



Canadian Association of
Medical Radiation Technologists
Association canadienne des
technologues en radiation médicale

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CAMRT NEWS

2014

Volume 32; Issue 1

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**2013 Image of Care
Brand Champion of the
Year...**

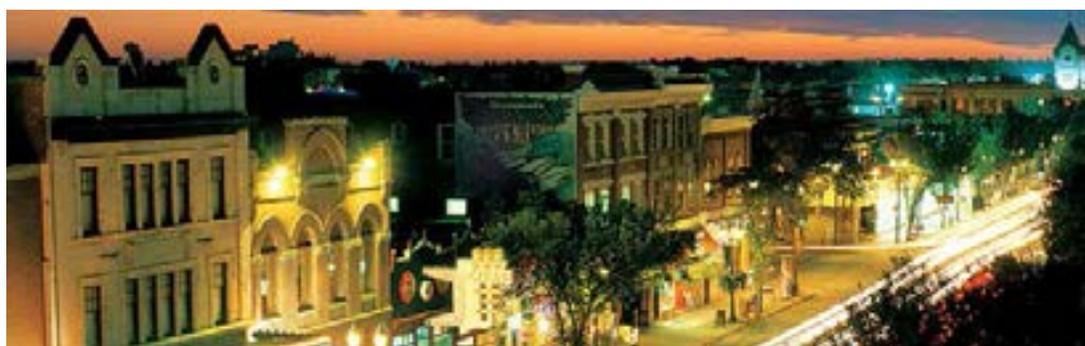
see page 8 for the big reveal

As the Very Image of Care

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Submissions: Do you have a story idea or a topic you would like us to write about? We welcome your feedback and suggestions. Please email us at editor@camrt.ca.

Issue	Submission Deadline	Mailed Out
Number 1	December 5	Last week of January
Number 2	March 5	Third week of April
Number 3	July 15	Last week of July
Number 4	September 7	Third week of October

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Meet Lynelle Yutani, the 2013 Image of Care Brand Champion of the Year. Read all about her journey to becoming a brand champion on page 8.

CORRECTION: CAMRT would like to offer their apologies to Clear Image Devices, as an incorrect and outdated version of their advertisement has appeared in previous editions of the *CAMRT News*. The correct, and most recent, advertisement appears in this issue on page 13.

DISCLAIMERS:

Opinion Pieces: The opinions expressed in the "Opinion Piece", "All in the Family", and "Day in the Life" sections of the newsletter are those of the author(s) and do not necessarily state or reflect the views of the CAMRT. The CAMRT and its employees do not express or imply any warranty or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information in this section. Authors submitting material to this column are permitted to publish anonymously, if requested.

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President's Message



It is a new year, and CAMRT has a new president. Deborah Murley, RTR, has served as a volunteer leader at the provincial and national level in numerous capacities and has now begun her two year term as the president and chair of the CAMRT board of directors. We sat down with Deborah recently to find out a bit more about her personal and professional life, and her vision for CAMRT.

CAMRT: Can you tell us a bit about how you came to choose a career as a medical radiation technologist, and what path you have followed?

DEBORAH MURLEY: I chose my career quite by accident (literally). At age 15 I fractured my clavicle, and during the re-check exam I was intrigued by the science of radiography. The technologist doing my imaging kindly answered all my questions and set up an opportunity for me to speak to the head of the School of Radiography. From there I had summer jobs in the local x-ray department as clerical support and as the dark room technician.

My student experience was much like that of many others over the years, hard work, and fun with classmates. In our junior year our class went to our first CAMRT conference where I discovered a whole new world of continuing development in my profession. That was pretty exciting. I had always enjoyed returning to school each year and here was an opportunity to be involved in increasing my knowledge with fellow MRTs for the rest of my career!

I began my career at the IWK, a pediatric hospital in Halifax, which was outside my experience since I had trained mostly with adults. The staff was welcoming and inclusive but my heart belonged to P.E.I. so I returned after a short stint there. My new skills were a welcomed addition on my return.

“I am committed to promoting the life and growth of our profession.”

One of the benefits of being from a small province, and having a personality of curiosity and enthusiasm is that the opportunities to be an active part of change are readily available. I am a founding Director of the PEIAMRT and the CAMRT Foundation. This, along with being President in PEI, and later, CAMRT Director for the first time also took place within the first ten years of my career. Another benefit of being from a small city is that I interact daily with technologists and therapists of all our disciplines, celebrating our successes and commiserating with the tougher aspects of our practice. It has given me an appreciation of our profession as a whole, realizing we are an integral part of the Canadian healthcare system.

Needless to say, I am committed to promoting the life and growth of our profession. The list of provincial and national executive positions and committee memberships I have held is long and rewarding to me personally. It is very satisfying to see the growth of our profession, especially over the last fifteen years.

CAMRT: If you hadn't chosen this career, what might have been another option for you?

DM: I do not have a simple answer for this question. My career chose me while I was still in high school and even during my time in university nothing tempted me

away from becoming an MRT. I still really like my job (of course there are days...) and I cannot imagine doing anything else.

CAMRT: The CAMRT has many ambitious projects underway. What do you see as priorities for achievements during your term as president?

DM: Where to start? Having good ideas is the easy part; the prioritizing of them, looking at the pros and cons, and then identifying a plan and the people to make them a reality is the patience-developing aspect of our projects. Did you know we have a 15:1 ratio of volunteers to staff involved in the accomplishments achieved by CAMRT? Pretty awesome.

We now live and practice in an environment of rapid technological change. Some of you may be aware, from the e-blasts we have been sending you, that we are striving to meet the needs of the technologists and therapists of today and the future by developing a Future Technologies Advisory Council who will help CAMRT identify what will be the next new technological development coming to our practice. This will allow us to be nimble in developing the necessary education to equip us, as MRTs, in how to use the new technology to the fullest extent beyond our vendor training. This will occur in the form of continuing professional development courses and the updating of our competency profiles for the entry to practice MRT. We have also had a very successful Future Education Symposium this fall that will revitalize the way we offer education.

“Did you know we have a 15:1 ratio of volunteers to staff involved in the accomplishments achieved by CAMRT? Pretty awesome.”

I strongly believe we are “The Very Image of Care”, so another important achievement I would like to realize will be demonstrating the value that the CAMRT has for all our members no matter where you live in the country, or the size of your facility. This step is already moving forward in two areas; the completed omnibus survey, which has shown us what MRTs see as services we could be providing, and the hiring of a Director of Member Services to help realize your identified requirements needed to assist you in your practice of today or by taking it to the next level. Over the years as a very involved volunteer the benefits of the CAMRT have been apparent to me, but now I want them to be clear to you, whether you are actively involved or not.

There are many more things I could talk about but, like my predecessors, I wish to leave CAMRT as a better association when my term is complete.

“Remember to celebrate each other’s successes and aspirations. Get involved at the provincial and national level as soon as you can. You will grow as a professional and the personal benefits will surprise you.”

CAMRT: What’s the biggest concern facing Canada’s MRTs today?

DM: Budgets. As general as that sounds it will have a big impact on our practice. Health is a provincial jurisdiction and many provinces have seen cuts to their budgets already, and the federal transfers are guaranteed to continue to be less. The impact on MRTs will manifest itself in longer wait times for diagnostics and treatments, which in turn will impact the health of Canadians. Choices will have to be made as to what services can be provided in equipment and/or pharmaceutical purchase plans. We have also seen educational grants and study leaves canceled for our members across the country at different levels. I believe we at the CAMRT are very aware of the impact this will have on MRTs and are working toward

preparing our members for the emerging technological and practice changes from entry level to advanced practice. We are also changing the way we deliver our continuing education platform to assist the needs of MRTs on a restricted budget. We are collaborating with our other stakeholders who are sharing these same limitations.

Of course this is a large country and there may be concerns facing our members that we do not even have on our radar, and if so, I would certainly like to hear from you at dmurley@camrt.ca.

“Over the years as a very involved volunteer the benefits of the CAMRT have been apparent to me, but now I want them to be clear to you whether you are actively involved or not.”

CAMRT: What is your best advice for new graduates?

DM: Each graduate will have a different experience. I work at a clinical site and cannot believe how quickly the four years go by for our students. The common denominator for graduates across the country is the anxiety of having a job at the end. This is the time to be flexible and move to a new province or site. The experience you will get and give to your new environment will develop you into the MRT you have become, no longer a student. Keep an eye on the trends in your environment regarding what your employer is looking for in your discipline. Become the logical choice because of the supporting courses you have taken and be ready to step in to the gap. You will demonstrate that you have a lot to offer.

Be proud of your individual discipline and what you have accomplished to graduate. But remember that the core knowledge we share with the other disciplines of the CAMRT puts us in a unique position to appreciate the knowledge, skills, and

practice of our colleagues. Remember to celebrate each other’s successes and aspirations. Get involved at the provincial and national level as soon as you can. You will grow as a professional and the personal benefits will surprise you. You will also make life-long friends across the country.

A few things about me:

- My family is very important to me; I am married with a son and daughter who are both living on their own following their passions.
- I love to read; I cannot go to bed at night without reading a few pages no matter how late my shift ends.
- Music is a big part of my life; there is a genre to listen to for whatever I am doing.
- My husband and I enjoy traveling and exploring many different cuisines from around the world.
- I find people interesting, which is a good attribute in our profession.
- I look forward to meeting many of you over the next two years when I have opportunity to travel to your area.

