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**American Healthcare Radiology Administrators
2004 Annual Meeting
Recorded Live**

August 1-5, 2004 • Hynes Convention Center • Boston, MA

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SUNDAY, AUGUST 1

Tape	CD	SKU....Title
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 010...Web-Based Solutions for Delivering Training - Richard Terrass, M.Ed., RT(R)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 020...Mastering the Art of Clinical Education - Sandra Beliveau, BS, RT(R)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 030...Can Professionalism be Taught? - Paulette Peterson, M.Ed., RT(R)(M)(QM)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 040...The Role of the Clinical Instructor and Student Mentoring - William F. Hennessy, MHS, RT(R)(M)(QM), OAP (C)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 050...The Cornerstones of Effective Clinical Instruction - Developing Competent and Independent Performers in the Radiologic Sciences - Frances Keech, RT(N), MBA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 060...Preparing for a JCAHO Survey, Part One, Jacqueline Keddie-Holt
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 070...Preparing Your Staff for JCAHO Success, Emily Blomenberg, BS, CRA, RT(R)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 080...Preparing for a JCAHO Survey, Part Two, Jacqueline Keddie-Holt
<input type="checkbox"/>	<input type="checkbox"/>	\$22 \$26 090AB...Adding to Your Toolkit: Information, Practical Tools, Hands-on Practice to Enhance Your Core Competencies as a Manager - Penny Olivi, CRA, MBA, RT(R)
<input type="checkbox"/>	<input type="checkbox"/>	\$22 \$26 100AB...Radiology Coding Tips & Traps - Melody Mulaik, MSHS, CPC, RCC
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 110...Strategic Marketing - Being " Approximately Right, then Precisely Wrong" - Elsa Ozuna-Richards, MSA, RDMS, RT (R)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 120...Improving the PICC Line Process in a Complex Organization - Robert Garrett, BSRT (R); Sharon Pietlock, BSRT
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 130...The Vince Lombardi Leadership Model - Eric Gregor, RT(R) MBA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 140...Organizational Behavior Meets Generation X and Y - A Practical Approach - Richard Lewis, CRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 150...Imaging Centers: How to Create an Effective Compliance Program - Maureen Brooks, CHC, CPC
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 160...Radiologist Assistant Program: Lessons Learned - Laura Alipoon, Ed.D, RT(R)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 170...AHRA Writer's Workshop - Roger Rhodes, MHA, CRA, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 180...Imaging Centers: Radiology Goes Retail - Patricia Kroken, FACMPE
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 190...Ten Simple Steps for Creating a Resilient, Powerful Life - Megan McDonough, BS, CNMT, RT (N)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 200...Components of a Successful Retention Program - Russell Cain, BS, MA, MS, CRA, RT
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 210...Maximizing Outpatient Revenue - the Rising Tide - Gerard Durney, MBA, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 220...The Pro Forma and its Power - Frank Barby, CRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 230...Root Cause Analysis: A Process for Identifying the Basic or Casual Factor - Winnie Grieshaber, CRA, RTRM
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 240...Supply Chain Management in Radiology - William Burke, MHP, RT(R) (CV)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 250...Digital Image Storage: How, What and How Much? - Mark Watts, CRA, BS, RTR
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 260...HIPAA Update - Maureen Brooks, CHC, CPC
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 270...Financing an Imaging Center - Lisa Brockett

MONDAY, AUGUST 2

Tape	CD	SKU....Title
<input type="checkbox"/>	<input type="checkbox"/>	\$22 \$26 280AB...Grand Opening General Session and Keynote - Experience the Extraordinary! - Craig Karges
<input type="checkbox"/>	<input type="checkbox"/>	\$22 \$26 290AB...Managers "Tool Box" for Building Customer Loyalty - Sandy Anderson, CRA, FAHRA, BS, RT, RDMS; Michael Favreau, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 300...Shared Leadership: Improving Staff Retention by Empowering Effective Teams - Terry Dowd, CRA, RT; Wanda Casady, MS, RT, CRA, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 310...Managing Workplace Stress: Finding a Balance That Works For You - Dennis Casey, MA, CEAP
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 320...Reducing Risk of Malpractice in Breast Imaging - Bonnie Rush, RT(R) (M)(QM)
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 330...The Successful Implementation of PACS for Imaging Centers - TJ Farnsworth, BA, BS
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 340...Preparing for a Move - Lynette Collier & Theresa Colgan
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 350...Transition, Transformation or Retirement: Make Every Step Count! - Shirley Chapman, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 360...Fusion Imaging: An Overview - Luann Culbreth, MEd, RT(R)(MR)(QM), CRA, FSMRT
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 370...Is PACS In Your Future? - Jay Mazurowski, BS, CRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 380...Developing and Implementing an Asset Management Solution in Multiple Facilities - Deborah Deinstadt

