

Our Community

Annual Report to Our Members

Fiscal Year 2007

Oct. 1, 2006 -
Sept. 30, 2007

As a member of the American Society of Radiologic Technologists, you are part of a dynamic community of more than 128,000 radiologic technology professionals practicing around the globe. As a community, you share many common goals and interests, and ASRT recognizes that each of you has different needs. ASRT is working diligently to ensure your needs are met. The annual report for fiscal year 2007 highlights the initiatives implemented by ASRT to assist in the advancement of the radiologic technology community as a whole, as well as you as an individual member.

Our Community

Our Online Community

One of ASRT's major achievements last year was the redesign of its Web site, www.asrt.org. Created with our members in mind, the new and improved Web site is now more user-friendly and provides our members with quick access to the tools and resources they need to maintain and further their careers. Moreover, it allows members to communicate with each other, as well as receive personalized and customizable content.

Updated Web site features include:

- ▶ **Improved menu structure.** Navigate quickly to the content that matters most to you.
- ▶ **My Quick Links.** Access front-page bookmarks to frequently visited areas of the Web site.
- ▶ **Scanner Newswire.** Receive the latest practice, product and industry news by subscribing to timely alerts via RSS newsfeeds.
- ▶ **Article commenting.** Share your thoughts about articles from Scanner Newswire and other news sources.
- ▶ **My Membership.** Easily update your profile and access information about your membership directly from ASRT staff.
- ▶ **My Continuing Education.** Manage all facets of your CE record, take Directed Reading quizzes and access the ASRT Learning Center's library of CE offerings.
- ▶ **Online polling.** Express your opinion about what's happening in the profession.

Helping Our Community Grow

ASRT added more than 4,000 radiologic technologists to its membership in fiscal year 2007, thanks to an aggressive recruitment and retention strategy that focuses on meeting members' needs. Membership development activities included:

- ▶ **Increasing our member communications efforts,** which provides the opportunity to strengthen the relationship between ASRT and its members.
- ▶ **Implementing more robust state recruitment efforts.**

▶ **Testing a tiered group membership offer.**

▶ **Implementing four new membership categories** to serve the following professionals:

Radiologist Assistant for registered technologists who hold the advanced R.R.A. credential from the American Registry of Radiologic Technologists. Professional liability insurance coverage was also offered to this group for the first time.

Graduate Bridge for R.T.s who are within the first two years of their initial certification. They also have access to a discounted membership dues rate.

International for technologists who reside outside of the United States and its territories and are employed in the technical, educational, managerial or corporate aspects of the radiologic sciences.

Limited X-ray Machine Operator for members who are not registered radiologic technologists, but perform diagnostic x-ray procedures on selected anatomical sites.

▶ **Increasing efforts to regain former members.**

▶ **Increasing referral traffic** through "Bring a Friend" campaigns.

▶ **Strengthening recruitment presence** at the ASRT Radiation Therapy Conference and the Radiological Society of North America meeting.

Each of our recruitment and retention activities was driven by the need to address ASRT members' desires and expectations. Membership development provides opportunities to build a strong community, share knowledge and develop tangible content for future use. Overall, the goal is to improve the quality of health care and serve a greater good while balancing the necessity to meet individual needs with direct personal benefits.

Advancement Through Research

ASRT-sponsored research helps the profession track the balance between personnel supply and demand; assesses R.T.'s satisfaction with their careers and their employers; and identifies the social, economic and technological trends that will shape the radiologic sciences in the future.

The data we gather gives us a more complete picture of the opportunities and challenges facing the profession and its practitioners. ASRT also uses its research to make strategic business decisions about programs and projects for

our members. While most organizations closely guard their research, ASRT makes the majority of its research freely available on its Web site so that technologists, managers and educators can access it and reap the benefits. The ASRT believes that sharing this valuable information makes the profession stronger.

