



NSAMRT

NOVA SCOTIA ASSOCIATION
OF MEDICAL RADIATION
TECHNOLOGISTS

Update on the CAMRT Re-Branding Project

Rita Eyer, R.T.R., A.C.R., Chair of the Re-Branding Steering Committee, April 3, 2010

The February Re-Branding Steering Committee meeting took place February 6 and 7th in Ottawa. The agenda included a comprehensive review of all five research components and summary of significant findings facilitated by Acart Communications, the Ottawa marketing firm hired for this project, to elicit feedback from the committee on each element of the research. Research had been conducted on CAMRT internal and external stakeholders and had included focus group sessions of CAMRT members and our partners, one-on-one meetings with external stakeholders, online surveys with industry, and a Harris Decima poll of the general public.

After this thorough review, Acart conducted a brand workshop to identify issues for Acart's consideration in development of the final report which would include the brand promise and strategy. This was a complex exercise that included: analysis of points of differentiation; possible brand assets and liabilities; feedback on each element of the brand promise; identification of communication plan elements, objectives, messages, tactics, timing and evaluation. Challenging issues that emerged during this discussion and that were identified as requiring further ongoing discussion were the appropriateness/currency of the name of the profession and how to manage the inclusion of other disciplines for example, sonography in the brand provinces where they are included in the membership.

All of the information gathered through the research and this exercise enabled Acart to collate the information required for a Re-Branding Strategy for the CAMRT.

The committee also determined the deadline dates that must be met in order to have the Re-Branding Report ready for CAMRT Board of Directors, PMA's, and membership review by the 2020 CAMRT Annual General Conference in Quebec. These deadline dates were met and were as follows:

February 19- Draft of Acart Re-branding Report provided to Steering Committee members. This report provided all documentation of research findings, recommendations for the brand promise, messaging strategies and communication plans.

The Steering Committee held a teleconference on March 4 to discuss the report and provide feedback to Acart.

The final report, including costs associated with all methods of communication of the brand platform, was delivered by Acart to the CAMRT. This report was then sent to the CAMRT Board of Directors the week of March 8. The Board then held a teleconference on March 16 to discuss in detail.

As of March 30th the PMA's were sent the complete Acart Re-Branding Report.

Next steps:

1. A power point presentation is intended to be developed on this Report to be presented at every PMA Spring Annual Meeting. Web-based presentations for those unable to attend will also be produced.
2. Discussion of membership feedback will continue at the CAMRT Board, PMA Meetings, and CAMRT Annual General Conference in Quebec, May 26-30, 2010, including budget implications.
3. After the Boards and CAMRT members have had time to disseminate Acart Re-Branding Report a decision will have to be made as to whether or not they are in favor of this re-branding of the profession and whether or not to move forward with the implementation strategies. If the decision is made to move forward, it then has to be determined if the Re-Branding Steering Committee needs to be modified and membership changes made. Phase 11 of the Re-Branding Project budget implications also have to be determined. If all is agreed upon, the Steering Committee will need to hold a meeting to begin planning for the re-branding roll out. The target for implementation is MRT week of November 2010.

2010 Nova Scotia Association of Medical Radiation Technologists Annual General Conference ~ Agenda



"Catch The Wave"

