Welcome!
2011 is going to be a busy and exciting year! It’s already starting out with aggressive plans to introduce the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical Imaging and Radiation Therapy bill in the 112th Congress. We’re anticipating an early introduction, and your past efforts in garnering cosponsors for the CARE bill will help rebuild the cosponsor list rapidly. This means we should see results from our efforts quickly!

Please read my article in this issue titled The Party’s Over, Turn Out the Lights for a recap on our achievements in 2010. I think you’ll agree that with the many topics discussed on Capitol Hill, the CARE bill fared well!

Also in this issue you’ll meet our new state legislative program manager, Kevin Goodrich, and read inspiring articles from members of the Committee on R.T. Advocacy. I highly recommend you take Travis Prowant’s advice in the article A Great Resource: www.thomas.gov. THOMAS is a great resource!

As always, the ASRT Government Relations Department welcomes your suggestions and wants to hear from you. You can reach us at 1-800-444-2778, Ext. 1322 or e-mail governmentrelations@asrt.org.

Sincerely,

Christine J. Lung, CAE
Vice President of Government Relations and Public Policy

The Party’s Over — Turn Out the Lights
Christine Lung, CAE
ASRT Vice President, Government Relations and Public Policy

The party's over — turn out the lights on the 111th Congress. Even though we didn't get the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical Imaging and Radiation Therapy bill through this session, it’s important that we take a look back on the major accomplishments we had on the CARE bill during this Congress.

In the House:
We got the bill introduced during the first session of this Congress and ended up with 135 bipartisan co-sponsors (including 25 on the Energy and Commerce Committee and 12 members of the Ways and Means Committee). We met numerous times with the speaker's office, and — oh yeah — a House Energy and Commerce Health Subcommittee hearing in February 2010 on the need to reduce errors in the use of medical radiation, specifically radiation therapy, where ASRT Vice Speaker of the House Sandra Hayden testified, was covered on CNN and MSNBC. The subcommittee chair and many congressmen on the panel said, "Why don't we just pass the CARE bill?"

In the Senate:
We got a bill jointly introduced by the chairman and ranking member of the Committee on Health, Education, Labor, and Pensions (HELP) and ended up with nine bipartisan cosponsors, including four on the HELP Committee and three on the Senate Finance Committee.

During 2009 and 2010 we also gained support for the CARE bill from the Medical Imaging and Technology Alliance (MITA) and the Advanced Medical Technology Association (AdvaMed). We met with the Food and Drug Administration, Nuclear Regulatory Commission and the National Institutes of Health on the need for increased standards for the operators of imaging and therapy equipment to achieve dose reduction. Numerous trade and consumer publications featured the CARE bill, National Public Radio did an entire radio show about medical imaging and we raised more than $10,000 for ASRT-PAC. We also had two successful R.T. in D.C. meetings, with more than 110 R.T.s attending each one.
None of this would have gotten done without you, your dedication and the hard work that you put into representing and advocating for your profession. I know that it's sometimes frustrating that something we all believe in so strongly hasn't made it to the finish line yet, but in 2010 our visibility was un paralleled and this will continue into the next Congress. I'm proud of all we've accomplished over the last two years, and I greatly appreciate the opportunity that you all have given me and the ASRT Government Relations staff to represent such an honorable, patient-focused group of health care professionals in the state and federal government arenas. Thank you, all!

So everyone, look back over your achievements with pride and prepare yourself for hitting it hard in 2011, because the party is just beginning in the 112th Congress!

What is the NCSL? And Why Does the ASRT Participate?
David Hill, R.T.(R), RDMS
Delaware

The National Conference of State Legislatures (NCSL) is a bipartisan national organization serving all 50 states, U.S. commonwealths and U.S. territories. It provides research and numerous opportunities to improve the quality and effectiveness of state legislatures. The NCSL’s annual summit allows organizations like the ASRT an opportunity to reach a large number of influential state legislators and staff.

The NCSL prides itself as being a national advisory council that provides services to state legislatures "by bringing together information from all states to forge workable answers to complex policy questions." The organization, in existence since 1975, has twelve standing committees. Three of those are Health, Human Services and Legislative Effectiveness. These committees are composed of both legislators and legislative staff and deal with a multitude of topics from both the federal and state levels. These committees adopt policies that aid the advocacy positions of the NCSL both in state capitals and in Washington.

Each year the NCSL conducts three national meetings. The spring (always held in Washington, D.C.) and fall forums focus on the standing committees. They offer open free and open debate specific to each committee. The annual Legislative Summit, touted as the premier gathering of state government leaders, is held each summer and brings in more than 6,000 members from all across the United States. The organization typically provides more than 150 educational sessions, and the keynote speaker has included U.S. presidents, congressional members, cabinet members and industry leaders. The NCSL annual legislative summit provides societies such as the ASRT with a platform to promote their causes directly to state leaders.

