



The Imagist

President's Message

By Joseph Whitton, R.T.(R)(CT)(MR)

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience.

Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, busi-

ness cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.



**NYSSRS President
Joseph Whitton, R.T.**

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Special points of interest:

- 2003 NYSSRS conference October 24-25 Newburgh, NY
- Early registration deadline October
- Chinese auction October 24—bring an item to represent your region.
- Student quiz bowl competition Saturday October 25 3:00 PM

Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline

before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office

Opens Near You.

ASRT Conference

Barbara Neumann RT(R),(M),(CT)



Your professional society at work for you.

I was a first time delegate at the ASRT Conference that was held in Las Vegas, Nevada from July 14-18, 2003. President Joseph Whitton and I represented New York technologists and therapists as affiliate delegates. Attendees included radiologic technologist from all fifty states including District of Columbia, City

of Philadelphia, Military Chapter and Guam/Puerto Rico.

ASRT governance restructuring, limited licensure and the role of technologists working on or with hybrid/fusion imaging systems were the top issues. The ASRT House of Delegates with all its pomp and circumstance was a functional House with open

discussion and resolution of many issues. It was great to know many of my concerns about our profession were echoed by fellow attendees.

Look for more information on resolutions and the annual meeting in your *ASRT Scanner* or on-line at www.asrt.org. ♣

The ASRT Quality Management Chapter

By Paulette Peterson, R.T.(R)(M)(QM)

Are you a quality management technologist and not even know it? The Quality Management Chapter of the American Society of Radiologic Technologists met during the annual conference which was held in Las Vegas June 12-16. Much of the discussion focused on the identification of those who may qualify as a quality control chapter candidate and may not even be aware of it. Concern exists over the number of members in this chapter and the fact that the Quality Management exam is

the least taken post primary exam offered by the American Society of Radiologic Technologists.

Any technologist who does quality control testing or quality management data collection and analysis or is a member of a complete quality improvement team or teaches quality management courses as part of their duties may qualify.

The quality management chapter through the ASRT office has gathered statistical data regarding the concerns of

those who do quality control and quality assurance. In response to a major concern that there is little material available for technologists to use to help them prepare for the post primary exam the chapter is working on developing a study guide that will hopefully be made available through the ASRT.

For more information on the quality Management Chapter contact Paulette Peterson, Region 9 Quality Management Chapter delegate at (585) 292-2374 or by e-mail at ppeterson@monroec.edu. ♣

Are you a quality management technologist and not even know it? Do you do data collection, testing or analysis?



[Http://www.nyssrs.org](http://www.nyssrs.org)
[Http://www.asrt.org](http://www.asrt.org)

Credentials check available at NYSDOH and ARRT websites

The New York State Department of Health Bureau of Environmental Radiation Protection (BERP) web site is www.health.state.ny.us/nysdoh/radtech/radtech.htm. The site provides information on NYS schools of radiologic technol-

ogy, information for applicants with training in the armed services, an application of licensure, as well as verification of registration status for all NYS licensed technologists. The data base is updated weekly.

The American Regis-

try of Radiologic Technologists web site is www.rrt.org. The site provides information on certification eligibility requirements and applications. The status of technologists can be checked. On-line registration renewal is available. ♣



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An Opinion

By Paulette Peterson, R.T.(R)(M)(QM)

Well, Article 35 made great progress in its journey towards amendment this past year. It passed the State Senate with virtually no opposition. However, in the assembly it lost it's legs, again. The assembly is the stumbling block. There is one main reason that keeps rearing its head as we try to move this bill forward, the nurses. The chief legislative aid of the Chair of the state Assembly Health Committee is a registered nurse. Officers of the NYSSRS have been in contact with her through the years trying to win her over. Members of the New York State Department of Health Environmental Radiation Bureau have met with her. Finally, this past winter and spring it appeared as though we had made some progress. The bill was moving in the assembly until a union blocked it's vote on the floor. Which union? You guessed it, the nurses union. One of their concerns is the possible compromise of patient care. Are they suggesting that we are incapable of providing excellent patient care? Are they suggesting that those of us who practice in New York are inferior to the technologists in all of

the other 49 states? That is a disturbing thought.

So what are we to do? We can be mad and let this be done to us. Or we can try to win the nurses over and let them see our side of this. This is our legislation, it affects us and our work environment. It affects our patient care, especially in CT departments. The new law calls for very strict certification measures. No one is suggesting that every technologist will be able to inject without supervision, the new law does not call for that. The technologists who will inject will be gaining a new skill set. They will receive instruction in all aspects of site selection and venipuncture. They will need to be re-certified annually. They will be certified through the state.

It is interesting that throughout the history of radiologic technology education the concept of contrast injection and the treatment of potential patient reactions has always been an integral part of our curriculum. We have always taught and tested the material. When the ASRT issued a position statement stating that con-

trast injection is within our scope of practice the curriculum was expanded to include a competency test for the procedure. Most programs use the artificial arm for this testing. My informal research shows that nursing student do not typically receive this education. In all the years of my career I was the first responder to every contrast emergency that came up. I have always felt that the radiologic technologist handles this emergency situation in a timely, efficient and professional manner.

I feel certain that it is the contrast injection issue that caught the attention of the nursing profession in New York State. I have little doubt that they would have even noticed this bill had it not contained that one section. Perhaps the nurses could do a little research with their colleagues in the 49 states where technologists inject contrast to see if the level of patient care has been compromised. Perhaps the statistics showing this not to be the case would ease their minds as to the patient care issue. Or...perhaps their real concern is just about their turf?? How professional.



Article 35 needs an injection to pass NYS Assembly.

“Are they (nurses union) suggesting that we are incapable of providing excellent patient care?” asks Paulette Peterson, NYSSRS Immediate Past President.

High Contrast Takes On New Meaning

This year's presidential reception theme is “**High Contrast**”. This could mean radiographic contrast or any other type of contrasting con-

cepts. Each year attendees dress up in clever and often hilarious costumes during the reception, the main social activity of the conference. So put on

your creativity caps and start planning your costume for this year's **High Contrast** social on Friday, October 24th at the annual NYSSRS conference. ♣



www.nyssrs.org information at your fingertips

High contrast theme at 2003 annual conference reception



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www.nyssrs.org



Annual Conference Offers Variety of Topics, Networking Opportunities

Attention:

**Annual
Conference
Brochure
inside
this issue.**

Look for it!

A wide variety of relevant topics will be featured at this year's annual conference of the NYSSRS, Inc. The conference will be held Friday and Saturday, October 24th and 25th at the Ramada Inn located in Newburgh, NY.

Friday's highlights include topics on kidney tomography, fusion imaging, ASRT and ethics issues as well as a keynote address on stress management in radiologic technol-

ogy. On Saturday there will be fascinating discussions on SARS, energy medicine (the use of patient energy for healing and therapeutic purposes), radiological terrorism and film artifacts.

As always the conference finale will be the student bowl competition which will be on Saturday afternoon, October 24th. A full conference listing is found earlier in this newsletter.

The Board of Directors is proud of program planned by our program committee chaired by Paulette Peterson. The conference location moves again this year in order to serve all our constituents. Board members hope to see you in Newburgh and hope that many of our colleagues from Orange east to Nassau and Suffolk counties join the learning fun. ♣