May 14th – 16th, 2010, White Point Beach Resort

Friday, May 14th, 2010

0800-0830	<u>Registration</u>
0830-0845	Welcome and Opening Remarks Alice Leverman, CEO South Shore Health
0845-0945	<u>ER/Trauma</u> Dr. Randy Colwell
0945-1015	<u>Refreshment Break and Exhibitor Booth Viewing</u>
1015-1100	<u>Mammography</u> Dr. Proctor, General Surgery, South Shore Health
1105-1150	<u>Update from the CAMRT Rebranding Committee</u> Christine Baillie, Radiation Therapist, CDHA
1150-1300	<u>Awards Luncheon</u>
1300-1400	<u>Recent Developments in Computed Tomography</u> Babacar Diagne, CT Modality Manager, Siemens Canada
1405-1505	<u>Sleep Apnea</u> Dr. Anthony Atkinson, Internal Medicine, South Shore Health
1505-1530	<u>Refreshment Break and Exhibitor Booth Viewing</u>
1530-1615	<u>"The Rose Story"</u> Kristina Andrews, Patient Navigator with Maxine Himmelman
1620-1705	<u>CAMRT Education</u> Elaine Dever, Education Director, CAMRT
1705-1715	<u>Closing Remarks</u>
1930	<u>Trivia Social</u>

Saturday, May 15th, 2010

0830-0845	<u>Registration</u>
0845-0900	<u>Opening Remarks</u>
0900-1000	<u>Medical Radiation Technologists in the Canadian Forces</u> Sgt. Craig Harvey, MCpl David Decaire, Canadian Forces
1000-1020	<u>Refreshment Break and Exhibitor Booth Viewing</u>
1020-1120	<u>Positron Emission Tomography (PET): A New Era in Cancer Imaging in Nova Scotia</u> Dr. Steven Burrell, Radiologist, Capital District Health Authority
1125-1210	<u>Topic TBA</u> Dr. Chen Meng, Radiologist, South Shore Health Authority
1210-1310	<u>Luncheon and Exhibitor Booth Viewing</u>
1310-1355	<u>Radiation Safety in Diagnostic Imaging</u> Elena Tonkopi, MSc, Medical Physicist, Capital District Health Authority
1400-1600	<u>70th NSAMRT Annual General Meeting</u>
1600-1610	<u>Closing Remarks</u>
1815	<u>Oceanside Oasis Dinner/Bonfire</u>

Sunday, May 16th, 2010

0900-0915	<u>Registration</u>
0900-1100	<u>R&R Breakfast Buffet</u>
0915-0920	<u>Opening Remarks</u>
0920-1120	<u>Tyler Hayden</u> Motivational Speaker
1125-1140	<u>Closing Remarks/Message from NSAMRT President</u> Karren Fader, NSAMRT President

Studies Quality Control at the University Health Network, Toronto



Elise LeBlanc, 4th year radiological technology student at Dalhousie University, completed a three month clinical rotation in quality control at the University Health Network (UHN) in Toronto in the fall 2009 academic term. She was precepted by engineers in the Department of Medical Engineering at UHN where she participated in a wide variety of QC testing and assisted in developing testing protocols for CR and DR units. Her main project was researching QC test phantoms.

The Dalhousie University School of Health Sciences offers specialty practice courses in QC, CT, angio/interventional, mammography, ER/OR imaging, pediatrics, research, radiation safety, and PACS administration. The majority of radiological technology students choose to complete this optional

component of year 4. The courses can be completed over one or two terms, and following graduation students often are employed in their area of specialty. Elise was the first student to select QC as her specialty, and the first radiological technology student to complete a rotation at the UHN.

When Elise returned to Halifax in December she gave a presentation on her experience to invited guests. She is shown below with her faculty supervisor Roberta Sharp and the School Director John Hubert following her presentation.

Elise has received a bursary from the QEII Health Sciences Centre and will start her career in general imaging following graduation this spring.

NSAMRT President Acclaimed at Fall Special Meeting

Congratulations to Karren Fader who was acclaimed as President of the NSAMRT for a two year term at the Fall Special meeting in November 2009. Karren assumed the acting president's position in July 2009 as a quorum was not met at the AGM in May 2009. Christina Maillet, Kelly Maloney and Melissa Morash were also nominated and elected to the Executive Council in November.

