowd has over 35 years of experience in medical imaging. She is a registered technologist. She has been a leader in hospital and outpatient environments as well, including experience as a radiology practice administrator. She is an active member and Fellow of the AHRA and is a frequent speaker on radiology topics. She has authored numerous articles and previously received the AHRA Creative Management Award and the AHRA Award for Excellence. In 2014 Terry was the recipient of the AHRA Gold Award.

Wayne Stockburger JD, MBA, FAHRA, FACHE

Division Vice President, Imaging

Baylor Scott & White Health

Central Division

Temple, TX

Wayne Stockburger has over 30 years of experience in the delivery of imaging services, clinically as a technologist and administratively in academic and community hospital settings. Mr. Stockburger holds an MBA from the Anderson School of Management at the University of New Mexico, and a JD from Northwestern California University School of Law. He has been an active member of the AHRA since 1985, has authored numerous articles, holds fellowships with the AHRA and the American College of Healthcare Executives, and is a recipient of the AHRA Creative Management Award and the AHRA Award for Excellence.

Contributors

Eric V. Beck, BS, RT(N), NCT, CRA

Team Lead & Technical Director

OhioHealth Heart and Vascular Physicians

Mansfield, Ohio

Eric Beck is the team lead and technical director for OhioHealth Heart & Vascular Physicians in Mansfield, Ohio. He earned undergraduate degrees in nuclear medicine technology and radiological science (dual emphasis health physics/business) from the University of Findlay. Mr. Beck spent 7 years as the chief nuclear medicine technologist at Bucyrus Community Hospital in Bucyrus, Ohio. He then spent 12 years as the manager and technical director of nuclear medicine for the Mid-Ohio Heart Clinic in Mansfield, Ohio. Mr. Beck is a past president and continuing education chairman of the Central Ohio Society of Nuclear Medicine Technologists, as well as an adjunct faculty member at the University of Findlay's Nuclear Medicine Institute.

Robert P. Brice BSRT(N), ARRT, CNMT

Director of Radiology

St. Mary's Regional Medical Center

Enid, Oklahoma

Robert P. Brice is currently the director of radiology at St. Mary's Regional Medical Center. He is a 1982 graduate of Marymount College of Kansas with a bachelor of science degree in pre-med (biology), and a 1983 graduate of Wesley Medical Center Nuclear Medicine Technology School, Wichita, Kansas. He was team leader in nuclear medicine, CT, and MRI at Integris Bass Baptist Hospital in Enid, OK, and the director of radiology at Enid Regional Hospital at the time of its closure. He has been published in *Financial Management in Radiology* and the first edition of *Communication and Information Management in Radiology*. Mr. Brice is married with 7 children and resides in Enid, Oklahoma.

Brenda DeBastiani, CRA, FAHRA, RT(R)

Director of Imaging

Monongalia General Hospital

Morgantown, West Virginia

Brenda DeBastiani is the director of imaging at Mon General Hospital. She has 29 years of experience in imaging, which includes 14 years of leadership

experience. She received her certificate from West Virginia University School of Radiologic Technology in 1986 and is expected to receive her bachelor of arts degree from Fairmont State University in December, 2015. She is an active AHRA member and has been a certified radiology administrator since 2007. She was the recipient of the 2012 Award for Excellence from the AHRA, and in 2014 she earned Fellow status for AHRA. Ms. DeBastiani is currently a commissioner for the Radiology Administration Certification Commission (RACC). She has enjoyed giving presentations at past AHRA meetings. Ms. DeBastiani has been happily married to her high school sweetheart for over 29 years and has two children whom she adores. She enjoys reading, cooking, and gardening in her spare time.

Daniel DiPaola, MS, RT(R), CRA

Stamford Hospital

Stamford, CT

Daniel DiPaola has been involved in radiology for over ten years including positions as chief technologist and Epic product manager. His responsibilities included managing the Epic-Cupid EMR build at a major New York medical center, as well as overseeing MRI, CT, diagnostic imaging, special procedures, nuclear medicine, and ultrasound modalities. In addition, he has been a clinical PACS administrator. Daniel received his bachelor of science degree from Columbia University and his master of science degree from Thomas Jefferson University. He is a founding member of the AHRA Northeast Group. He has been a contributing editor for several chapters in the AHRA Professional Development Series. Daniel has also authored a peer reviewed feature article for *Radiology Management*.

Paul Dubiel, MS, RT(R), CRA, FAHRA

Senior Director of Imaging and Lab Services

Seton Family of Hospitals

Austin, Texas

Paul Dubiel is the senior director of imaging and lab services at the 11-hospital Seton Family of Hospitals in Austin, Texas. He has been with Seton for 11 years and has over 25 years of experience in the imaging field. Mr. Dubiel has been a member of AHRA since 1993 and has served on numerous committees, including the Product Development Committee and Editorial Review Board for *Radiology Management*, for which he is currently editor-in-chief. Mr. Dubiel has an undergraduate degree in psychology, a master's degree in healthcare administration, and in 2010 earned his CRA credential. Also in 2010, Mr. Dubiel earned Fellow status for AHRA.