In 2008 the ASRT attended the annual summit in New Orleans. At that summit the keynote speaker was Newt Gingrich and the culminating event was held at the Superdome. While we were there, Sharon Wartenbee, Peter Shams-Avari, Christine Lung and I were able to reach out and discuss the need for both federal and state licensure laws for medical imaging and radiation therapy professionals. We had successful conversations with leaders from several states without licensure laws, and we were able to answer their questions about the need for properly trained and certified imaging technologists. Without forums like the NCSL annual summit it is difficult for organizations like the ASRT to have face-to-face contact with state level elected officials.

Spread the Word – Get Involved
Lorenza Clausen
California Society of Radiologic Technologists

Advocacy for the profession is an important part of being an R.T. Our affiliate society has believed in that for a long time. Consequently, we have increased our emphasis on advocacy by encouraging R.T.s and student R.T.s to become advocates of their patients and their profession.

Our effort to include students is in part thanks to the California Superior District Legislative Mentoring Grant. The grant was established to fund two students each year to attend the R.T. in D.C. event in Washington. The Superior District was a subordinate affiliate of the CSRT that sponsored wonderful monthly meetings and an annual conference to keep technologists up to date. With the unfortunate dissolution of the chapter, the local board wished to fund the education of
students in R.T. advocacy. I, myself, was introduced to professional advocacy via this local chapter. From there I became involved with CSRT and the ASRT.

The CSRT has also implemented a student committee with a chair who participates in CSRT board meetings. Board members act as committee liaisons for guidance in ongoing projects. The goal of the committee is to reach all R.T. student programs in the state and involve at least two representatives from each program to act as liaisons with the student community. It is the hope of the committee to interject new ideas, as well as educate the students on the importance of being active in professional societies.

Just as important as students is the R.T. community. For several years our legislative committee has worked to keep R.T.s informed of profession news and changes. With the help of the ASRT Committee on R.T. Advocacy, informational e-mail blasts are used to reach out to ASRT members. We also send similar e-mails to CSRT members and others in the R.T. community. R.T. to R.T. communication promotes a positive reaction for the most part. It has been successful in recruiting new membership and letter writing participation.

I wanted to share one of the responses I had after an e-mail blast to California R.T.s and students. An old colleague of mine from my early career, now employed at another facility, contacted me after he received an e-mail about the CARE bill from me. We had a conversation about the CSRT and what we do, and he was amazed at the volunteer time spent and dedication it takes to keep R.T.s up to date. A few days later he contacted me again and invited me to come speak to his staff. He felt strongly that it was important for his technologists to be informed more about advocacy and to get involved. I am scheduled to speak to them this month.

This is exactly the kind of impact our affiliate has hoped to achieve. We hope to spread this enthusiasm and interest throughout our state by also meeting with other R.T. programs and their students. All it takes is one person to reach someone and the enthusiasm can spread to others at workplaces, student programs or R.T. events. Help spread the word and become involved.

**Ask Yourself These Questions**

**Kevin Goodrich, B.S., R.T.(R)**

**ASRT State Legislative Program Manager**

Not only are there states that have no legislation or very limited rules, but even those states that have good legislation are constantly under challenge. If we do not, as a group, stand up and empower ourselves and others to protect our patients and our industry, who will?

We need to ask ourselves these questions:

- What direction is your profession taking?
- Is this the direction you want your profession to go? If yes, how do you ensure it continues in this direction? How do you protect your patients, yourself and your place in the medical industry? If no, what is your part in changing the direction of your chosen profession?
- Are you a member of your state affiliate society? Why or why not?
- Do you feel that the laws and regulations governing your state adequately reflect the best available standards in medical imaging and radiation therapy?
- How are you contributing to the efforts to gain or maintain appropriate legislation, regulation and professional standards in your state?
- Do you know when your state legislative session begins?
- Are you aware of methods to lobby your state legislators?
- Do you feel you have the information you need to become involved in state legislation and regulation issues? If no, what kind of information do you feel you need?
- Do you feel empowered to make your voice heard on issues that affect you and your patients?
- What do you see as the biggest challenge to you in your profession?
- Do you feel you are doing everything in your power to ensure quality patient care?
- Do you feel that involvement in advocacy for legislation and regulation is helpful in marketing yourself for future employment?
I want to encourage every medical imaging and radiation therapy professional to join the ASRT Grass-roots Network and watch and share with your fellows in the industry "Being a Tenacious Technologist" on the Take it Further page of the ASRT website.

We must have a solid understanding that we are in control of the direction of our chosen profession. We must also find an idealistic, youthful energy and couple it with a proper education in communication to motivate others into taking action alongside us.

The job of ensuring the care and safety of patients in our departments is in fact ours. The ASRT is here to support you in any way it can and help you organize your efforts.