We're Building a Brand... and You Can Help

Wendy Martin- Gutjahr, RTR, Chair, Rebranding Steering Committee



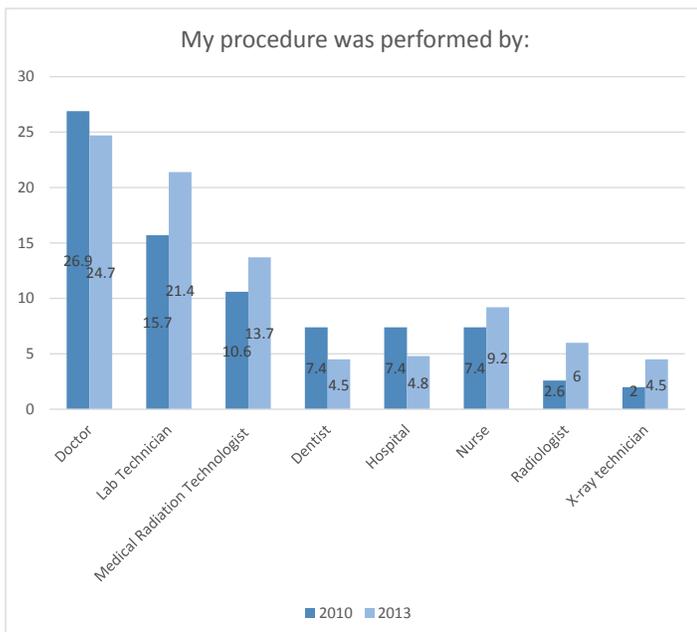
BACKGROUND

Five years ago, CAMRT and its provincial partners identified a critical need to re-brand the medical radiation technology profession—and responded by implementing the award-winning Image of Care campaign. This program is one of the pillars of the CAMRT advocacy program, and is carried out in partnership with the ten provincial organizations, led

by a national steering committee that reflects the diversity of our professional disciplines and our geography.

Working with experts in the marketing/communications field, we undertook extensive market research that helped us define our profession's brand characteristics, brand promise and messages. The findings demonstrated that patients and colleagues had high regard for the care and expertise that MRTs contribute to the healthcare system, **but little recognition of our distinct professional identity** in a very crowded field of healthcare professionals.

Launched in Saskatoon in June 2011, the Image of Care campaign is a **multi-faceted campaign designed to increase recognition of the medical radiation technology profession with the general public, patients in particular, as well with other members of the healthcare team.**



HOW FAR HAVE WE COME?

At the two year mark of the campaign, we've discovered that there has indeed been progress, but there remains much work to do. We continue to have high touch with Canadian patients, with **30% of survey respondents reporting having had an imaging or therapeutic treatment procedure in the last six months.**

We've achieved a **30% increase in brand awareness among the millions of patients** who meet MRTs since our 2010 poll. How long will it take for most patients to know the name of our profession as well as they do that of doctors, nurses and lab "technicians"?

Patient satisfaction, already extraordinarily high in the 2009 study, continues to increase. **Over 90% said they felt respected, listened to and are satisfied with the answers to their questions from medical radiation technologists.**

Share the NOD approach

Use your **N**ame when greeting a patient:

"Hi, my name is _____."

Tell them your **O**ccupation:

"I am a Medical Radiation Technologist, MRT, specializing in _____."

Explain what you are going to **D**o:

"I am going to _____."

Canada's Medical Radiation Technologists: The very image of care. imageofcare.ca

HOW CAN I BE A CHAMPION?

The NOD is a simple but effective concept that all 19,000 members of the profession can adopt in their practice to support our brand outreach objectives. One of our greatest advantages going forward is our extensive brand champion network—literally hundreds of MRTs who have embraced the brand and use our branding toolkit creatively in their workplaces and communities. In a 2011 member survey carried out by CAMRT, only 36% self-identified as brand champions. In our 2013 MRT survey, we heard that **67% of those surveyed are committed to brand championship.**

Our 2013 Brand Champion of the Year is profiled in this issue of the News, and you will meet other advocates for our profession throughout the year. I encourage each of you to learn from their example and to think creatively about how you too can 'do the NOD' and be more visible as the embodiment of the campaign

tagline, the very image of care. I invite you to share your ideas on how we can build on what we have achieved so far with our rebranding committee, and in return, share this bit of branding wisdom on the way forward.

Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful."

Sir Richard Branson, CEO, Virgin.

BRAND PROMISE

Canada's medical radiation technologists are the very image of care. We provide an essential link between patients and their healthcare, mastering the technology and art of providing accurate state-of-the-art diagnostic images and radiation-related treatment. We are committed to providing empathetic "high-touch" care to our patients, while delivering critical "high-tech" services to physicians and other healthcare providers.

We perform our work with confidence, expertise, precision and professionalism. And because we are there with patients at an often-emotional time, we listen and advocate for them in addition to delivering technological expertise. We are the human connection between innovative technology and effective diagnosis and radiation-related treatment.



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RSNA 2013

Once again this year, a group of CAMRT volunteer leaders and staff joined some 55,000 delegates attending the Radiological Sciences of North America (RSNA) conference, held annually in Chicago. Stimulating education sessions, informative industry briefings and numerous occasions for convivial discussions with our major national and international partners made for a productive week. Director of Professional Practice Mark Given presented the CAMRT Best Practice Guidelines to the international community at the ASRT at RSNA session. CAMRT was recognized as a global leader in guideline development for the MRT professions, and received very positive feedback on our approach from participants from those countries who investigating the development of their own guidelines.



INDUSTRY INNOVATION

The RSNA tradeshow is the place to find not only today's state of the art technology and practice tools, but also provides a glimpse into the future. With hundreds of companies and two large Exhibit Halls, it is impossible to see all that is on offer. Director of Professional Practice Mark Given suggests the following highlights from this year's show:

- The patient experience
<http://www.youtube.com/watch?v=3hogNd-dW94A&list=PLMpbsoz7hP4ouiRXL2kiERXmEWWqgMufW>
- Pet/MR
<http://www.youtube.com/watch?v=k650j-QdUbK>
- Radiation dose tracking
http://www.youtube.com/watch?v=9t08JnLzm_M
- Ultrasound –Ergonomics
http://www.healthcare.philips.com/us_en/clinicalspecialities/Radiology/Solutions/epiq.html#module=360
- 3D Mammography
<http://www.itnonline.com/article/hologic-showcases-newest-mammography-technology-rsna-2013>

SEE YOU THIS YEAR?

2014 marks the 100th anniversary of the Society, and RSNA, along with the City of Chicago, is planning a wide-ranging historical retrospective—and with the 101st RSNA, a "future state" exhibition. Canada will be one of the featured countries at the 2014 event; stay tuned for more details as the anniversary planning unfolds.

The 2013 Brand Champion of the Year

Lynelle Yutani—the Journey of an Image of Care Brand Champion



Lynelle is a US-trained medical radiation technologist with advanced degrees in Nuclear Medicine, who also trained as a Radiology Practitioner Assistant (RPA). She holds secondary certifications in Nuc Med, CT, and Mammography. She is certified and licensed in the US as a physician extender as an RPA, as well as a Registered Radiologist's Assistant. In the ten years prior to moving to Canada, Lynelle taught clinically in a hospital-based MRT, CT, and Nuc Med program through Weber State University of Ogden, Utah.

The question everyone asks me is what brought me to Canada... well, to be honest, I followed my heart to Victoria! Yes, there was (and still is) a boy. So, first off, I had to figure out how I was going to find a job in Canada that I was eligible for with a positive labour market opinion. Not surprisingly, there were vacant RT jobs in some niche markets and technically difficult-to-fill positions. One such job was mobile mammography technologist through the Screening Mammography Program of BC, BC Cancer Agency. So for two years I travelled the BC Interior extensively, with the "boob bus" as one of my dear colleagues was fond of calling it. It was one of the most exciting and challenging experiences of my career (I spoke on it at the 2011 SMPBC Forum). During

that time, I was able to observe many different modes of health care delivery in BC. It was like a crash course in Canadian health care.

While life on the road was exciting and working with screening clients was very rewarding, I yearned for a job that allowed me to live full-time in Victoria. That opportunity presented itself when the Island program was approved. I received an email newsletter from the BCAMRT announcing the job opportunities at Camosun College. It really seemed too good to be true! I applied for the job and held my breath for almost 5 months...



Yutani and Louise Kallhood during MRT Week 2013

In the meantime, Louise Kallhood, past President of the BCAMRT and recently of Vancouver Island Health Authority (VIHA), now our Chair, had already been working very closely with Camosun College planning how to implement and build a brand new MRT program! I say build, because there was no space on campus that could be re-purposed for our equipment; they literally had to build us an add-on to one of the Health Sciences buildings on campus. Our program is based on the medical radiography technology curriculum developed at BCIT, which has been shared with us as part of a Provincial Memorandum of Understanding. Once there was a building to work in and content to work on... Camosun needed people to adapt and deliver this new program! This is when I was fortunate enough to be brought into the program.