Research conducted this past year includes:

- ▶ **2007 Wage and Salary Survey.** This survey showed that R.T.s' pay has increased an average of 12.8 percent since the last survey was taken in 2004, despite the waning of the worker shortage. Half of those who responded to the survey said they were either satisfied or very satisfied with the amount they are being paid. Respondents to the survey also indicated that a majority of employers provided employee benefits, which included health insurance, life insurance, dental insurance and tuition assistance. More than 83 percent participated in retirement or pension programs. The survey also showed the states or districts with the highest annual compensation were California; Massachusetts; Washington, D.C.; Connecticut; and Oregon. The states with the lowest compensation were West Virginia, South Dakota, Alabama, Arkansas and North Dakota. Average annual compensation

ranged from a high of \$75,873 to a low of \$45,627, depending on area of practice.

▶ **2007 Radiation Therapy Staffing Survey.** ASRT research conducted in 2007 also showed that the vacancy rate for radiation therapists has been declining in recent years and is now in the single digits at 5.4 percent. The decline in the vacancy rate is consistent with feedback obtained from radiation therapy educational program directors in ASRT's annual enrollment snapshots.

▶ **Enrollment Snapshot.** The 2007 enrollment snapshot showed that first-year class enrollments in radiography, radiation therapy and nuclear medicine programs appear to be leveling off. The enrollment snapshot documents trends in students entering educational programs in these three main disciplines in radiologic technology. The information is then used to project how many additional technologists have been or will be added to and retained in the U.S. labor force if enrollments and retention rates remain at their fall 2007 levels. This snapshot showed the number of radiographers added to the work force will be higher (by about 33 percent) than what the U.S. Bureau of Labor Statistics reports will be needed by 2016. The number of radiation therapists and nuclear medicine technologists added will exceed the bureau's estimated needs by even greater margins. One of the snapshot's findings also indicated that 82 percent of clinical sites associated with radiography programs are completely filmless, with a predominance of computed radiography over direct radiography systems.

Advancement Through Government Relations

At the end of 2006, the Consistency, Accuracy, Responsibility and Excellence in Medical Imaging and Radiation Therapy bill gained unanimous approval in the U.S. Senate on Dec. 6 before being forwarded to the House for a vote. In the 48 hours immediately following the Senate passage, radiologic technologists nationwide generated thousands of

phone calls and e-mails to members of the House of Representatives, urging them to support the bill. Unfortunately, the House received the bill less than 72 hours before it adjourned, where it was part of an overflowing agenda. Subsequently, there was not enough time for representatives to cast their votes on the bill. However, the bill was reintroduced in the 110th Congress in 2007 (H.R. 583 in January 2007 and S. 1042 in March 2007). By the end of the year the House bill had 128 cosponsors and the Senate bill had 22.

During ASRT's 2007 R.T. in D.C. grassroots lobbying event, a record number of radiologic technologists and students traveled to Washington, D.C., and visited with their Congressional leaders. One hundred fifty members of ASRT and the Society of Nuclear Medicine Technologist Section visited the offices of approximately 375 representatives and senators to encourage support for the CARE bill. During this event, Sen. Richard Burr, R-N.C., and Rep. Nathan Deal, R-Ga., were both presented with the 2007 Award for Excellence in Radiologic Sciences Advocacy.

As our community continues to grow, we look forward to the passage of the CARE bill.

Professional Standards for the R.T. Community

ASRT continually works to advance professional standards, and one example is the passage of three resolutions by the 2007 House of Delegates. The resolutions advocate for:

- ▶ **An associate degree** as the entry level of education for radiographers.
- ▶ **A baccalaureate degree** as the professional level of radiologic science education if upper division coursework in radiologic science is included.
- ▶ **A baccalaureate degree** as the entry level for radiation therapists.

ASRT President Connie L. Mitchell said, "This proves to me that medical imaging and radiation therapists understand the need for lifelong learning."