Conquering Apathy
Kevin Goodrich, B.S., R.T.(R)
ASRT State Legislative Program Manager

I would like to take a moment to introduce myself. I am Kevin Goodrich, the ASRT state legislative program manager.

It will be my privilege to be a part of the team that assists affiliates to grow and support the radiologic science profession in their individual states and medical cultures.

As a professional radiologic technologist and manager with more than 18 years of experience in the field and in numerous modalities, I have worked in a variety of medical settings and cultures. I hold both associate and bachelor’s degrees in medical imaging technologies from the Oregon Institute of Technology.

The ASRT believes that through empowerment, strong education, standardization and communication, medical imaging and radiation therapy professionals can do our part to enhance service and patient satisfaction while reducing radiation dose and medical costs.

I believe the biggest challenge facing the profession in the upcoming legislative session is a lack of understanding of the process and how important it is to have every imaging and radiation therapy professional speaking out.

Only 0.8 percent of our nearly 140,000 members are active in legislative efforts. A general rule in volunteer organizations is that 20 percent of the people do 80 percent of the work. While this small number accomplishes great things, can you imagine how much more will be accomplished when we bring our volunteer numbers up to just 20 percent?

In the coming year, ASRT intends to begin to reach out to each of you to learn your medical culture and your needs in order to build strong affiliates. We hope to build affiliates that will advocate for needed legislation for those that do not yet have that legislation in place, and we hope to strengthen affiliates in states that do have legislation and regulation in place to support and defend that legislation from those that would undermine our profession and the best care of our patients.

Finally, I am looking forward to your help in finding methods to put an end to apathy and ensure that we, the professional technologists are empowered and responsible for the future of the medical imaging industry and our professional obligation to advocate for our patients and ourselves.

A Great Resource: www.thomas.gov
Travis Prowant B.S.H.S., R.T.(R)(CV)(CT)
Virginia

So, there is legislation that you would like to keep track of (possibly the CARE bill, hint, hint) and you want specifics on its progress. Do you know where to find the answers you need? One place is the Library of Congress. It has a wonderful website that can provide just what you may be looking for: THOMAS (www.thomas.gov).
Quite obviously, we know that the ASRT routinely publishes information about the CARE bill and other legislative endeavors and does a wonderful job at keeping members abreast of happenings on Capitol Hill. However, if you want to keep yourself educated, THOMAS is a great resource to add to your bookmarked favorites.

THOMAS was launched in January 1995, at the inception of the 104th Congress. The leadership of the 104th Congress directed the Library of Congress to make federal legislative information freely available to the public. Since that time THOMAS has expanded the scope of its offerings to include the features and content listed below:

- Bills and Resolutions: You can use the “Search Bill Summary & Status” feature to find out how many cosponsors there are for the CARE bill. You can also browse roll call votes, find out how your particular representative voted, view public laws by actual law number and on and on.
- Activity in Congress.
- Congressional Record.
- Schedules, Calendars.
- Committee Information- also important because you can find out which representatives sit on the committee that will work on the CARE legislation.
- Presidential Nominations.
- A really nice link just "For Teachers."
- Treaties.
- Government Resources.
- Help and Contact.

So, as you can see just from this brief list, you can find just about anything you need at the THOMAS website. Please make it a point to visit soon and often.

Lastly and most importantly, THOMAS provides resources for learning about the legislative process. We all probably learned about the process in school, but if you are like me, you've likely forgotten most of it. As B.F. Skinner stated, "Education is what survives when what has been learned has been forgotten."

Getting the CARE Bill Started in the 112th Congress
Dave LeClair, .BS., R.T.(R)
ASRT Advocacy Committee Member
MSRT Governance Chairman

As we ring in the new year of 2011, it can only mean one thing on Capitol Hill: the beginning of the first session of another Congress. A Congress consists of two sessions or two years beginning with an odd-number year. George Washington's presidency began our first Congress in 1789, and this year we begin the 112th Congress, 222 years later.

The most important thing to understand about the way our government conducts business in both sessions of Congress is how it deals with bills. All bills are first introduced and debated in the House of Representatives and in the Senate. The bills then go on to either be approved by both the House and Senate and signed into federal law by the president or not approved at all. The bills that are not approved before the end of that Congress are thrown out and must be reintroduced sometime in the next Congress in order to be considered again.

Does that mean they threw out the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical imaging and Radiation Therapy bill (H.R. 3652 and S.3737) at the end of December 2010 after all our hard work? Yup, that's right. But wait; there's more to the story. They throw out the existing bills, but it is important to understand that we make progress with the CARE bill during each session of Congress and have since we started this process in the 106th Congress. We really are getting so close.

The good thing is we already have a congressman willing to support the CARE bill and introduce it in this Congress by becoming a sponsor. The more bipartisan support the bill gets from Democrats and Republicans, the more opportunity for their cosponsorships and the better chance we have to convince our lawmakers to pass the bill.