The NSAMRT extends tremendous thanks to Lisa Bourne for all the dedicated work she has done for the association. An error was stated in the September newsletter stating that Lisa had resigned the presidents' position in the call for nominations to the executive council. This in fact was not true. Lisa, after serving two consecutive terms could not continue as President as nominations proceeded forward for the position. Lisa served two full two year terms and has spent countless hours as President serving as Provincial Member on the CAMRT committees, working the Labour Mobility meetings, and has been a diligent member of the TASC committee in the formation of our College. Her dedication to our profession continues with her TASC work and also continued presence at the CAMRT meetings. Our apologies extend to Lisa for the error printed in the previous newsletter.

NSAMRT EXECUTIVE COUNCIL AND COMMITTEE CHAIRS 2009-2010

Executive Council

PRESIDENT

Karren Fader, BHSc, RTNM, CRPA(R) karren.fader@dal.ca

VICE PRESIDENT

Vicki Sorhaindo, BSc, RTRvicki.sorhaindo@cdha.nshealth.ca

DIRECTOR

Carol-Anne Davis, RTT, ACT, DHSA, BSc carol-anne.davis@cdha.nshealth.ca

REGISTRAR

Paula Hodson, RTT paula.hodson@cdha.nshealth.ca

TREASURER

Kelly Maloney, RTNM kmaloney@swndha.nshealth.ca

SECRETARY

Melissa Morash, RTNM Melissa.morash@cdha.nshealth.ca

MEMBER AT LARGE

Christina Maillet, RTNM cmaillet@swndha.nshealth.ca

COMMITTEE LIAISON

vacant

PAST PRESIDENT

Lisa Bourne, BSc, RTT, ACT lisa.bourne@cdha.nshealth.ca

Committee Chairs

AWARDS

vacant

CONTINUING EDUCATION

Ryan Duggan, BHSc. RTRryan.duggan@dal.ca

PUBLICATIONS

Vicki Sorhaindo, BSc, RTR vicki.sorhaindo@cdha.nshealth.ca

PUBLIC RELATIONS

Christine Baillie, RTT Christine.baillie@cdha.nshealth.ca

HISTORIAN

Wayne LaRade, RTR wayne.larade@cdha.nshealth.ca

REFRESHER PROGRAM

Cindy Murphy, BHSc, RTR, ACR cindy.murphy@dal.ca

NOMINATIONS TO THE NSAMRT EXECUTIVE COUNCIL

The NSAMRT are seeking Nominations for Director and 3 Executive Council Positions on the NSAMRT Executive at the 70th Annual NSAMRT AGM:

Director – Two Year Term

3 Executive Council Positions – Two Year Term

The NSAMRT invite the membership to submit nominations by email prior to the meeting. Nominations will also be accepted from the floor at the AGM.

Kindly submit your nominees to: Paula Hodson, Registrar, paula.hodson@cdha.nshealth.ca

Awards Committee Chairperson

The Executive Council invites any NSAMRT member interested in acting as chair for the Awards Committee. The position involves invigilating the competitions for the annual awards each year and presenting the awards at the Annual Conference and AGM.

General Service Medal Awarded to Laura Ellis, RTR, ACR



Commodore Hans Jung, Canadian Forces Surgeon General, presented NSAMRT member **Laura Ellis, RTR, ACR** with a **General Service Medal** on December 10th, 2009. This medal is presented to non military personnel who provide direct support to operations in the presence of an armed enemy. Laura completed an 8-week tour of duty at the Canadian field hospital in Kandahar, Afghanistan. Congratulations Laura!!

NSAMRT members involved in CAMRT and JMIRS publications

Ryan Duggan, BHSC, RTR- Research: The Perspective of a Recent MRT Graduate. *Journal of Medical Imaging and Radiation Sciences*. Vol. 40, Issue 4, pages 190-192, December 2009.

Karren Fader, BHS, RTNM- Advancing Medical Radiation Technologist-Led Scholarship: Practical Advice for Ensuring Success. *Journal of Medical Imaging and Radiation Sciences*. Vol. 40 Issue 4, pages 155-159, December 2009.

