FOR IMMEDIATE RELEASE

RBMA Announces New Certified Radiology Executive (CRE) Credential

Applications now open for inaugural examination on March 5, 2027

November 12, 2026 — The Radiology Business Management Association (RBMA) today announced the launch of the **Certified Radiology Executive (CRE)** credential, a new professional certification designed to recognize demonstrated expertise in the business of radiology and establish a meaningful standard of excellence for professionals working across the industry.

The inaugural CRE examination will take place on **March 5, 2027**, with applications due **February 12, 2027**.

Built around eight domains of knowledge, the CRE examination will assess the core knowledge and competencies radiology professionals need to successfully navigate an increasingly complex business and healthcare environment. The credential recognizes expertise across key disciplines, including financial management, revenue cycle, operations, human resources, technology, compliance, governance and business development.

“The CRE represents an important next step in the evolution of the radiology business profession,” said Jessica Struve, CAE, Co-Executive Director of RBMA. “For years, RBMA has helped define and deliver the knowledge radiology professionals need to lead their organizations successfully. The CRE gives professionals an opportunity to demonstrate mastery of that knowledge and earn a credential created specifically for the unique complexities of our field.”

To qualify for the examination, candidates must meet established professional experience and leadership requirements and complete **100 qualifying credits** within the five years preceding their application. Once earned, the CRE certification will remain valid for three years. Credential holders must complete **60 qualifying credits during each three-year certification period** to maintain the designation, ensuring that CRE professionals continue to develop their knowledge as the radiology business environment evolves.

“Radiology professionals are being asked to lead through tremendous change; from reimbursement and workforce pressures to technology, regulation and new models of care,” said Stacy Sanso, FRBMA, President of RBMA and Senior Director of Pre-Imaging

Services at ARA Diagnostic Imaging in Austin, Texas. “The CRE creates a standard that reflects the breadth of knowledge required to lead in this environment. More importantly, it gives professionals a way to demonstrate to their organizations, colleagues and the industry that they have invested in developing that expertise.”

CRE Commission Established to Oversee Certification

To ensure the integrity, rigor, and ongoing relevance of the credential, the RBMA Board of Directors has established a CRE Commission to provide oversight of the certification program. The Commission will be responsible for governing the credential, overseeing examination development and administration, and maintaining standards for certification and renewal.

The Commission will be chaired by Jamie Dyer, RBMA Past-President and Chief Outpatient Operations Officer at Central Oregon Radiology Associates, PC, in Bend, Oregon. Dyer brings extensive radiology business leadership experience and a longstanding commitment to advancing the profession through RBMA.

The establishment of the CRE Commission represents an important step in building a rigorous, credible and sustainable certification program grounded in professional standards and guided by experienced leaders in the field.

The examination will consist of multiple-choice questions designed to evaluate candidates' knowledge and ability to apply business principles to real-world radiology management challenges. For information about eligibility, qualifying credits, examination content, fees, and the application process, visit **rbma.org/CRE**.

About RBMA

The Radiology Business Management Association (RBMA) is the leading professional organization for radiology business professionals, providing education, advocacy, industry insights and a collaborative community to advance the business of radiology. RBMA supports professionals and organizations across the radiology industry with the knowledge, resources and relationships needed to navigate change and drive excellence.

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