My background was as a clinical instructor, but teaching collegiately was an entirely new experience to me, I didn't quite know where to start. I had been thinking about the skills and behaviours that I felt my clinical students (in the US) were weak in or lacking. Which ones were the ones that I wanted to have the biggest impact on? The position of an educator gives you a unique opportunity to forward-fashion behaviours and ideas (or so we like to tell ourselves). Where would I start? I knew that the expected body of knowledge at certification was very similar to the US, having recently sat for the CAMRT MRT exam. However, I needed a better understanding of where my experience in the US differed from the Canadian way of doing things. Thoroughly investigating the CAMRT website information seemed like a good place to start. While using the CAMRT competency profiles, scope of practice, and code of ethics, I stumbled upon the Best Practice Guidelines (BPGs).



Right away, I realized that here was a potential to make a significant impact on these students and the profession as a whole. Image IS everything and if we could ingrain the BPGs into students from day one, we would affect their behaviour over the course of their careers. Better yet, as I read on, we could help promote MRTs as a brand while identifying these students as Camosun College students, too! Our students now wear a College MRT Program uniform while on their practicum. Using "Student-NOD" is an integral part in their self identification and disclosure to the patients they treat and is con-

sidered a clinical requirement. While they were learning and practicing the “S-NOD” approach, we affectionately referred to it as being “SNODDY”! It was my hope that teaching them the reasons for self identification and drilling the habit into them, literally from day one, would help further promote MRTs as a brand, protect our patients from misunderstandings in the course of their care, and help students to adopt a more professional demeanour.

“The BPGs, even under development, are a treasure trove of educational information collected and developed by the best minds in our profession.”

I feel that the BPGs represent a gold standard of behaviour that all CAMRT certified technologists should strive to achieve. While litigation isn't as much of a concern in Canada as it is in the US, I can tell you that it is the reason you will not see a BPG counterpart there. Any such guidelines that so clearly outline the best practices will be used as a legal benchmark in the US. Here in Canada, we use them to better ourselves and our profession to the benefit of our clients and patients. Without intimate knowledge of them, how can we expect students or current technologists to strive for this level? The BPGs, even under development, are a treasure trove of educational information collected and developed by the best minds in our profession. This information has been vetted against the collective experience of technologists all across Canada and has been determined to be illustrative of the best practices we can strive to attain. It is this uniquely Canadian viewpoint that helped me to fill the largest gap in my personal experience as well. As an educator, I cannot tell you how highly I value the definitive nature of the BPGs and having the CAMRT's authority behind them. I am excitedly anticipating all of the additional content that the CAMRT is hard at work on and look forward to incorporating more Best Practices into my courses and teaching!

This philosophy is by no means unique to me or any of the MRT courses I teach at Camosun. We believe in helping our students to achieve the highest standard rather than the lowest common denominator. It is a philosophy firmly held by all of our faculty and echoed by Camosun College's educational mission. Not only do we promote lifelong learning; we are on a mission to change the nature of education through our campaign to Change Everything.

As far as what we need to see in the BPGs next: One of the things that we struggled with most this past year was the placement and positioning of lead anatomic markers. I've written a paper in defense of what I've taught our students at Camosun, but there is so much confusion and disagreement on what the “best practices” are! It would be HUGE for the CAMRT to publish a BPG on marker placement. If everyone (at least in Canada) could agree on one methodology and a uniform convention, it would be great. It would be fantastic to poll technologists and radiologists all across Canada, find out what practices are in use, determine the best among them and take the stand on what really IS the best practice. The digital environment has changed the nature of markers and placement so much! If Canada (CAMRT) were to do this, they would be the first to do so! I know, I looked! They would take the lead in establishing this as

a practice worldwide. It would be an opportunity to shape the course of our profession with a global impact.



Yutani pictured here at the opening of Camosun College's Medical Radiography Technology Program
photo courtesy of Lynelle Yutani via Flickr.

©Camosun College

The next project I would like to see is true certification for secondary modality training by examination. Along with that, (and I'm sure these are MUCH larger issues than they appear) I would advocate a level of working licensure to protect patients from having their imaging done by individuals who lack the necessary education and training. When one thinks of radiation safety, I rarely hear people mention just how much additional dose uncertified technologists could be responsible for, alone! The scariest part is that they may not even be aware of it!

continued on page 10 ►



Louise Kallhood, Lynelle Yutani, and Camosun College's Medical Radiography Technology Program's first student intake.

photo courtesy of Lynelle Yutani via Flickr. ©Camosun College

Two New Champions in the Making!

the Journey of an Image of Care Brand Champion... cont'd from page 9

Camosun College's Medical Radiography Technology Program has successfully completed our second student intake. Another group of enthusiastic students applied themselves to learning body positioning, radiographic sciences, patient care, anatomy, and human behaviours before entering the clinical environment. Continuing our use of the BPGs in conjunction with MRT week, students created a roving cooking social. They travelled across our campus sharing their "S-NOD" with everyone who would listen. Handing out homemade cookies shaped like skeleton gingerbread men, our students educated other health care students, general studies students, and teachers on campus about who and what an MRT is and does. The students spent time explaining how imaging and the role of the MRT is an essential link in the diagnostic cycle. Using the "introduction to patient" BPG as a way to foster better understanding and stimulate some of the foundations for good interprofessional behaviours and collaborative practices made our MRT Week activities a huge success.



UPDATE—Two new Champions in the making!

This year marks some exciting changes for our program, we have hired more teachers and are running the program full time with both 1st and 2nd year classes all year round. Brent Mekelburg and Sarah Erdelyi joined us as full time instructors this fall.



Brent completed his B. Sc. in Biology at the University of Alberta and then completed the Medical Radiography Technology program at NAIT. Brent continued his education by completing his MRI certification through BCIT. For many years, Brent has contributed his MRI skills both in Vancouver as well as Victoria, with a highlight being his role as an MRI technologist at the Whistler Polyclinic during the Olympic Winter Games in 2010. Currently, Brent enjoys working on f-MRI projects with the University Of Victoria Department Of Psychology. He has recently joined the faculty in the Medical Radiography Technology program at Camosun College where he endeavours to inspire students to become successful and resilient dynamic performers in the field. He looks forward to imparting his love and knowledge of cross-sectional anatomy and physiology upon students, and integrating innovative technologies to create interactive and authentic learning experiences.



Sarah is the new clinical coordinator for our program, bringing recent relevant clinical experiences into alignment with the rigorous didactic demands of MRT education. She studied at the Eastern Ontario School of X-Ray Technology and Queen's University in Kingston, Ontario where she obtained a diploma in medical radiation technology and a BS degree in life sciences. Prior to starting her career as a college instructor, she worked at a community hospital in the greater Toronto-area as a general radiography technologist, CT technologist, and clinical education leader. She is also a graduate of the CAMRT CT imaging certificate courses.

Our CMA accreditation submission has been accepted and we await our site visit this April. We are deep into Term 5 of our first student cohort and anticipate graduating eager new technologists ready to take their CAMRT exams this fall. We dearly hope that the inclusion of the BPGs serves not only our students well; but, all of those they come in contact with professionally. Heightened awareness of CAMRT best practices and the motivations behind integrating them into our professional practice are paramount to every member of the Camosun MRT program. We are grateful for such a valuable teaching resource and thank the CAMRT for providing us such a powerful tool for ongoing improvement.

Championing Our Profession



Lisa Pretty, RTR, ACR, CTIC of QEII Health Science Centre in Halifax was recently invited to speak at the 14th annual Siemens Canada Innovations Symposium 2013 where the focus was on Educating to Advance Human Health. This is an annual knowledge-sharing event designed exclusively for imaging and laboratory professionals. We are proud that Lisa was chosen as part of the faculty of internationally renowned speakers who shared their insights and best practices in utilizing the latest innovations in computed tomography, magnetic resonance, ultrasound and laboratory diagnostics.

Lisa reported on her work in the field of CT, with "Strategies for Dose Reduction in Neuro Imaging." She presented how her group has been able to significantly reduce overall radiation and contrast dosages for neuro imaging without compromising image quality on the Siemens Definition Flash 128-slice, dual-energy scanner by changing technical parameters and adopting different scanning strategies. For plain head CT and CT Angiograms, for example, SAFIRE, mA dose modulation and Care kV (adaptation) were used to reduce the radiation dose, and for post-contrast head CT, dual-energy techniques were used to reduce radiation dosage.

CAMRT: Lisa, can you tell us how this project came about?

LISA PRETTY: I gave this presentation as well as another at the 2013 CAMRT Conference in Saint John's, Newfoundland. As well as technologists, there were some vendors that also attended my presentations in Newfoundland. During a site visit with our Siemens salesperson and CT technical specialist, I was asked if I would consider speaking at the Siemens sym-

posium. Having built my confidence presenting at the CAMRT conference, I did not hesitate to accept the invitation.

CAMRT: The results of your research significantly reduced radiation and contrast dosage—how did this impact your daily practice?

LP: With an upgrade of our CT scanner, we started to change many of our protocols for iterative reconstruction. A neuro radiologist discussed with me how we should look at our neuro protocols as well. In this automated world that we live in, systems work in our favour to reduce dose based on body habitus. This is not typically applied to CTs of the head and neck, routinely, but we decided to apply them and see the effects. With all changes that we made we are able to not only reduce the amount of contrast media that we used, but also reduced the radiation dose for all neuro procedures from 12 to 52 percent. The changes do not affect our daily routine, but provide the ALARA principle to our patients.

CAMRT: Did you find that the audience were predominately radiologists and physicists? How did they react to your presentation?

