

# EXECUTIVE POSITION PROFILE

## Chief Executive Officer

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the association for medical imaging management

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## VettedSolutions

Chicago, IL • Los Angeles, CA • Washington, DC

Telephone: +1.202.544.4749



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# I. Position Description

## Scope of Position

The new **Chief Executive Officer (CEO)** of AHRA: The Association for Medical Imaging Management will lead a financially strong and volunteer-driven 501(c)(6) professional organization poised for further growth. Reporting to a 13-member Board of Directors, the CEO is responsible for overseeing operations and financial management as well as ensuring the success of all programs, products, and services, such as the AHRA annual meeting; online education; newsletter; quarterly journal, surveys and other publications; and advocacy. The AHRA CEO also serves as the CEO of AHRA's Education Foundation, holding significant operational and fundraising duties, and ensures staff support for the Radiology Administration Certification Commission, a separate organization within the AHRA that is responsible for the Certified Radiology Administrator (CRA) credential. The CEO works closely with the Advocacy Committee to build policy-making and regulatory strategies that enhance and protect the profession and increase awareness of the expanding importance of the profession within the healthcare environment. The CEO will guide the formulation and implementation of strategic plans and lead and direct staff in a team-oriented environment.

AHRA represents almost 6,000 members, with a \$3.6 million budget and nine staff members. The association is located in Sudbury, MA, a suburb of Boston.

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## Key Responsibilities

### Strategic Leadership

- The CEO assists the AHRA Board of Directors in identifying the organization's strategic priorities to meet member needs and advance excellence in the medical imaging management profession. The CEO also facilitates the translation of those priorities into operational goals and focus.
- Building and Maintaining Relationships: The CEO, together with the Board of Directors and volunteer leaders, identifies, evaluates, and builds strategic

relationships with relevant employers and industry stakeholders (corporate partners, policymakers, related organizations). He or she plays a lead role in defining and implementing joint activities that benefit AHRA members and the profession.

### Fundraising

- Working with association and foundation volunteers, the CEO takes a lead role in fundraising for both the Education Foundation and the association, building strong relationships with grant-making organizations, relevant corporations, and individuals to develop funds to





support AHRA operations and Foundation campaigns and events. He or she also oversees the relationship with any contracted fund developers.

#### **Membership**

- The CEO creates membership growth and provides programs, products, and services that meet member needs, attract new members, and result in increased member value.

#### **Advocacy**

- The CEO engages in and oversees advocacy and education efforts with policymakers and influencers to ensure AHRA is viewed as a valued collaborator on key healthcare industry and professional issues. Working with a public affairs consultant, he or she will develop appropriate responses to legislators, regulators, and payors with an eye toward proactive and constructive engagement.

#### **Programs, Products, and Services**

- The CEO partners with members, leadership, and staff to develop a relevant mix of programs and services to ensure, creative opportunities to meet members' professional needs.

#### **Meetings**

- Working with Design Teams, the CEO oversees the planning of content-rich and relevant educational meetings to develop and advance the profession while also providing engaging networking opportunities.

#### **Staff Leadership and Management**

- The CEO oversees a staff team to develop, manage, and deliver on the programmatic portfolio that meets the needs of the membership.

#### **Financial Management**

Working with the Finance Committee, the CEO oversees the annual budget development for the Board of Directors' approval, provides regular reports to the Board, and monitors accounting and financial management functions.

#### **AHRA Education Foundation**

- The CEO, partnering with the AHRAEF Board of Directors, leads and manages the Foundation's administrative and financial functions. He or she also serves as the lead fundraiser, creating and developing appropriate relationships, structuring campaigns, and formulating the direct request for donations.

#### **CRA Certification Program**

- The CEO oversees the CRA (Certified Radiology Administrator) program activities under the independent direction of the Radiology Administration Certification Commission (RACC).