TUESDAY, AUGUST 3

Tape	CD	SKU....Title
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 390...HIPAA: Security Standards Countdown - Patricia Kroken, FACMPE
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 400...Interventional Radiology Coding: Modifiers, Add-On Codes and More - Melody Mulaik, MSHS, CPC, RCC
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 410...PACS (Pitfalls and Common Speedbumps): Going Filmless and Paperless - Michael West, MS, RT, CRA, FAHRA
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 420...PAD to PDA: Handheld Computing (HHC) for the Radiology Administrator - Renee Stanton; Roland Rhynus, CRA; Jesse Johnson
<input type="checkbox"/>	<input type="checkbox"/>	\$11 \$13 430...Marketing Your New Imaging Center: The 90, 60, 30 Day Countdown - Marianne Henderson; Deborah Mourey

- \$22 \$26 440AB...JCAHO 2004-2005 Update for Freestanding Imaging and Diagnostic Centers Not Associated with a Hospital - Judith Atkins, RN, MSN
- \$22 \$26 450AB...Ten Weeks to Better Leadership: A Day by Day 10-Week Workbook to Improve your Leadership Skills - Douglas Cathon, FAHRA, MHSM, MHRD
- \$11 \$13 460...Public Policy's Impact on Radiology in 2004 - Cherrill Farnsworth
- \$11 \$13 470...Medical Imaging Reimbursement for Imaging Centers: 2004 Update - Denise Merlino, MBA, CNMT, FSNMTS; Pamela Kassing, RCC
- \$11 \$13 480...Alternatives to Conventional Radiology Reporting and Demonstration of Speech Recognition - David Weiss, MD
- \$11 \$13 490...Leadership Strategies for Improving Patient Service In Radiology - Susan Miller
- \$11 \$13 500...The New Wave of RIS Technology - Rex Osborn
- \$11 \$13 510...Living the Vision - Cheryl Provost, RN, BS
- \$11 \$13 520...Recipe for a Good Deal - Winning Vendor Negotiation Strategies - Georgann Bruski, RTR, LRT, CVT; Sara Cutler, MBA
- \$11 \$13 530...Effective Communications for Diagnostic Imaging Facilities - Lisa Brockett; Leslie Farnsworth
- \$11 \$13 540...Something OLD, Something NEW... In Radiology Management - Lynn McVey, BS, RT; Jose Figueroa, AAS, RT
- \$11 \$13 550...Proactive Risk Reduction: It's Not Just a JCAHO Requirement - Kathy Tabor McEwan, BA, RT(R); Sherry Piskadlo, RT(R)(MR), MEd, MM

WEDNESDAY, AUGUST 4

- Tape CD SKU...Title
- \$11 \$13 560...Leadership and Whole Body Communication - Natalie Manor
 - \$11 \$13 570...Got Them? Keep Them! Employee Retention Ideas That Work! - Hazel Hacker
 - \$11 \$13 580...PACS: The Good, The Bad and The Ugly - Mary Kay O'Brien, RT(R) (CV); Dee Cantell, RN
 - \$11 \$13 590...Performing Competency Assessments - Wesley Harden & Jerry May
 - \$22 \$26 600AB...JCAHO 2004-2005 Update for Hospital Imaging Departments - Judith Atkins, RN, MSN
 - \$22 \$26 610AB...Embedding Clinical Connectivity into Today's PACS IDN (Integrated Delivery Network): A Practical Approach - Rex Osborn
 - \$11 \$13 620...Developing Joint Venture Imaging Centers: From Soup to Nuts - John Relic, CMPE, MPH
 - \$11 \$13 630...Software PET/CT Fusion Applications in Intensity Modulated Radiation Therapy (IMRT) - Don Cundiff III, BS, CNMT, RT (R)
 - \$11 \$13 640...Changing the Face of Education: Developing a Core Curriculum that Works! - Sondra Flemming
 - \$11 \$13 650...Smaller Institutions Can Also Cost Justify PACS - Paul Sylvester, RT; Stephen Kraus
 - \$11 \$13 660...Avoiding MRI Disasters: Building Safe, Effective and Efficient MR Suites - Robert Junk, AIA; Tobias Gilk, M. Arch.
 - \$11 \$13 670...The Underutilized Workforce: The Gray Force Is Looking For You - Kennette Reed
 - \$11 \$13 680...APC Coding: Interventional and More! - Elizabeth Schaub-DeBlock, MPA

THURSDAY, AUGUST 5

- Tape CD SKU...Title
- \$11 \$13 690...The Battle Over Imaging Heats Up - M. Shane Foreman; James Kirchner
 - \$11 \$13 700...Stop the Madness - A Sane Approach to Radiology Management Reporting - Leonard Levine, MS
 - \$11 \$13 710...Increasing Efficiency, Standardizing Analysis and Expanding Referrals Using MRI-CAD - Gene Hoefling; Mary Gatewood; Marie LaFargue
 - \$11 \$13 720...Marketing Radiology - Creating & Managing the Value Delivery Chain - Karen Herczeg, MSEE, MBA; Paul McAfee
 - \$11 \$13 730...Is Radiology Moving Abroad? - Sanjay Saini
 - \$11 \$13 740...Closing Luncheon and Keynote: Developing a Comic Vision - Tim Gard, CSP

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