LP: The audience was a mixed group of Siemens representatives, physicists, radiologists and technologists. The reaction to my presentation was positive. Siemens has started to approach more technologists to present at the symposium, and has been well received. Questions from the audience were encouraging for our groups, ability to proceed with changes with resultant reduction in radiation dose. There were some technologists that approached me after the talk, who stated that they did not realize I was a technologist until question period, quite a compliment. Before I went to the symposium, I was speaking with a radiologist, regarding some changes that we were discussing for a research protocol that he is involved in. In our discussion, I was simply using terms for common components of any CT protocol. He however, told me that he would take any advice that I had, because I seemed to be speaking another

language. I simply laughed it off, but he reminded me that I was the expert, and not to underestimate my knowledge. This gave me even more confidence to speak about what technologists know.

CAMRT: Do you have any other research projects you are currently working on?

LP: I have been actively working on several research projects in our diagnostic imaging department for several years. I have been the contact technologist to review and set up numerous CT protocols. I am currently acquiring images for two respiratory research projects and have some fossil acquisitions in the future for a local university.

CAMRT: What advice do you have for MRTs who are interested in research?

LP: Speak with your radiologists and residents if you are at a teaching facility. It was the encouragement of a radiologist that gave me the confidence to pursue producing an educational exhibit for the American Society of Neuroradiology (ASNR) 51st Annual Meeting, May 20-23, 2013, in San Diego, California. The work was already done, I just needed to compile the information and submit. The exhibit was well received, so I submitted it for display at the Capital District Health Authority (CHDA) Quality Week, June 2013 and Atlantic Radiology Conference October 2013. Once the educational exhibit was produced, sharing the information from our findings in a presentation was the next step. CT is a field that is ever changing and there is always something new on the horizon. Where will we go from here? We may not know where we will end up, but enjoy the ride. Ask questions and look for the answers in your daily routines, ideas are all around you.

Representing the CAMRT Internationally

Every year, the CAMRT works with the American Society of Radiologic Technologists (ASRT) to sponsor two of our members to attend the ASRT Leadership Academy for Educators.

This past year, **Stephanie Lea, RTR** (from Halifax, NS) and **Maria Boyd, RTR, RTMR** (from Burlington, ON) won the CAMRT competition to attend the academy in Chicago. We asked Stephanie and Maria to tell us a little bit about their experience, and what drew them to education.

QUESTIONS FOR STEPHANIE:

CAMRT: Stephanie, when did you first become involved in education?

STEPHANIE LEA: I formally began my role as a full-time educator three and a half years ago when I joined the radiological technology faculty of the QEII/Dalhousie School of Health Sciences. However, since graduating as a radiological technologist 14 years ago I have had many varying opportunities to be involved in education. I have always enjoyed helping and teaching others and becoming a radiological technologist allowed me to work in the clinical department as a preceptor with students on an almost daily basis. My interest in education also allowed me to be a sessional lecturer and helped me in my previous role as a clinical coordinator where preceptor education was a major component of the job.

CAMRT: What were some of the biggest takeaways for you from the academy?

SL: I found the academy to be a very inspiring and energizing experience, and it made me very proud to be a radiological technologist and educator. It was so interesting to hear about how other countries are educating future MRTs and it was fun to talk about the similarities, and especially the differences. Everyone was very interested to hear how we do things in Canada and it was strange for me that I was seen as an international attendee!

I think the biggest takeaway for me was that as educators (and MRTs) we really need to be open to new ideas and to make sure we share what works with others.

I also learned a great deal about my personal leadership style, which is helping me to continue on a journey of professional and personal growth.

CAMRT: How have you implemented any of this new knowledge into your daily routine?

SL: I am now very conscious of always striving to share information and ideas, and I am much more engaged in collaborative activities than I was before. I really appreciate how energizing it is to share ideas with others, especially colleagues from other parts of the country.

One of the goals of the academy was to discuss the role of technology in the classroom and to share ideas about what tools are available. I am now trying to find new and innovative ways to educate students. I am also learning a great deal about these tools and how others are using them!

CAMRT: You have volunteered for CAMRT on the Fellowship committee and as an Item Writer for RTR—what did you get from this experience?

SL: My first experience on a CAMRT committee was the Fellowship committee and it was amazing. I learned so much from my fellow committee members and the experience really pushed me to use my skills and knowledge to the fullest. The experience was so positive that I volunteered to be on the RTR Item Writing committee!

The Item Writing experience was better than I ever imagined especially as I was a bit nervous, being my first time. The opportunity to discuss (& debate) questions really made me excited to be an educator and solidified the importance of continuing professional development. I have been able to use the skills I learned from this experience in my daily work and I believe it has made me a better educator.

I would highly recommend the ASRT Leadership Academy for Educators and encourage all MRTs to volunteer for one of the many CAMRT committees. Both of these opportunities have had a very positive impact on me both professionally and personally. I would like to thank the CAMRT for allowing me to have these fantastic experiences.

QUESTIONS FOR MARIA:

CAMRT: Maria, you have volunteered for CAMRT on the Exam Validation committee for MR and are a member of the Education Advisory Council—can you tell us why you choose to share your expertise by volunteering?

MARIA BOYD: As an educator I believe it is important to stay involved in our association to share both educational and technical ideas and concepts. I am still an active technologist, which also assists in my teaching and involvement in the committees. Every time I leave a meeting I feel I have learned something new and /or am reinforced that my students are being taught in the same manner as other students in other programs and institutions. I leave with a great sense of satisfaction from being part of these committees and have made many wonderful friends across the country. The work done by these committees is improving and maintaining our skills, knowledge and judgment as technologists and as a whole. As an association, we need to grow and stay strong and this can only be achieved by members becoming involved. I am very grateful for the opportunity to be involved with these committees.

CAMRT: What do you enjoy most about education?

MB: The satisfaction on a student's face when they finally understand a concept (light bulb goes off). I use a lot of analogies while teaching so I will use one here as well. It is like a mother bird pushing her young out of the nest. She sees them fall but they get up and fly away. I see my students struggle and with assistance they too gain the confidence to be successful on the national exam and continue with their career. I meet many post graduates during site visits and am very proud they are successful in their career- it makes all the extra time and effort all worth it.

CAMRT: What were your favourite moments from the academy?

MB: The entire experience was wonderful. I met wonderful people from all modalities and backgrounds. The moment that stands out most is how well everyone came together as a group to share ideas and concepts, and even went out

as a group for dinner. As a group we rented the coach bus the last night and went out for dinner, we had a full coach bus!! We sang like kids going to camp, it was as though we were long lost friends getting together.

I learned so many concepts of teaching from every single person, from military to private and government funded institutions. Even though we were from different geographical areas we had the same concerns and struggles; we are all technologists doing the same job, learning or teaching the same concepts. The sharing is my most memorable moment.

I was very proud to present a mini power point on our Canadian ways (as did Stephanie). I was proud to share information on our national association. Even though we are a small group compared to the United States we can stand tall, they were very impressed on our knowledge and contribution of ideas and concepts.

CAMRT: What are some of the skills learned at the academy that will have the biggest impact on your daily practice?

MB: ASRT were very welcoming, every person in this academy received a CD with amazing online tools to share with students. As my program is completely online this was an amazing gift (I have been trialing some of these tools and so far they are proving to be helpful). Other members of the group also demonstrated ideas and provided lectures on skills and teaching ideas and self evaluations as an instructor, which again was amazing. We sometimes forget to assess ourselves as part of the teaching process.

If I had to choose one specific tool I would have to say the self evaluation was the most powerful tool. This was sent to us prior to our arrival, and the results were handed out to us near the end of the week. The entire assessment was explained and I learned so much about myself as an educator (and a person).

The entire experience was one I will never forget, I am so thankful for the opportunity.



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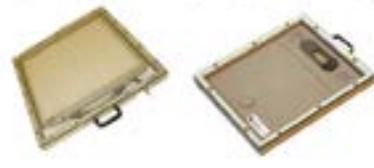
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Leadership Development Institute—Two Perspectives



Rejuvenated, Inspired and Confident!

Myrna Lingenfelter BSc., BHSc., RTR, CBI

I had the pleasure of attending this year's CAMRT Leadership Development Institute (LDI) in Ottawa. I was one of 18 participants from across the country that spent three days learning the ins and outs of leadership. Mark Given (Director of Professional Practice) and Deborah Murley (President-Elect) talked about the roles that the CAMRT, provincial associations and regulatory bodies play in our profession. Also, Lisa Di Prospero (Editor in Chief, JMIRS) discussed the importance of research as part of leadership.

Our guide on this journey was Sylvie Lapointe, a professional facilitator from L2 Emergency. Sylvie is a wonderfully upbeat speaker, whose charming personality and knack for storytelling kept me engaged all weekend. The material was delivered in a variety of formats including lecture, group work and personal reflection, and we touched on topics such as personality dimensions, learning styles, effective teamwork and creative problem solving.

So, what is leadership anyway? I have learned that it can look like many things. Leadership is seeing that something is not working and having the courage to change it. Leadership is striving for personal growth. Leadership is doing research to further your profession. Leadership is being a role model and inspiring others.

My biggest takeaway from the LDI was the personality dimensions. I now understand my personality type better and it was amazing to learn how it drives my decisions and affects the way I function in every day life. I am also now equipped to figure out the personality types of those around me, which will allow me to have more meaningful interactions with them.

