

What career advice would you give to someone just starting in the radiology business field?

MEMBERS OF THE RBMA YOUNG PROFESSIONALS SUBCOMMITTEE GIVE THEIR ANSWERS!



It's important to create a trusted network of colleagues and industry resources as the radiology world is complex and ever-changing; you may need to rely on those that have years of experience to navigate challenging situations. It's as important to remember that the radiology world is a "small one;" be mindful of the relationships you create and maintain as you never know who you will be working with in the future.

MATTHEW OSTRUM, FRBMA | Executive Vice President of Sales & Marketing
MBMS, LLC

Network actively and build relationships within the industry. For instance, I discovered RBMA through a cold call to a podcast guest. This single interaction opened doors to valuable contacts and resources I continue to call upon today. Most people are eager to share their knowledge and experience, so don't hesitate to reach out and learn from them. Start by reaching out to me, I cannot wait to see what we can learn from each other!

MALLORY WELLS, CPA | Director of Reimbursement
Salient Radiology



After two decades in large healthcare systems, I transitioned into radiology private practice a mere 8 months ago. My advice to someone entering the business side of radiology is to invest time in networking with others both directly in, and associated with, radiology. Get to know the market and ask as many questions as you can, never feel like your question is dumb. Find mentors who have gone before you and listen to their experience and lessons learned.

SARAH BROWN, MBA, MSN | CEO
Salem Radiology Consultants, PC



Never stop learning. Don't be afraid to ask questions to enhance your knowledge. Always continue to learn your company, other departments within the company, and the radiology business field overall. Since radiology business is always expanding and changing, you can be a lifelong learner. The more skills and knowledge you gain, the more flexible and adaptable you are in your career path.

EMILIE ELLENZ-SCOTT | Chief of Staff
RAYUS Radiology





Stay informed on radiology-specific news via the RBMA online forums, bulletins, & webinars. Build strong relationships with both administrative & operational teams, within your organization and at partner facilities. Attend PaRADigm not just for the learning opportunities & great content, but to actively ENGAGE with others. Networking is necessary. Don't overlook the vendors, they are valuable connectors, too.

AMBER STEPHENSON | Office Manager
Manhattan Radiology, LLP

It is critical to build a strong foundation by surrounding yourself with knowledgeable individuals. Seek out mentors, colleagues, or industry experts who have more experience. Stay updated by reading industry bulletins and articles to understand current trends, regulations, and technologies impacting radiology. Maintain authenticity in your relationships. Be genuine, professionally and personally. Lastly, never stop learning and adapting. Radiology is a dynamic industry with constant advancements. Embracing change will keep you motivated and committed to your professional growth.

ANDREW MIMS | Business Analyst
PBS Radiology Business Experts



The advice I would give to someone just starting out is to be a sponge, ask all the questions, and engage in ongoing education and professional development. There are so many opportunities to learn and network. Connect with professionals in the radiology field, find a mentor, and create your own network. Joining relevant associations like the RBMA is critical and makes it easy to navigate and thrive in this fun crazy field.

CHRISTINA NEGRON, CPPM, CPC, RCC, CIC, CIRCC | Revenue Cycle Manager
Radiology Associates of Venice and Englewood, PA



Adopt a continuous learning mindset. Radiology is a continuously changing field with endless learning opportunities. Develop a solid understanding of imaging methods and the roles of different professionals. Don't hesitate to explore training opportunities beyond your job description. Further education, conferences, industry reading, and networking are all valuable for expanding your knowledge. In essence, be a sponge – absorb as much information as possible and stay curious!

ZOE DUFFY | Patient Access Representative Manager
Central Oregon Radiology Associates, PC





1) Build a strong foundation: Begin learning the basics of radiology. You may hear unfamiliar terminology and industry jargon, so be prepared to do your research. 2) Join RBMA & Volunteer: RBMA offers valuable resources, networking opportunities, and professional development. The more quickly you get involved, the easier it will be to make friends and network. 3) Stay updated: Stay current with industry trends and regulations by signing up for a subscription to Radiology Business.

GINNA TUCKER | Executive Vice President
Dexios Radiology Billing

The advice I would give to someone just starting out in Radiology is to discover your ‘why’—the core reason that drives your passion for the field. Let that be your anchor and motivator. When the journey gets challenging, revisit your ‘why’ to reignite your passion and keep moving forward with purpose.

ALLISAR CHARARA | Sales Representative
StreamlineMD



I came from a non-profit background with a national breast cancer organization, so while I was comfortable with women’s imaging, as marketing director, I needed to dive into radiology overall—and quickly. My advice is to find a trusted confidant at every level within the practice: a scheduling coordinator, a prior authorization specialist, a front desk lead, a technologist in each modality, a PACs admin, a physician. Ask questions often and work to understand how all the pieces fit together.

ANDREA MORAN | Director of Marketing
LucidHealth



Find your tribe! Being a part of the RBMA has more benefits that some realize. As a new member, it can feel overwhelming on where to start and where to go. Volunteer, find a committee and start absorbing. If volunteering is too much as you start, simply check out the webinars, connect with people on linkedin and join the community boards. We are a welcoming and knowledgeable group of professionals and want you to succeed.

RAQUEL ROMAN | Chair
Young Professionals Subcommittee

