MISSION: To educate, develop, mentor, and provide resources to medical imaging professionals.
VISION: AHRA is the place imaging leaders come to connect, grow and learn.

PILLARS

IN PROGRESS

Innovate & Adapt

- Use data and analytics trends to inform decisions
- Redesign AHRA website focused on networking and engagement
- Diversity, equity and inclusion resources & recognition

Grow Membership

- Develop Mentorship Program
- Leverage new email marketing software to enhance communications with membership
- Develop a program for imaging leaders tailored to needs and goals

Build Strategic Alliances

- Conduct a feasibility study to define future initiatives
- Identify and engage with potential new companies
- Leverage Annual Meeting to build partnerships

GOALS

- Keep pace with the rapidly changing environment.
- Produce products & services to meet member needs.
- Be responsive and anticipate members needs.
- Increase membership year over year and achieve higher retention.
- Expand offerings via collaboration.
- Align with new organizations and increase sponsorships.