Brian Martell, BHSC, DHSA, RTR-Directed Reading: Designing a Professional Development Program for Medical Radiation Technologists. *Journal of Medical Imaging and Radiation Sciences*. Vol. 41, Issue 1, pages 30-38, March 2010.

Brian Martell, BHSC, DHSA, RTR and **Vicki Sorhaindo**, BSc, RTR – developed CAMRT QSS course titled Computed Radiography, an Overview. June 2009

Cindy Murphy, BHSC, RTR, ACR and **Roberta Sharp**, BSc, MA, RTR, ACR- Evidence-based Practice for Medical Radiation Technologists. *Journal of Medical Imaging and Radiation Sciences*. Vol. 40, Issue 4, pages 148-154, December 2009.

Vicki Sorhaindo, BSc, RTR developed a CAMRT QSS course titled Orthopedic Implants. February 2010.

If any other NSAMRT members are involved in publications, please submit and let your colleagues and fellow NSAMRT members be aware of your articles and achievements.

NSAMRT MEMBERSHIP NEWS

ON THE MOVE

Notice: In the September 2009 Issue of the announcements, an error was made with the announcement of employment of several Radiation Therapists. Their location of employment was announced as Cancer Care Nova Scotia in error. The correct announcement of their locations would be Capital Health or Cape Breton Health. I apologize for the error.

June Armour, RTR, General Imaging, QEII, Capital Health

June Bredy, RTR, Quality Control, Capital Health

Allison Cobb, RTR, CT Imaging, QEII, Capital Health

Patricia Gavrelets, RTR, General Imaging, Capital Health

Wayne LaRade, RTR, Radiological Technology faculty (1-year term) at the QEII/Dalhousie School of Health Sciences.

Stephanie Lea, RTR, Radiological Technology Faculty at the QEII/Dalhousie School of Health Sciences.

Cindy Murphy, RTR, ACR on her appointment as Deputy-Editor-in-Chief on the restructured Editorial Board of the Journal of Medical Imaging and Radiation Sciences (JMIRS).

Laura-Lee O'Connor, BSc, RTT, Project Leader, Capital Health Cancer Care Program

Natalie Simard, RTR, General Imaging, QEII, Capital Health

Brittany Sinclair, RTR, Colchester Community Health

Helen Windsor, RTR, General Imaging, Cobequid Community Health Center, Capital Health

Li Zhang, RTR, General Imaging, QEII, Capital Health

RETIREMENTS!

Anne Sifton, RTR, CT Imaging, QEII, Capital Health in February, 2010

Judy Smith, RTR, BA, Instructor, QEII/Dalhousie School of Radiological Technology in April 2010

ACHIEVEMENTS

Lindsay Arsenault, RTR, RTMR, on successful completion of the MRI exam

Pearl Duffy, RTR, RTMR, on successful completion of the MRI exam

Amy Gaudette, student Radiological Technology winner of the Dorothy Archibald Memorial Award

Jennifer McPhee, student Nuclear Medicine Technology winner of the Dorothy Archibald Memorial Award

Please send in all your professional membership news to vicki.sorhaindo@cdha.nshealth.ca. Items can only be placed in the newsletter if they are received.

DATES TO REMEMBER ~ 2010-2011

70th Annual NSAMRT Conference and AGM – hosted by South Shore Regional Hospital at White Point Beach Resort – May 14-16, 2010

2010 CAMRT 68th Annual General Conference, Quebec City, Quebec – May 27-30th, 2010

SNM Annual Meeting, Salt Lake City, Utah, – June 5-10, 2010

16th Annual ISRRT Annual General Conference, Gold Coast, Australia – September 9-12, 2010

2010 MRT Week – November 7-14, 2010

2010 NSAMRT Fall Education Session and NSAMRT Meeting – November 6, 2010

2010 RSNA AGM, Chicago, Illinois – November 28 – December 3, 2010

71st Annual NSAMRT Conference and AGM – Spring, 2011