

The American Society of Radiologic Technologists Announces the BeRAD Professionalism Award



The [American Society of Radiologic Technologists](#) has launched the [BeRAD Professionalism Award](#) to recognize health systems, imaging centers, hospitals, clinics and other facilities in which medical imaging technologists and radiation therapists demonstrate a culture of professionalism.

Spearheaded by former ASRT President and current Chair of the Board Brandon A. Smith, M.B.A., M.S.R.S., R.T.(R)(VI), CIIP, the BeRAD program aligns with ASRT's mission to advance and elevate the medical imaging and radiation therapy profession and to enhance the quality and safety of patient care. "This initiative will elevate our brand by setting the standard for appreciation and access equity that we have certainly earned over more than a century of service," said Smith.

Applications will be accepted through Sept. 30, 2024, and are available on the [website](#). Health organizations and imaging centers are encouraged to apply. Applicants will receive feedback by Feb. 15, 2025, and award winners will be announced in April 2025. Awardees will be invited to send a representative to the Honors Evening ceremony at the 2025 ASRT Annual Governance and House of Delegates Meeting in Reno, Nevada. Two awards will be given in the inaugural cycle. Organizations that earn the award will receive a customized plaque to commemorate the honor and a one-year group membership to the ASRT for up to 25 staff.

The newly designed website also features resources for medical imaging and radiation therapy professionals. The website's resources include a self-reflection tool and educator and manager tools to build and enhance their career journey. "We took the bold initiative to measurably define professionalism beyond anecdotes," added Smith.

Source & Image Credit: [American Society of Radiologic Technologists](#)

Published on : Tue, 2 Jul 2024