



the association for medical
imaging management



For Immediate Release

Media Contacts:

Mike Suddendorf – msuddendorf@ahraonline.org
AHRA - Director of Marketing
641.361.9665 mobile

Brian Baker – bbaker@regentshealth.com
Regents Health Resources
National Imaging Network, President
800.423.4935 office
615.330.6675 mobile

AHRA and National Imaging Network Announce AHRAdatalynx Benchmarking Tool for Medical Imaging Leaders

SUDBURY, MA, April 5, 2012 – AHRA: The Association for Medical Imaging Management is proud to announce a revolutionary new data, analytics, and benchmarking tool in collaboration with National Imaging Network (NIN), a division of Regents Health Resources, Inc. AHRAdatalynx, developed with input from AHRA members, utilizes Regents and NIN's "Mirror" automated data and analytics tool for imaging providers. This online portal delivers access to thousands of timely key data elements for AHRA members and industry leaders. Learn more at www.ahraonline.org/datalynx.

Ed Cronin, AHRA CEO: "Supporting and educating our membership, providing the tools they need to succeed has always been at the heart of AHRA's mission. This exciting new tool, developed through the engagement of our membership, will set a new bar for timely industry benchmarking and comparative analysis. As we promised our membership when this project was announced in November 2011, this launch of AHRAdatalynx will revise how the medical imaging industry measures operations."

Luann Culbreth, AHRA President: "Developed with input from membership, AHRAdatalynx will provide the tools that allow medical imaging leaders from across the nation the ability to utilize current data to benchmark their key success factors and compare them to their peers. The knowledge gained through this membership collaboration will help define the data analytics that will ultimately improve operational efficiency and patient care."

Brian Baker, National Imaging Network President: "As the trusted source for benchmarking metrics in medical imaging, we are thrilled to have the AHRA and its membership represented as part of National Imaging Network. As an industry, the time has come to move away from

dated information and produce current statistics. Supported by the axiom, 'Measure it and it will improve,' the vital measures produced through AHRAdatalynx and each member's input will allow facilities to interact with data in the context of user defined peer groups. This will give each the ability to measure and know where to improve – something that's never before been possible in medical imaging!"

About AHRA - www.ahraonline.org - 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 over 4200 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.

About National Imaging Network (NIN) - www.nationalimagingnetwork.com - National Imaging Network, a division of Regents Health Resources, is dedicated to providing medical imaging leaders with sophisticated tools to enhance productivity and create operational efficiency. By effectively delivering real-time access to data analytics and benchmarking, NIN provides a virtual forum for members to share medical imaging business intelligence and best practices on a national scale.

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