This process can only happen with constituent involvement. That's all of us: the people who are represented by our senators and representatives. We must all be e-mailing or calling their offices to let them know the importance of the
CARE bill and why we need to establish federal minimum standards of education for all individuals using ionizing radiation for medical imaging and radiation therapy purposes. We must all get involved by letting them know how important it is to keep our patients safe from the effects of misused ionizing radiation caused by unqualified personnel. Let them know that passage of the CARE bill will reduce health care costs, maximize patient safety and improve the quality of patient exams.

We gain support for the CARE bill by increasing the number of our cosponsors, and we increase the number of cosponsors by contacting our senators and representatives. Please go to the ASRT website home page today and click on "Legislative & Regulatory" to find out more about how to contact your lawmakers. Thank you.

**Advocacy in Ohio**

Leisa Arnold, M.H.A., R.T.(R)(M)

Ohio Society of Radiologic Technologists Education and Research Chairman

The Ohio Society of Radiologic Technologists (OSRT) has a strong base of dedicated people with a great passion for their profession. Technologists from all over Ohio strive to be knowledgeable about current issues and, sometimes even more importantly, versed in past issues. The wealth of knowledge throughout our organization fosters a passion for change, usually related to legislative events.

Overall, technologists in Ohio want what is best for the patient. Ohio was one of the first states to have licensure laws concerning radiation. Being a leader means being at the forefront of "hot topics" of your profession, including licensure. Ohio technologists take pride in the fact that their state has a licensure law. Ohio has always taken a lead, including sending representatives to R.T. in D.C. and attending local legislative meetings in an effort to gain support on a local level. Technologists who attend these local meetings often set the groundwork for attaining support at a higher level, such as in Washington, D.C. The OSRT also has a legislative consultant on contract who attends meetings and relays information to the OSRT's leaders with any upcoming legislative concerns.

Our strength seems to come not only from knowledge or numbers but in our ability to foster new members in our organization. We have been successful in mentoring student technologists in the legislative area by pairing them up with seasoned professionals. The OSRT has an intern program that allows student technologists an opportunity to work with a seasoned OSRT member by being assigned to a committee with that person or office. While some might think this would not be copasetic, it is quite the opposite; young professionals appreciate knowledge and kindness.

Another important thing is to not forget that technologists who are new to the profession need mentoring as well. As an organization it is easy to get caught up in thinking, "It has always been this way." Our society makes an effort to listen to those new to the profession and ask, "What if?"

I, myself, have within the last few years been able to pair up with newer members of the OSRT for R.T. in D.C. While I honestly never thought of myself as a mentor, it was made clear to me by one of those new professionals that I was to him. What a nice compliment to give to someone and mean it.

Overall, the important thing for affiliate societies to remember is that we all want the same thing at the end of the day, and that is for our patients to be safe and our profession to be true. Mentoring and being a great example are the best ways to foster these good habits in an organization. One of the best pieces of advice I ever received was, "Never devour the youth of the organization; nurture them." Remember this when someone comes to you with a new idea.

**Calendar of Events**

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<td>112th Congress convenes</td>
<td>R.T. in D.C. registration ends</td>
<td>R.T. in D.C.</td>
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**Tips and Tasks**

*Accomplishing Effective Advocacy One Month at a Time*

**January**
Get to know your new members of Congress. Send an e-mail introducing yourself and begin building a relationship with the office staff. Find out who they are by clicking on your state map at http://asrt.capwiz.com/asrt/dbq/officials/.

**February**
Surround yourself with tenacinators! Find out what a tenacinator is by watching the tutorial “Being a Tenacious Techologist” on the ASRT Take It Further Web page.

Meet with colleagues (fellow tenacinators) and make group plans for informing your community and elected officials about the radiologic profession and how important you are to ensuring patient safety.

**March**
Attend R.T. in D.C.! If you can’t attend in person, attend “virtually.”E-mail your representative and senators and let them know you support the CARE bill and want them to pass it into law.

Put your group plan-of-action to work!

**April**
Submit photos or stories of you and your colleagues’ advocacy efforts and be featured on the ASRT Take It Further Web page. Submit them to Syd Sanders at ssanders@asrt.org.

**Useful Links**

*Take It Further advocacy Web page*
[www.asrt.org/TakeItFurther](http://www.asrt.org/TakeItFurther)

*ASRT eAdvocacy for You*
[www.asrt.org/capwiz](http://www.asrt.org/capwiz)

*Join the ASRT Grass-roots Network*
[www.asrt.org/grassroots](http://www.asrt.org/grassroots)

*CARE bill background*
[www.asrt.org/carebill](http://www.asrt.org/carebill)

*Library of Congress legislative information*
[www.asrt.org/thomas](http://www.asrt.org/thomas)