Victoria V. Dune MM, CNMT, RT (MR), CRA

Director, Pediatric Imaging
Wellstar Health System
Marietta, Georgia

Victoria V. Dune is currently the director of pediatric imaging for Wellstar Health System in Georgia. Before relocating to the South, Victoria spent 14 years at Boston Children's Hospital. She began her career in Boston as a nuclear medicine technologist after earning her undergraduate degree from Worcester State University. Her last position in the North was satellite radiology operations manager. In between, she cross trained in MRI, earned a master of management in healthcare and obtained the CRA designation. Victoria enjoys outdoor activities with her husband and 2 sons.

John P. Halligan, CRA, RT (R)(CT)

Administrative Director
Hudson Valley Imaging
New Windsor, New York

John Halligan is the administrative director at Hudson Valley Imaging. He has over 20 years of experience in both hospital and outpatient settings as a technologist and as a manager in positions of progressive responsibility. He is a graduate of the Englewood Hospital School of Radiography. John became a certified radiology administrator in 2013 and has written about the experience of becoming a CRA for *Link*. He is an active member of the AHRA and is a current board member of the AHRA Northeast Group.

Linda Rodriguez, BS, CRA

Manager, ITS Radiology Informatics
Stanford Healthcare
Stanford, California

Linda is the manager of the radiology informatics team within the imaging portfolio at Stanford Healthcare Imaging Technology Services. She received her bachelor's degree in healthcare leadership from the University of St. Francis in Joliet, Illinois. She has 20 + years of information technology and healthcare operations experience. She is a certified radiology administrator with broad knowledge of project management, imaging workflow, continuous improvement, and strategic planning. Ms. Rodriguez lives in San Carlos California with her husband, Jim. She enjoys volunteering, theater, and travel.

Viviana Ruscitto, MBA, CRA, RT(R)(M)

Director of Diagnostic Imaging
WESTMED Medical Group
Westchester, New York

Viviana Ruscitto is currently the director of diagnostic imaging for the WESTMED Medical Group located in Westchester, New York. She holds a master's degree in business administration and is a certified radiology administrator. In 2015, Viviana celebrated ten and a half years with WESTMED, a medical multi-specialty group. Viviana has more than 25 years' experience in directing imaging services in a variety of settings, from private outpatient imaging center, to large hospital, to medical multispecialty center. She is an active member of the AHRA and is on the board as well as a founding member of the AHRA Northeast Group. Viviana is very passionate about radiology management including the implementation of effective policies and procedures to increase workflow efficiencies. Viviana's spare time is spent running after her son Maximo Valentino.

Marcy Rushford, MBA, CRA, ACHE, RDMS, RT(R)(M)

Director Radiology & Service Lines
Brattleboro Memorial Hospital
Brattleboro, Vermont

Marcy Rushford is the administrative director for radiology at Brattleboro Memorial Hospital as well as administrator for various service lines. She has more than 25 years of experience in imaging, of which 15 are in management. Mrs. Rushford received a bachelor of science degree from Johnson State College in Johnson, Vermont, as well as a master of business administration from St. Joseph's College of Maine in Standish, Maine. She is an active member of the AHRA, American College of Healthcare Executives, New England Radiology Managers Association, and is a certified radiology administrator. She is also certified by the ARDMS in OB/GYN, abdomen, and neurosonography, and holds certifications from the ARRT in radiology and mammography.

Constance Stone, BHM, RT(R)(CT)

Manager, Imaging Services
Kansas City VA Medical Center
Kansas City, Missouri

Constance Stone is the manager of imaging services at the VA Medical Center. She has many years of experience in radiology and is a member of the AHRA. Ms. Stone holds a bachelor of arts degree in healthcare management from Ottawa University in Ottawa, Kansas and has earned Six Sigma Green Belt certification from Purdue University in West Lafayette, Indiana.

Mark Toatley, CRA

Director of Radiology
Wesley Long Hospital
Greensboro, North Carolina

Mark Toatley is the director of radiology at Wesley Long Hospital in the Cone Health system based in Greensboro, North Carolina, and has been in imaging for over 27 years. He is an active member of the AHRA, and his volunteering and support includes participation on the Annual Meeting Design Team, author of articles in *Link* and *Radiology Management*, and as a member of the Education Foundation Committee. Mark has over 10 years of management experience in both for profit and not for profit facilities. He is a CRA who currently holds a master's degree in healthcare administration.

Elisabeth A. Yacoback, CRA

Little Rock, Arkansas

Elisabeth Yacoback received her radiography certificate from Cambrian College of Applied Arts and Technology in Sudbury, Ontario, and her bachelor's degree from Florida Hospital College of Health Sciences in Orlando, FL. Ms. Yacoback is a certified professional in healthcare quality. Her memberships include the AHRA, National Association for Healthcare Quality, and American Society of Radiologic Technology.

Reviewers

Ileana Cruz, CRA, MBA, BHS

***Gary Duehring, PhD, CRA-Retired,
FAHRA, FASRT***

Kelli Haynes

David E. Hellams, CRA

Darrall Hughes, CRA

Gregg Jacob, BS, MBA, CRA

Brenda Lusk, CRA

Cynthia Mento, CRA

Michael W. Miller, CRA

Marci Paulk, CRA

Kevin Rush, MHA

Aileen M. Walker, CRA

Sean Whip