Independent Auditor's Report

We have audited the accompanying statements of financial position of The American Society of Radiologic Technologists as of September 30, 2007 and 2006, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the Society's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with U.S. generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statement referred to above present fairly, in all material respects, the financial position of The American Society of Radiologic Technologists as of September 30, 2007 and 2006, and the changes in its net assets and its cash flows for the years then ended in conformity with U.S. generally accepted accounting principles.

Pulakos & Alongi, Ltd.
January 25, 2008

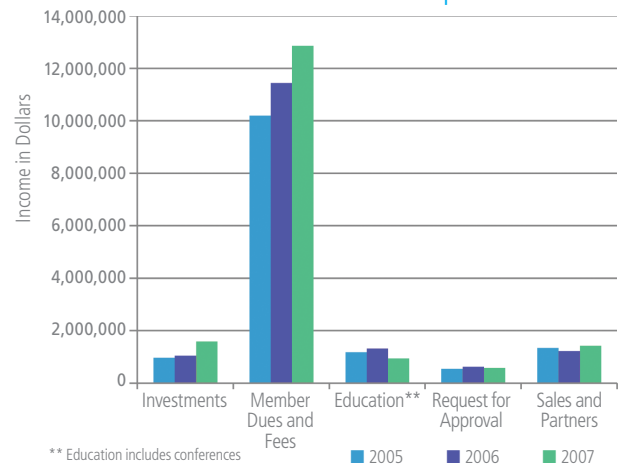
2007 Sources of Income

Member-related Revenue	
Member dues and fees	\$ 12,849,610
Educational opportunities	312,581
Meeting and workshop registration	559,185
Subtotal (79% of Total Income)	13,721,376
Non-member Revenue	
General sales, advertising and service	1,165,877
Meeting exhibits, sponsors	66,200
Request for approval	577,968
Investment income	1,577,568
Association management	0
Affinity partners, royalties, postage, misc.	253,121
Subtotal (21% of Total Income)	3,640,735
Total (100%)	\$ 17,362,111

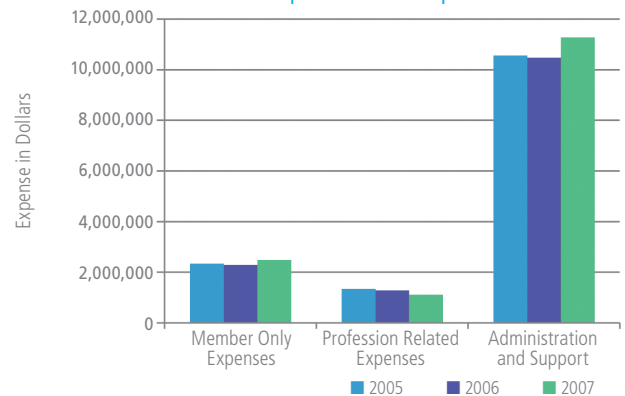
2007 Expenses

Member-only Expenses	
Recruitment and retention	\$ 377,251
Continuing education tracking and recording	6,649
Governance and professional representation	624,463
Government relations	376,013
Publication editorial and Directed Readings	1,090,256
Subtotal	2,474,632
Profession-related Expenses	
General sales and services	469,177
Annual and Radiation Therapy Conferences	273,903
Public relations and Web site	59,870
Education services and research	263,430
Professional development	41,475
Subtotal	1,107,855
Administrative and Supporting Expenses	
Administration and management	8,105,732
Facility and operations	2,644,283
Support for Education and Research Foundation	400,000
Federal, state and local taxes	119,246
Subtotal	11,269,261
Total Expenses	14,851,749
Net Profit	\$ 2,510,362

2005-2007 ASRT Revenue Comparison



2005-2007 ASRT Expense Comparison



Membership Recruitment and Retention

	09/2007	09/2006	09/2005	09/2004
New Members	19,023	21,201	15,747	15,667
Expired	14,696	19,690	10,796	9,505
Total Members	126,063	121,736	120,225	115,274



American Society of
Radiologic Technologists