## Qualifications, Experience, and Competencies

- Bachelor's Degree required; Master's degree preferred.
- For association candidates, a CAE designation is preferred.
- Six to 10 years' executive level experience leading or working at a nonprofit association or senior leadership in a related organization highly desirable, including experience at an organization of a similar size.
- An understanding of healthcare and issues associated with the medical imaging industry highly desirable.
- Experience in the medical field or a medical association is helpful.
- Demonstrated ability to collaborate with highly engaged governance structures and volunteers.
- Proven ability to build partnership and coalitions to advance an organization and its profession.
- Experience implementing and facilitating strategic initiatives.
- Experience raising the visibility of the organization.
- Experience in the use of technology for the delivery of products or services.
- Experience in developing strategic relationships with industry partners resulting in robust exhibit and sponsor programs as well as increased philanthropic activities.
- High level understanding of legislative and regulatory issues in the healthcare environment.
- Ability to identify and create new programmatic opportunities and generate non-dues revenues.
- Experience increasing and retaining membership and building the member value proposition.
- Experience working with a Board of Directors for financial and budget management. (Knowledge of the financial and compliance requirements for 501(c)(6) and 501(c)(3) organizations highly desirable.)



- Knowledge regarding the management and oversight of professional certification programs highly desirable.
- Demonstrated success in leading, planning, and organizing staff, operations, and resources to achieve goals.

## Personality and Behavior Traits

The successful candidate will possess a collaborative, collegial, and friendly work style and a range of personality traits necessary to work effectively within the association. He or she will thrive in an environment where members are highly engaged and regard their association community as a family. The individual will be committed to the AHRA core values: Leadership with Integrity, Excellence through Education, and Professionalism and Collegiality. The following traits will be important to success in the role:

- An “engager” of diverse stakeholders
- Well-developed communication skills, especially strong listening skills
- Flexibility; willingness to lead and adapt to change
- Engaging; able to articulate and sell a philanthropic or business opportunity
- Sense of humor
- Professionalism
- Forward-thinking and open-minded
- Creative

- Energetic
- Organized
- Approachable
- Supportive
- Innovative and pro-active; able to anticipate change

## Measures of Success

Within two years, the Chief Executive Officer will have achieved the following, with metrics determined in collaboration with the Board of Directors:

- Developed effective and trusted relationships, including regular communications,

with the Board of Directors, volunteer leaders, staff, and membership.

- Effectively represented the association to internal and external stakeholders and the general public.
- Taken steps to sustain the financial stability of the association.
- Established connections with relevant professional organizations and assessed further potential partnership opportunities.



## II. Organization Review

### 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 almost 6,000 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.

### 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.

### Professionalism

AHRA enables its members to be recognized as professionals who possess the knowledge and expertise to serve as leaders in healthcare.

### Quality

AHRA sets the standard for imaging leaders in providing quality care, innovative use of technologies, and best practices in medical imaging management.

### Collaboration

AHRA is a catalyst for healthcare improvement by fostering communication and networking among its members and the greater healthcare community.



### AHRA Advocacy

The role of the AHRA Regulatory Affairs Committee is to help our members understand, navigate and implement new or changing regulations that affect our industry and specifically, the medical imaging community. Consistent with the goals of AHRA's Strategic Plan, through participation and interaction with a variety of influential national organizations and alliances, we endeavor to expand awareness of AHRA's presence and participation within the healthcare space as an important and influential industry leader.

The mission of AHRA's Regulatory Affairs Committee is to use a systematic approach to evaluate proposed legislation, regulations and budget rules that impact medical imaging. The Committee may also evaluate alliances, partnerships, or coalitions. Existing arrangements will be evaluated annually to ensure that partnerships, alliances, or coalitions further the goals of the organization as stated in the Strategic Plan. All alliances, partnerships or coalitions must include activities to promote the goals of the AHRA.



## Education/Events

- Virtual Fall Conference  
October 26 – November 8, 2018
- Spring Conference  
March 2019  
San Antonio, TX
- Annual Meeting  
July 2019  
Denver, CO
- AHRA local area meetings are a great way to network with fellow imaging professionals to discuss the latest industry issues and gain CE from educational sessions covering industry trends. These meetings are FREE to attend thanks to the generosity of our sponsors and you do not have to be an AHRA member.
  - Odessa Regional Medical Center  
September 21, 2018  
Odessa, TX



The AHRA Online Institute, an education resource for medical imaging professionals at all experience levels.

Since its founding in 1973, AHRA has aimed to provide programs that are relevant, meaningful, and

accessible to its members. The Online Institute contains dozens of courses on topics as diverse as human resources, budgeting, and technology. Material is updated on a regular basis, be sure to check back regularly for the information you need to be successful.



The AHRA Education Foundation (EF), in cooperation with the AHRA, obtains and provides resources to enhance the effectiveness of imaging and healthcare disciplines.