It was a wonderful experience to learn what others are doing across the country and to be inspired by their efforts. At the end of the three days I left Ottawa feeling rejuvenated, inspired and with more confidence.

Where Game-Changers are not Afraid to Share Their Passion

Amanda Johnston, MRT (R)

The LDI is a three-day program that is geared towards medical radiation technologist/therapists (MRTs) who are just beginning their career and have been in the field for more than two but less than ten years. They look for future leaders, or as I like to call them "game-changers"; MRTs who are interested in leadership, passionate about their discipline and want to take their career to the next level.

When I first heard of LDI, I hoped that I could use the program to help me convey to my coworkers in other health care professions that MRTs also play a key role in the patient's recovery; even though the patients spend only a short time with us, we too have great patient care skills and oftentimes leave a very lasting impression. I wanted to inspire other MRTs to love the career that we all have chosen, as much as I do. To see beyond "the job" and see the amazing part we play in saving lives. Most importantly, I wanted to come away with the answer to this simple question: How do I share my passion so that it inspires those around me?

I think that all who attended the LDI came away with a revitalized sense of empowerment, confidence, and motivation to take back to their own province and places of work. Not to mention a new network of life-long friends that we now know we can rely on in case we need a re-charge. Taking in Sylvie's experiences and the passion of these game-changers who attended the LDI has re-energized my love of being an MRT. At work, I have already used some of the tools I learned to start our team meetings in a more open and positive manor. My coworkers promoted each other with positive affirmations allowing every individual to see the positives in daily activities, which put everyone in great spirits to start our normally lacklustre team meetings.

I strongly encourage others to apply in the spring for the fifth session of CAMRT's Leadership Development Institute.

You can find more information about the program at:
<http://www.camrt.ca/abouttheprofession/camrtleadershipdevelopmentinstitute/>

A Royal Visit

Amanda Bolderston, RTT, FCAMRT



One of the highlights of the year for CAMRT was the invitation to CFB Borden in Ontario, the “Home Station” of the Royal Canadian Medical Service (RCMS) to participate in a ceremony to honour them for their valorous service in Afghanistan operations since 2002. Her Royal Highness the Princess Royal, Princess Anne, Colonel-in-Chief of the RCMS presented them with her Royal Banner, which is only the third Royal Banner to be presented to the Canadian Armed Forces. The second Royal Banner was also presented to the RCMS by Her Majesty Queen Elizabeth the Queen Mother (their previous Colonel-in-Chief) in 1985 to commemorate the centenary of Canada’s military medical service.

The ceremony was overseen by the Surgeon-General Brigadier-General Bernier. The banner was presented by Princess Anne to the troops, and then it was blessed and there were several addresses followed by a royal salute. Meeting the Surgeon-General at the reception afterwards was an enormous honour—he spoke warmly of the role the allied health professions play in harmony with the physicians of the RCMS and offered that we were “de facto” members of the RCMS. Many of the families were there to participate in the ceremony where I learned that the RCMS had achieved the highest casualty survival rate of any conflict in history but RCMS personnel had suffered the most casualties in any non-combat group during the conflict.

We were invited with other health care professional associations such as the Canadian Society of Medical Laboratory

Technicians, the Canadian Nursing Association, the Paramedic Association of Canada, the Canadian Physiotherapy Association, the Canadian Medical and Biological Engineering Society, the Health Care Leaders Association, the Royal College of Physicians and Surgeons and the Canadian Association of Physician Assistants. The networking and discussion during the day was very valuable, especially hearing the similar challenges and issues that other national associations are facing (for example, diminishing conference attendance, regulation changes, shifting entry-to-practice requirements and health human resource issues in their professions). I offered several groups the invitation to collaborate with CAMRT in the future.

All of the “VIP” presidents were given the opportunity to meet Princess Anne for a few minutes; she was very gracious and spent much longer than her allotted time in the room (we were told she does over 400 engagements in a year!) She asked

me what our members did, and if technology had changed much in the last few years. She also asked if many IEMRTs were working in Canada (spotting my accent!).

At the end of the day we received a very nice framed copy of the new Royal Banner for the CAMRT office and a very warm send off from the RCMS!



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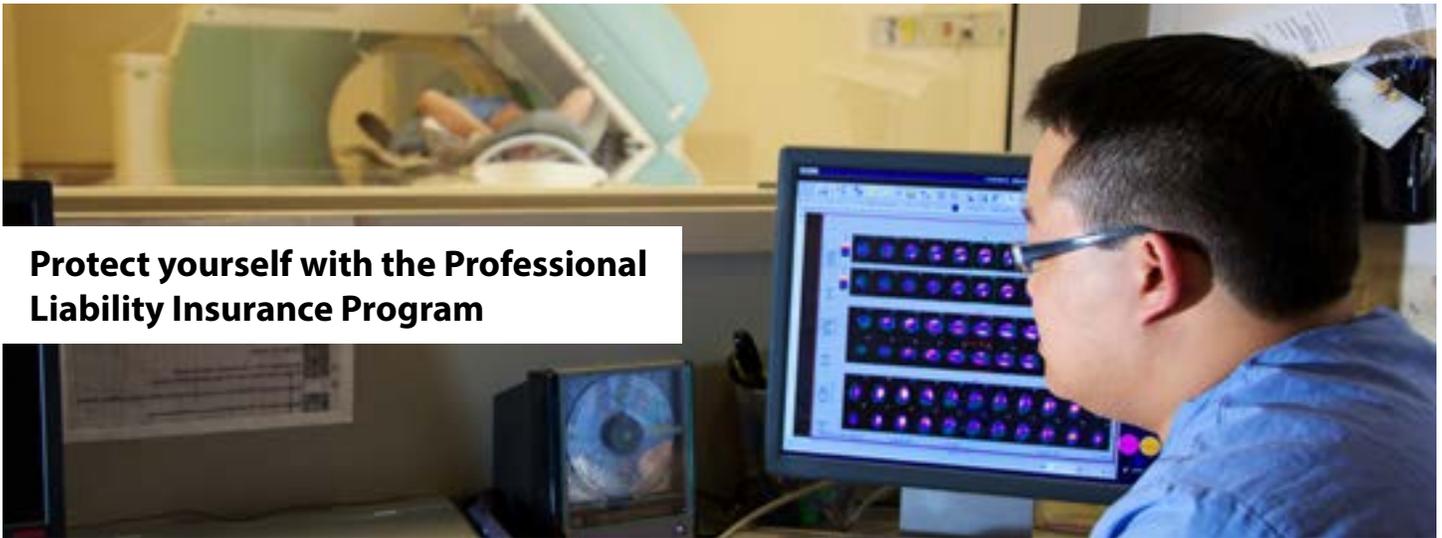
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For more information, please visit the CAMRT's PLI microsite at <http://www.camrt.ca/abouttheprofession/professionalliabilityinsuranceprogramexclusivetocamrtmembers/>

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FOR ONTARIO MEMBERS

As you are aware, changes in the requirements for Professional Liability Insurance (PLI) will come into effect on **March 31, 2014** for CMRTO members. A member engaging in the practice of medical radiation technology must hold, or otherwise be covered by, professional liability insurance that provides that person with coverage for the practice of the profession of medical radiation technology. MRTs who are members of the OAMRS/CAMRT already hold PLI that currently meets the requirements set out in the CMRTO by-laws. Protect your name and reputation. Protect your professional designation that you have worked so hard to attain by securing your own professional liability insurance policy. It's your responsibility and it's invaluable.

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2014 Annual General Conference



Come join us at the 2014 CAMRT Annual General Conference in the beautiful Shaw Conference Centre in Edmonton, Alberta, May 29-June 1, 2014. CAMRT in collaboration with the Alberta College of Medical Diagnostic and Therapeutic Technologists are pleased to introduce our exciting line up of speakers who will share their experience and expertise; we're sure their presentations will prove insightful and inspirational.

SPEAKER HIGHLIGHTS INCLUDE....

Welch Memorial Lecture: The prestigious Welch Memorial Lecture will be delivered by **Del Leibel**. Del has over 20 years of experience and has worked at the BC Cancer Agency's Vancouver, Fraser Valley and Abbotsford Centres in various roles as a Radiation Therapist, Clinical Instructor, Treatment Module Resource Therapist, and Chief Therapist. He is currently a Radiation Therapy Clinical Educator for the Abbotsford Centre. Del has his CAMRT Advanced Certification along with certificates in Adult Education, Healthcare Management and CT Imaging. He has a BSc (Hons) from Anglia Ruskin University and is currently working on the last stage of his CAMRT Fellowship.

Opening plenary speaker: Dr. A.J.B. McEwan is an internationally recognized expert in the fields of radioisotope therapy, molecular imaging and imaging bio-

markers. Through a series of competitive awards he established the Edmonton PET Centre in 2002, and has built the program into major support infrastructure for the Department of Oncology, and collaborators across the University. He is the current lead in the Edmonton Led Consortium established by Natural Resources Canada to demonstrate the feasibility of manufacturing technetium-99m using a mid-energy medical cyclotron. Through Federal and Provincial granting initiatives he has been awarded over \$14 million to support this research.

