



the association for medical  
imaging management

**For Immediate Release**

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## **AHRA Fall Conference Kicks Off October 16, 2015 in a 100% Virtual Environment**

*Online only educational offering, including keynote speaker  
Richard Duszak, MD, FACR, is priced right at only \$99 per person!*

October 2, 2015 — AHRA: The Association for Medical Imaging Management announced today that its first-year all-virtual fall conference is getting a positive response from membership! The conference begins October 16, 2015 with keynote speaker Richard Duszak, MD, FACR, who will kick off the program “live” at 2 pm (EST) with his insight on the complex shift from volume to value within the medical imaging industry. The rest of the conference, featuring some of the highest rated speakers from the association’s 2015 Annual Meeting, will be presented on demand over a two week period.

“We are extremely excited to take this leap into the virtual world of educational programming,” said Art Tasaka, 2015 Fall Conference Design Team Chair. “With educational budgets getting pinched, our membership asked us for alternative methods of spreading the wealth of AHRA programming without the cost of travel and lodging. This program is our foray into responding to their request.”

Some of the session topics include:

- *ICD-10 Update*
- *Washington Update*
- *Style Matters*
- *Converting Staff from Task Masters to Independent Problem Solvers*
- *Leadership During Challenging Times*
- *XR-29 and CDS: Just the Facts*
- *The Joint Commission*

“I’m extremely honored to serve as AHRA’s virtual fall conference keynote speaker, and kick off the meeting with an interactive discussion of the challenges faced by medical imaging leaders across the nation,” said Richard Duszak, MD, FACR, Vice Chair for Health

Policy and Practice in the Department of Radiology and Imaging Sciences at Emory University, and Chief Medical Officer of the Harvey L. Neiman Health Policy Institute. “I see a lot of very talented people in the radiology industry struggling to respond to the multiple paradigm shifts they are facing. I look forward to sharing my perspectives and hearing from conference attendees about how they are managing this change.”

More details are available online at [www.ahraonline.org/FallConference](http://www.ahraonline.org/FallConference). People can also register through AHRA Member Services by calling (978) 443-7591. The cost is a one-time only reduced rate of \$99 per person for AHRA members and \$199 for non-members. Continuing Education credits are available. There will also be real-time opportunities to connect with speakers and fellow attendees, as well as an interactive exhibit hall with industry vendors.

“I’m very excited to see membership embrace this new method of capitalizing on all that AHRA has to offer, including its educational programming and peer-to-peer networking,” said Ernie Cerdena, CRA, FAHRA, AHRA 2015-2016 president. “Based on the success of this conference, we anticipate that this will become another outlet for providing membership value in addition to our annual meeting, which will be held in Nashville next year. Bringing value to our membership is what we’re all about, even if we have to get out of our comfort zone.”

#### **About AHRA: The Association for Medical Imaging Management**

AHRA 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. More details about AHRA are available at [www.ahraonline.org](http://www.ahraonline.org)

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