Since its inception in 1990 as a separate but related entity, the EF has raised millions of dollars and created multiple programs, projects, products, and services specifically designed to promote ongoing applied management education for imaging leaders. As the healthcare market continues to change, the EF will continue to support the AHRA and its mission by every means possible.





The AHRA Defining Our Future Campaign is a strategic response to the tide of opportunities and challenges that medical imaging professionals face. This historic fundraising effort aims to engage industry partners and other friends of medical imaging management who are equally inspired to provide the critical support necessary to educate, develop, and empower our next generation leaders.

A fundraising goal of \$3 million has been established to help advance these objectives. To achieve this vision, AHRA is dedicated to solidifying on our relationships with current partners and building partnerships with new supporters. Opportunities to define the future of a profession with such purpose, clarity, and vision are rare and the AHRA is inviting all constituents to help write the next exciting chapter of medical imaging.

## Publications



Radiology Management has been the top professional journal for leaders in medical imaging management for over 40 years. It is peer reviewed, indexed on PubMed, and published six times a year. Focusing on education, the journal publishes research and best practices on healthcare management issues specific to medical imaging.

### Digital Edition

A digital edition of the publication is available. Intended to augment the print edition, this environmentally friendly option allows readers the choice to opt out of the print edition, which helps reduce materials (paper) and resources (shipping) used in production.

### Article Database

- Search by article title, keyword, author name(s), or by a specific year and/or journal issue going back to 1995.

### Editorial Review Board (ERB)

- The Editorial Review Board (ERB) contributes to the publication by reviewing, writing, and soliciting articles.

### Gary Boyd Editorial Awards

- Every year, Radiology Management authors are selected by their peers to receive the prestigious Outstanding Article and Outstanding Column awards.

### Editorial Guidelines

- Members and non-members of AHRA are encouraged to write for the journal.

### Subscriptions / Additional Copies

- AHRA membership includes a single Radiology Management subscription. Non-member subscriptions may be purchased separately, as well as additional copies of any individual issue.

### New - Mobile App

- Radiology Management is now available in the App store on both Apple and Android platforms. Subscribers can enjoy the journal anytime, anywhere! Find full editions and explore the latest research and best practices on healthcare management issues specific to medical imaging on your phone or tablet.



## Certified Radiology Administrator

The Certified Radiology Administrator (CRA) credential is an exam-based certification tailored specifically to medical imaging administration, focusing on all aspects of imaging management in the range of practice settings.

The CRA is earned by passing a 185-question exam testing knowledge and excellence in:

- Human resource management (HR)
- Asset resource management (AM)
- Fiscal management (FM)
- Operations management (OM)
- Communication and information management (CI)

Additionally, the credential must be renewed every three years and requires a minimum of 36 contact hours of continuing education studies in the five domains tested on the CRA examination, assuring continued high standards of knowledge and excellence.

The Certified Radiology Administrator (CRA) designation speaks volumes about high standards of achievement attained for medical imaging leadership.



## Board of Directors

- **Bill Algee, CRA, FAHRA**  
President
- **Angelic Bush, CRA, FAHRA**  
Past-President
- **Chris Tomlinson, CRA, FAHRA**  
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- **Wesley Harden, CRA, FAHRA**  
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- **Lori Ann Burns**  
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- **Wanda Coker, CRA, FAHRA**  
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- **Brenda Debastiani, CRA, FAHRA**  
Director
- **Gina Greenwood, CRA, FAHRA**  
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- **Enrico Perez, CRA, FAHRA**  
Director
- **Mario Pistilli, CRA**  
Director
- **Kimlyn Queen-Weis, CRA, FAHRA**  
Director
- **Jacqui Rose, CRA, FAHRA**  
Director
- **Jason Scott, CRA, FAHRA**  
Director

# III. About Vetted Solutions

AHRA has retained **Vetted Solutions** to serve as its partner for this search. For confidential consideration, please contact the search partners below. Interested candidates should submit a cover letter and resume/CV directly to Vetted Solutions.



**Jim Zaniello**, *President*  
Vetted Solutions  
1101 14th Street NW, Suite 910  
Washington, DC 20005  
+1 202 544 4749  
jim.zaniello@vettedsolutions.com



**Judy Walker**, *Vice President*  
Vetted Solutions  
1101 14th Street NW, Suite 910  
Washington, DC 20005  
+1 202 544 4749  
judy.walker@vettedsolutions.com

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