His clinical practice and clinical research interests are in thyroid cancer and neuroendocrine tumours. He has established the largest radioisotope therapy program in Canada including being the first in North America to utilize ¹⁷⁷Lu Octreotate by introducing it to the Cross Cancer Institute in 2010. In addition, the Edmonton PET program has established a library of eight research radiotracers that are routinely available to translational and clinical researchers on campus and collaborations with the Edmonton Radiopharmacy Centre have enabled the PET program to become a regional supplier of PET radiopharmaceuticals.

Dr. McEwan has been past president of the Society of Nuclear Medicine and also of the Canadian Association of Nuclear Medicine. He is also a member of the

Society of Nuclear Medicine Clinical Trial Network. In these roles he has represented the discipline at numerous venues, including discussions with the U.S. and Canadian federal governments, the FDA, industry and other medical specialty societies. In addition he proposed that Molecular Imaging and Imaging Biomarkers should be a major focus of the future use of medical isotopes and radiotracer technologies in the management of patients with cancer and other diseases. He was Special Adviser on medical isotopes to the federal Minister of Health from 2009 to 2011, and he sits on the Nuclear Energy Agency's High-Level Group on medical isotopes. Dr. McEwan has taken on the role of Commissioner for the Canadian Nuclear Safety Commission and currently is the Chair of the Department of Oncology at the University of Alberta.

Closing plenary speaker: Brenda Robinson has been working for over 30 years in the training and development field. She has spoken at conferences, developed and delivered workshops, provided organizational consulting and coached people for success in their roles on teams and in their diverse workplaces.

Brenda's passion is for creating positive, productive learning environments. Her research and development focus is on "people skills". She works tirelessly to build resources to support people to

communicate more effectively, work together more productively and get the best results possible for themselves and their organization. She continues to address new challenges to provide services to assist individuals and teams to effectively manage change, stress, priorities and develop new work habits. Brenda has a positive approach to everything she does. She believes in balancing who we are and what we do. She puts equal energy into her work and her family.

Brenda received her Bachelor of Arts from Brandon University in Brandon, Manitoba (Major in English) and her Masters of Education from Simon Fraser University in Burnaby, B.C.

Join Brenda to listen, laugh and learn about other people and about yourself.

Conference plenary speaker: John Ly-sack, MSc, MD, FRCPC, is a Clinical Associate Professor in the Departments of Radiology, Clinical Neurosciences, and Surgery at the University of Calgary, and

is the Director of Head and Neck Imaging for Alberta Health Services (Calgary Zone). He trained at Queen's University and Harvard Medical School before joining the Neuroradiology Division at the Foothills Medical Centre in Calgary in 2008. He is also the Director of Imaging Research at the Ohlson Research Initiative, where his focus is on the development of imaging techniques and processes to improve diagnostic accuracy and clinical outcomes in patients with head and neck cancer.

International speaker: Jennifer Yates is the recipient of the International Speakers Exchange Award, which provides a speaking opportunity at the CAMRT conference to an outstanding member of the American Society of Radiologic Technologists. Jennifer has been an RT for 27 years and an educator in radiologic sciences for 24 years. She holds a doctorate in Adult Learning and Organizational Leadership from Columbia University in New York City, a Master's Degree in Adult Learning from Capella University in Minneapolis, Minnesota, a Bachelor's degree in Com-

munity Health from the University of Northern Colorado in Greeley, and an Associates Degree in Radiologic Technology from Aims Community College in Greeley, Colorado. Jennifer has served as Radiologic Science Program Director at Merritt College in Oakland, California since 2002. She currently serves on the editorial review board for the American Society of Radiologic Technologists peer-reviewed journal, Radiologic Technology. Jennifer will be presenting her dissertation research on Developing Complex Problem Solving Skills in Radiologic Science.

After the last CAMRT conference in May, a survey was sent from Destination St. John's to ten different conferences that had been held in Newfoundland (and their attendees). One of our delegates won the draw! The lucky winner was Natalie Lauzon, RTT from Ontario, who received an iPad just in time for Christmas. Congratulations, Natalie!

- NOTICE OF MEETING -
72nd ANNUAL GENERAL MEETING
Friday, May 30, 2014
16:00 to 17:30

The 72nd Annual General Meeting (AGM) of the Canadian Association of Medical Radiation Technologists will be held at the Shaw Conference Centre, Edmonton, Alberta.

Preliminary Agenda

1. Call to Order and Roll Call
2. Opening Remarks—CAMRT President and Chair of the Board
3. Approval of Minutes of the 71st Annual General Meeting of May 23, 2013
4. Business Arising from the Minutes
5. Annual Reports
6. Motions presented to the membership
7. Appointment of Auditors
8. Other Business
9. Adjournment

The CAMRT Annual General Meeting (AGM) is held each year in conjunction with the Annual General Conference. This meeting provides members attending the conference an opportunity to discuss the business and the activities of the Association. Everyone at the conference is encouraged to attend this very important event, although only CAMRT members are eligible to vote.

The documents required for the Annual General Business meeting will be included in the 2014 AGM Workbook, a comprehensive document containing relevant information and reports discussed during the meeting. Copies of the AGM Workbook are provided to all annual general meeting attendees. The AGM Workbook will also be available on the members' only section of the CAMRT web site by early April 2014 (www.camrt.ca). Should you be unable to attend the Annual General Meeting, you may appoint your vote by proxy. The proxy form and relevant information will also be available on the members' only section of the CAMRT web site by early April 2014. Completed proxy forms should be received in the CAMRT office **no later than 5:00 p.m., Wednesday, May 21, 2014.**

MRT/MRS Week 2013

Every year, we are blown away by the creativity and dedication that MRTs across the country, and beyond, display when celebrating MRT Week, held in conjunction with Medical Radiation Sciences (MRS) Week in Ontario; and this year was no different. Over 500 celebrations took place in hospitals, clinics, schools, and cancer centres from Victoria to St. John's, and everywhere in between. Here are just a few of the many highlights:

MRTs at **Cowichan District Hospital** in North Cowichan on Vancouver Island, and MRT Week were profiled in a Cowichan News Leader Pictorial.

CARO President, Ross M. Halperin, MD, FRCPC, also the Professional Practice Leader, Radiation Oncology, BCCA Centre for the Southern Interior in Kelowna, BC, got in on the celebration by sending his thanks and encouraging others to do the same to all BCCA centres throughout the province.

BCCA celebrated MRT Week with daily Breaking Rad quizzes which asked questions linking the profession to the incredibly popular TV series, Breaking Bad.

Kim Voigt, RTR, St. Albert, AB:

We have a small department at East Edmonton Health Centre with only one tech on duty at any given time so potlucks and coffee parties can be pretty lonely events. So instead I decided to make MRT Week more about educating the others in our health centre about the role of the MRTs. I set up a posterboard display in the building lobby outlining different aspects of our job, and I placed the tent cards, info cards and posters from CAMRT in various areas. I also shared a bit of "X-Ray Trivia" each morning at the team huddle (by the end of the week the others were really looking forward to what I might share). I handed out "Bone" candies and I baked skeleton sugar cookies and brought them in for the family care clinic staff—I have learned that food always makes people pay attention! For the MRT team in our department I was able to provide each with a pen and lanyard (and skeleton cookies!) to show my appreciation for the great job that they all do every day.

Shirley Kelemen, RTNM, Edmonton:

Here is how the department of Nuclear Medicine at the Royal Alexandra Hospital in Edmonton, celebrated MRT Week: we made a music video and shared it with the rest of Diagnostic Imaging! Then we posted it on You Tube because we were so proud—it is titled "Radioactive—In the Style of Nuc Med". Check it out on Youtube at: <http://www.youtube.com/watch?v=A4OuOVNb2s0>.

Christine Jeske, RTNM, St. Albert, AB:

In celebration of MRT Week last week, our department made a video about Nuclear Medicine, based on the popular song "Radioactive" by Imagine Dragons.



Tamara Schaab-Johnson, RTR, Winnipeg:

I wanted to let you know that to celebrate MRT Week, the Medical Radiologic Technology students at Red River College in Winnipeg, hosted a pizza sale. Not only did they raise awareness of the profession but they raised over \$200 which will be used to send students to the MAMRT annual conference in the spring.



Jenna Bruderer, RTR, CTIC, Thompson, MB:

We celebrated MRT Week in Thompson Manitoba: with an ad in the local paper to help bring awareness to our profession; we

circulated a word find puzzle to staff at the hospital to complete for a chance to win gift cards for Tim Hortons; posters provided by the CAMRT were put around the hospital and we had a display set up in our patient waiting room; on the Thursday all hospital staff were invited to the cafeteria for cake and punch to celebrate our profession.



Joanne Gough, RTR, London, ON:

For St. Joseph's Health Care in London, ON Joanne created a poster celebrating all OAMRS members throughout Medical Radiation Sciences (MRS) Week.



Natalie Gorval, RTR, Sudbury, ON:

"I believe that this entire week is dedicated to the Image of Care"

For myself, peers, and students, October is a fun filled month to gather our thoughts and put them into promotional action as we anticipate our MRS/MRT celebration week in November.

