



INSIDE

RBMA's I LEAD Leadership Academy

By Nicole Jones-Gerbino FRBMA

“ A program like **I LEAD** does not solve all problems, but it gives leaders a structured path to see other perspectives in the business of radiology, deepen connections, and lead with more confidence. ”

How We Got Here

Leadership in radiology did not become complicated because we read a book or attended a workshop. It became complicated because people were put in charge of real decisions while everything around them kept changing. Reimbursement lowered, workforce shortages worsened, hospital partner expectations grew.

Many people in radiology leadership know the work deeply. They spent years mastering operations, billing, compliance, or clinical support. Then they were asked to lead. That transition from expert to leader can be harder than we like to admit. It requires new skills, new instincts, and new ways of thinking about influence. You go from being valued for what you do to being accountable for what others do. You carry decisions longer. You absorb more pressure. You are expected to be steady even while you are still learning the role.

That is the context in which RBMA ILEAD exists.

What the ILEAD Program Is

RBMA's ILEAD Leadership Academy — Imaging Leadership Education and Development — is a 10-month leadership program built for people who want to lead well in the radiology business world. It blends coaching, real experience, structured learning, and community.

The program is built around a cohort model. Participants

join a group of peers and mentors. They engage in monthly calls and mentoring sessions, work alongside actual committees to see decision-making in action, and take part in two in-person conferences — SYNC and PaRADigm — where leadership conversations are happening in real time.

There is also a leadership capstone project. It asks participants to identify a real challenge in the field, work with mentors and subject-matter experts on strategic solutions, and then share what they learned — either at an RBMA conference or in the RBMA Bulletin.

Participants build skills that matter. The program also connects people to industry leaders and to one another in a way that accelerates learning and confidence.

Some participants are stepping into leadership for the first time. They are navigating how to lead former peers, how to speak with authority without overcompensating, and how to make decisions that others will question. Others are experienced leaders who know the job well, but want to lead with more clarity, consistency, and intention.

Why This Matters

For emerging leaders, ILEAD accelerates learning and allows capability to be put into practice. For people who have been leading for years, it provides a place to sharpen focus and expand impact. ILEAD invites both groups into a disciplined space where leaders can sharpen leadership muscle together.

For the radiology field, this creates and connects a network of leaders who do not just manage operations but guide the business of imaging with skill and purpose.

A program like ILEAD does not solve all problems, but it gives leaders a structured path to see other perspectives in the business of radiology, deepen connections, and lead with more confidence.

Leadership is not something you figure out once. It is something you refine while you are doing the work. ILEAD gives people structured time to do that with peers and

seasoned guides. What matters is what leaders do with it afterward, in meetings, in decisions, and in how they show up for their people.



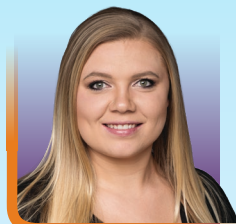
Nicole Jones-Gerbino, FRBMA

President
PBS Radiology Business Experts



We asked two current I LEAD participants to reflect on how they plan to apply what they've learned — within their organizations, their teams, and the broader radiology community.

? Looking ahead, how do you hope to apply what you've learned in I LEAD to shape your organization, your team, or the radiology field more broadly?



Zoe Duffy Patient Access Representative Manager at Central Oregon Radiology

I plan to apply what I learned in I LEAD directly to strengthening my team. I LEAD continually reinforced the importance of intentionally expanding my network; not only through RBMA, but also across departments within my own organization. The strategies for strengthening those internal relationships will help me better understand others' operations, identify opportunities for collaboration, and proactively improve workflows.

With those strategies, along with the opportunity I had to learn from other volunteer groups and mentors about their collaborative efforts, I hope to create a similar mindset within my team so they can better understand how their work contributes on a larger scale and drives our collective success.

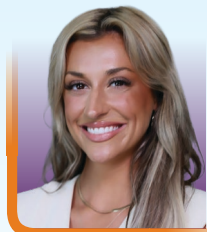
Additionally, I gained some ideas on managing staff more effectively and shaping a stronger, transparent team culture where I can improve on ensuring expectations are clear and team members feel supported and empowered. The program has helped me continue to think more proactively than reactively, anticipating challenges or addressing potential issues to better navigate change, so I aim to empower my team to have that proactive thinking as well. I am committed to elevating their performance and creating the same engagement, growth, and development that I LEAD has fostered in me.

Allisar Charara Sales Representative at StreamlineMD

Looking ahead, I plan to apply what I've learned through I LEAD by continuing to lead with confidence, impact, and authenticity. This program reinforced that leadership isn't defined by titles, but by influence, accountability, and the willingness to elevate others. I'm committed to fostering a culture within my organization and the RBMA community that values open communication and collaboration.

I hope to advocate for leadership development at every level, because as our field evolves, emotionally intelligent leadership will be essential to navigating change while maintaining excellence in patient care.

Most importantly, I believe leadership often begins with something simple. Sometimes all it takes is one conversation to spark confidence in someone- I know that from my own experience with mentors who took the time to invest in me. Those moments can help someone feel like they belong, recognize their potential, and realize they have a voice. That's why I'm passionate about encouraging and uplifting young professionals so they can see a path forward and step into leadership with confidence. ■



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