This year the Medical Imaging & Radiation Therapy Programs at Health Sciences North (HSN) and the Northeastern Ontario Regional Cancer Centre (NEORCC) amalgamated their celebratory efforts in a very radiating way. Awareness was raised with simultaneous events across the organization. Below is a breakdown of some of our

successes:

- Daily Colleague Education Lunch & Learns (Presentations: Memorial Award candidates, Sonography pathology case studies and ePortfolio)
- Cafeteria and Lobby promotional displays by students
- HSN Open House, showcasing the MRT and Sonography profession/professionals behind the dynamic technology
- HSN announcement in our Staff Newsletter
- 2 Facebook posts on our HSN page
- CAMRT group Webinar: "Linking Patient and Practice—the MRT's Professional Choices"
- Participants wearing MRS/MRT week gear/t-shirts.



Wade Phibbs, M.R.T. (R) AC (R), Stratford, ON:

At Huron Perth Healthcare Alliance Stratford Hospital we had a great week. The students set up a very good display in our front lobby. We had a great coffee break for all staff with guess the number of candy skulls in the jar, plus other door prizes.

We were spoiled by our radiologists who had lunch catered in, gave us some nice gift donations and other staff who treated us with MORE food.

An e-mail was sent to all staff to explain the importance of Medical Radiation Technologists being a vital link in the diagnostic process.

Thanks to CAMRT for all the wonderful items, they were appreciated by all!

Sandra McIntosh, RTR, CBI, Collingwood, ON:

Our three students created a display board for the main foyer of the hospital. From each of the modalities, two questions were comprised and edited by our manager to create a quiz for the public. There was a prize donated for the top score to be drawn

from a drop box. My husband donated a cedar bird house in support of MRS week. The hospital's online information bulletin gave awareness to the modalities and the prize draw.

Our radiologists provided lunches for our departmental staff. We at CGMH are very happy to have displayed the tattoos, posters and lanyards for the public's interest.

Marion Bowslaugh, RTR, ACR, Lynden, ON:

At Hamilton-Health Sciences-McMaster Site we have numerous events to celebrate the week. Monday, the senior technologists provided breakfast for the staff. Tuesday, the Radiologists provided lunch for the staff. Wednesday, the staff celebrated with a potluck lunch. Thursday, the corporation (4 Sites) hosted an evening off-site celebration, which featured videos of staff talking on the theme of The Essential Link. And, finally, Friday, a pizza lunch. But not everything is food. The students and CEL manned a display in the front lobby of the hospital. Also there was a photography contest & a 50/50 draw.

Dolores Dimitropoulos BSc. MRT(R), Etobicoke, ON:

A presentation, titled Spotlight on Medical Imaging, was made to the Manager's forum group in the hospital. This group is comprised of all managers, clinical, and non-clinical. It was well received. The intent was to make it informative in a light hearted way and have the pictures trigger questions and conversation which it did. Most colleagues know of us but really do not know what it is we do unless they have been through something personally.

We have also embraced the NOD initiative in the department and make every effort to promote our profession. That is an ongoing plan that reaches out every day.

Nazeg Gabriel, second year Radiological Technology student at the Michener Institute, and President of the Medical Radiation Sciences Society, 2013-14:

This year, we have decided to go "all out" for MRS Week. Working with both Radiological Technology and Radiation Therapy students in first and second year has made it possible to even make a week itinerary. However, one "event" which I hold close to my heart is the idea of customized "Medical Radiation Sciences" sweaters. These sweat-

ers include both the University of Toronto and The Michener Institute seal on them, the program name at the back, as well as a personalized printing of students' name and subprogram (e.g. Radiological Technology) on the sleeve. After having experienced Michener for one year, I realized what was missing in my life; it was school spirit, the pride of being a Michener student and the joy of the thought of being a future health care professional.



Students volunteered at the MRS booth in the front lobby at The Michener Institute to sell baked goods during Bake Sale Hours! We also sold Raffle Tickets; all proceeds made at the booth are donated to Prostate Cancer Canada.

Students were also free to take the ordered CAMRT freebies as well as free juice boxes donated by the OAMRS.

Second year Radiological Technologist students hosted the first year Radiological Technologist students to a Question and Answer session. [Second year students] spoke about our clinical experience, how to prepare, what to expect, and a couple of pointers on how to study during the hectic times of midterms and finals. Over 30 first year students attended and over 12 second year students volunteered.

Stacey Noppen, RTR, Barry's Bay, ON:

St Francis Memorial Hospital had a great time celebrating MRT Week 2013. There was a great amount of feedback regarding our 'Buy a Bone' contest and lunch and the webinar was enjoyed by all techs on World Radiography Day.

What St Francis Memorial Hospital in Barry's Bay, Ontario did to celebrate MRT/MRS Week 2013.

- Various skull themed items during the week; mugs, skeleton straws, skeleton cat
- E-mail and cafeteria vouchers for all



Alison Giddings raised \$240 selling 50/50 tickets to her colleagues at Vancouver Cancer Centre

CAMRT FOUNDATION CONTEST WINNERS

The CAMRT Foundation would like to thank those that participated in this year's fund raising challenge. A total of \$400 was raised by departments in B.C. and Ontario.

Special thanks to the organizers **Lynda Jackson** at the Cancer Centre of Southeastern Ontario, at Kingston, Sarah Christiansen at Fraser Valley Cancer Centre, **Gillian Long** at Abbotsford Cancer Centre, and **Alison Giddings** at Vancouver Cancer Centre.

The Foundation thanks everyone for their generous support.



NEWS from the Journal of Medical Imaging and Radiation Sciences

NEW EDITORIAL BOARD

The editorial leadership of the JMIRS now includes two arms: a smaller executive, as well as a larger board. The executive is made up of the EIC, Deputy Editor, Managing Editor and Associate Editors representing all medical imaging disciplines. The executive will drive the strategic direction of the journal through their expert intentional review and selection of content to share with our readership. The larger board has been tasked to provide consultation regarding the continuous improvement of the JMIRS as it builds in quality and reputation among our field—to become the journal of choice. Please see the journal website (www.jmirs.org) for a full listing of board members.

ELIIT RESEARCH ACADEMY

In February 2014, the JMIRS, in collaboration with CAMRT and Canada's premier radiation therapy conference (RTi3), is looking forward to presenting ELIIT, a one-day research academy. The academy is not only a forum to teach the basics of research, but more importantly, a forum for learning, discourse and the establishment of collaborative partnerships and mentorships. We are pleased to sponsor eight MRTs from across Canada with the opportunity to attend the academy, and anticipate seeing their work in print.

THANKS TO PEER REVIEWERS IN 2013!

Building on the recruitment of our esteemed board, as well as the inaugural ELIIT academy, we have surpassed our projected targets in 2013 with a 40% increase in submissions, as well as the inclusion of professional discourse in the form of Letters to the Editor. This dramatic increase in submissions equates to double the amount of peer reviews. Thanks to all our peer reviewers for their efforts in 2013, as without them, the research rigour of the JMIRS would not have solidified to its current level.

CAMRT RESEARCH GRANT

Our December issue includes an article written by the winners of CAMRT's 2011 research grant. Check out the article online today! "In Their Own Words: A Qualitative Descriptive Study of Patient and Caregiver Perspectives on Follow-Up Care after Palliative Radiotherapy" by **John Hsien, MHSc, MRT(T)**, **Tara Rosewall, MSc, FCAMRT**, and **Rebecca Wong, MBChB, MSc, FRCP**. And be sure to apply for your chance to win this \$5,000 research grant for original research related to medical radiation sciences. Please refer to the CAMRT website for more information.

CAMRT Foundation: Working for You

The CAMRT Foundation (CAMRTF) is a volunteer-run charitable foundation that exists to support its members, as well as the advancement of the MRT profession. A separate entity from the CAMRT, the Foundation complements and enhances the educational activities of the professional association and its members by providing financial support for educational endeavours and worthy scientific, and humanitarian contribution.

Since 1989 the Foundation has distributed a total of **\$213,880** in grants to provide financial assistance to CAMRT members in their quest to improve their educational status. We recently caught up with four past grant winners to find out where they are now and how winning a CAMRTF grant helped them achieve their educational goals. Jackie, Lisa, Angela and Kerrie are just four of the almost 100 CAMRT members who have received a grant from the Foundation. To learn more about the CAMRT Foundation, the grants available, or to donate to the future of the MRT profession, visit: <http://www.camrt.ca/aboutcamrt/camrtfoundation/>.

<p>JACKIE MIDDLETON</p> <p>What year did you receive the grant? 2012 & 2013 How much did you receive? Total \$7,500 Why did you apply for the grant? I applied for the grant hoping for some financial assistance with the costs associated with completing a Master's degree. How did the grant help you achieve your goal? By December 2013 I will have completed a Masters of Education in Health Science Education. Because of the financial assistance from the CAMRT Foundation the financial burden was alleviated substantially. I didn't have to postpone taking courses for financial reasons. Because of this, I was able to complete the degree in just 28 months. I will now be able to focus on applying my learning to my work. The timing is perfect as the current radiation therapy school in Alberta is transitioning into a BSc program at the University of Alberta's Faculty of Medicine and Dentistry. I am now fully prepared for the curriculum development work we are about to embark upon for the new program, and for becoming a contributing member of our small but expanding radiation therapy research community.</p>	<p>ANGELA TURNER</p> <p>What year did you receive the grant? 2012 How much did you receive? \$2,500 Why did you apply for the grant? The foundation Grant supported me in being able to finance a two year Masters course in Health Sciences at the University of Toronto while working part time at the Odette Cancer Centre as a radiation therapist. How did the grant help you achieve your goal? My goals in pursuing a Masters course were to increase my knowledge and skills in research, education and leadership. Working as a research therapist at Odette Cancer Centre often involves working in collaboration with other health care professionals both within our institution as well as other organizations. Participating in ongoing academic and professional skills development is therefore important professionally in order to demonstrate competence and foster confidence in our role in research. I have now completed my course and with the financial help I received from the CAMRT Foundation Grant I was able to maintain my part time position and achieve my academic goals.</p>
<p>LISA PYKE</p> <p>What year did you receive the grant? 2012 How much did you receive? \$4,000 Why did you apply for the grant? I applied to the CAMRTF grant to help offset the costs incurred while completing my Masters of Art in Leadership from Royal Roads University in Victoria, BC. During the Royal Roads Leadership program I had to travel from PEI to BC four times to participate in the residency portions of the program. How did the grant help you achieve your goal? The CAMRTF grant enabled me to attend the residency portions of the leadership program, which gave me an opportunity to build relationships and create meaningful learning opportunities with other health leaders from across the country. With the CAMRTF support, I was able to focus on research exploring how succession planning could be used to cultivate leadership within Healthcare organizations. The CAMRTF's support enabled me to complete my research, which I believe can be used to help transform healthcare workplaces into learning cultures, resulting in resilient organizations with sustainable leadership. I am profoundly grateful for the support I received from the CAMRTF. Thank you.</p>	<p>KERRIE PILON</p> <p>What year did you receive the grant? I received the CAMRT Foundation Grant this year [2013]. How much did you receive? It was in the amount of \$900, which I put toward my tuition for the degree I am currently working toward. Why did you apply for the grant? I am employed as a Medical Diagnostics Instructor in both the MRT and CLXT programs at SIAST Kelsey Campus. In March I commenced study with Charles Sturt University in the Bachelor of Applied Science Medical Imaging Conversion Program. This program requires me to complete 12 classes over the next 3 years, with a fee of \$1600 AUD per 8 credit class. Over the next 3 years I should expect to pay around \$20,000 plus the cost of textbooks. How did the grant help you achieve your goal? I applied for the grant to help supplement these costs. I greatly appreciate the CAMRT Foundations' generous grant.</p>

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Alliance of Medical Radiation Technologists Regulators of Canada

The Alliance of Medical Radiation Technologists Regulators of Canada (AMRTRC) is a group of **provincial MRT regulators**. Together we hope to address and evolve MRT regulation and regulatory issues to enhance safe, competent and ethical care for Canadians.

AMRTRC is an alliance of six provincial MRT regulators who have come together **to ensure public protection by further advancing MRT regulation and standards, regulatory issues and patient care**. As individual provincial MRT regulators we help ensure safe, quality, professional, competent imaging and radiation therapy services in our respective jurisdictions.

OUR GOALS :

- Develop, promote and evaluate common standards between jurisdictions.
- Encourage and promote standardised regulatory policies and procedures.
- Facilitate communication and information sharing.
- Facilitate MRT mobility between regulated jurisdictions.
- Support other provincial/territorial MRT organizations in their pursuit of MRT regulation.

AMRTRC has six members-all of whom are MRT regulators. Individually, we are responsible for ensuring safe, quality, professional, competent imaging and radiation therapy services in our respective jurisdictions. This is achieved through the regulation and licensing of MRTs which helps ensure that MRTs practice in accordance with defined practice, competence, conduct, ethical and professional standards. We also endorse professional development, and encourage and promote excellence in patient care.

WHO WE ARE :

- Alberta College of Medical Diagnostic & Therapeutic Technologists
- College of Medical Radiation Technologists of Ontario
- New Brunswick Association of Medical Radiation Technologists
- Nova Scotia Association of Medical Radiation Technologists
- Ordre des technologues en imagerie médicale, en radio-oncologie et en électrophysiologie médicale du Québec
- Saskatchewan Association of Medical Radiation Technologists.

NEWS

The Alliance hosted a national symposium on the regulation of diagnostic medical sonographers on March 19, 2013 in Toronto, Ontario.

The symposium's purpose was to discuss the current status of regulation education, certification and professional associations regarding diagnostic medical sonographers. There was attendance by government officials, policy makers, regulatory bodies, associations, managers, practitioners and educators from across Canada. A written report will be available on the website of the Alliance in January 2014.

When the Quebec government assented Bill n55 : An Act respecting the professional recognition of medical electrophysiology technologists on May 16th, 2012, they recognized the important role of medical electrophysiology technologists in the Quebec healthcare team and raised them to a professional status. Their title is protected and they have exclusivity for the practice of certain activities.

These professionals joined the Ordre des technologues en imagerie médicale et en radio-oncologie du Québec on No-

vember 21, 2012. As of that date, the Ordre has been renamed the Ordre des technologues en imagerie médicale, en radio-oncologie et en électrophysiologie médicale du Québec.

NSAMRT NEWS

submitted by Karren Fader, BHSc, RTNM, CRPA(r), President NSAMRT

The Medical Imaging and Radiation Therapy Professionals Act received Royal Assent May 10, 2013. A milestone that has been years in the making, the passing of Bill No. 70 in the Nova Scotia Legislature, sets us on the path of self-regulation for our five professions.

With this legislation, the NSAMRT representing magnetic resonance imaging, nuclear medicine technology, radiological technology and radiation therapy as well as the NSSDMS representing sonographers, will come together under an Act to form the Nova Scotia College of Medical Imaging and Radiation Therapy Professionals.

We are pleased that including these professions within the College ensures that diagnostic imaging studies and radiation therapy treatments performed in the province are by MRTs and sonographers having the appropriate education and credentials to provide competent care.

Self-regulation of these professions provides protection of the public, which translates into improved healthcare for Nova Scotians.

www.amtrtc.ca

Announcements

NEW QUICK SELF STUDY AVAILABLE WINTER 2014

Reflective Practice for the Medical Radiation Technologist

Category A Credit: TBD

The CAMRT's newest quick self study will help the MRT develop new skills and encourage reflection in their daily practice. The challenges of engaging in reflective practice are discussed and solutions suggested. Through practice exercises the MRT will hone their reflective writing skills and be able to incorporate entries into their professional portfolio to evidence clinical expertise and professional growth.

At the end of this Quick Self Study, the MRT will be able to:

- Define reflection and reflective practice
- Appreciate the benefits of engaging in reflective practice
- Use models and tools to assist in the process of reflective writing and activities
- Expand their critical thinking and problem solving skills through the use of reflection and suggest ways that this can be incorporated into their own practice and clinical environment.

Unlike other CAMRT QSS, the evaluation of this short course will be a combination of multiple choice questions as well as a brief written assignment that will test the knowledge and understanding of the theoretical concepts of reflection.

Interested candidates may register for this QSS on the CAMRT website.

For additional information on this or any other CPD offering, please contact cpd@camrt.ca.

FINAL EXPOSURE: SALUTE TO A TRAINING ERA

Submitted by Richard J. Woods



On Saturday, Oct. 26th, 2013, former graduates, instructors, and friends of the Eastern Ontario School of X-ray Technology (EOSXT) gathered to celebrate the life of this school and its training program which has been in existence since 1957. A day-long gathering entitled "Final Exposure: Salute to a Training Era" was held at the Marriott Residence Inn Kingston Water's Edge Hotel, with an Open House from 10 a.m. to 3 p.m., followed by an evening banquet. Over 200 people from across the province and country attended the Open House and reunited with old classmates and friends, viewed the many displays, and enjoyed a time of reminiscing about days gone by.



The banquet program hosted by Richard J. Woods, former didactic instructor and more recently the clinical coordinator for the program, included addresses from family members of our founding radiologists, Mrs. Renee O'Farrell (daughter of Dr. Saloman Fransman) and Mrs. Beverly Colwell (wife of Dr. Bruce Colwell). As well we had memories shared by four graduates from different "generations" of training: Ms. Anne Sherlock, Class of 1959 (the first official graduating class!); Mrs. Anne Hog-

arth, Class of 1978; Mrs. Tracey Ottenhof, Class of 1995; and Mrs. Amy Inglis, Class of 2007. Mr. Woods presented a closing lecture surrounding the history of the EOSXT, entitled "Memories of EOSXT: Salute to a Training Era", and the evening ended with remarks from Lynda Jackson, OAMRS Board representative and Ms. Elaine Dever, CAMRT Director of Education.

The EOSXT program was initially established in 1957 as a hospital-based training course to meet the demands for technologists in the eastern Ontario region during that time period. It remained as such for many years, and even after collaborating with Queen's University in 1998 to establish a degree/diploma exit program, it maintained its roots of concentrated in-house, hospital-based learning for students. Its reputation of excellence has been related to a long tradition of individualized one-on-one student training. Participating clinical sites in Brockville, Cornwall, Ottawa, Pembroke, and both Kingston hospitals, have made this program a very successful one over the 56 years that it has been in operation. Graduates are employed across the country and are well-regarded by potential employers.

While we were sad to see the Eastern Ontario School of X-ray Technology close its doors on Aug. 30, 2013, we are proud of the role it has played both provincially and nationally in the education of medical radiation technologists over the years. Our appreciations go out to those who attended our Final Exposure event. Your participation and enthusiasm made it a wonderful success. It was a proud day for all former graduates, and a great "send-off" for our great school. Thank you.





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www.isrirt2014.fi