A Cohesive, Team Approach to Cancer Care

Annual Oration in Diagnostic Radiology: We Must Stand on the Shoulders of Giants

Radiology and Interventional Oncology share a strong focus on cancer detection and staging, locoregional therapy and follow-up. Despite their mutual goals and complementary skill sets, however, many radiology and radiation oncology departments struggle to be autonomous and at times compete for resources and patients. The new healthcare paradigm of evidence-based medicine, a cohesive team approach to cancer care makes the most economic sense, says Damian E. Dupuy, M.D., who will present the Annual Oration in Diagnostic Radiology, “We Must Stand on the Shoulders of Giants.”

Dr. Dupuy encourages deeper collaboration between these departments given the shared interests and synergy between their treatments, pointing out that patients stand to benefit from the reunification of spirit as well as intellect. Quoting the timeless words of Sir Isaac Newton, Dr. Dupuy notes, “If I have seen further than others, it is by standing upon the shoulders of giants.”

Dr. Dupuy is director of tumor ablation at Rhode Island Hospital and a professor of diagnostic imaging at the Warren Alpert Medical School of Brown University in Providence, R.I. Internationally recognized for his clinical expertise, teaching and research in image-guided ablation, Dr. Dupuy has helped broaden clinical applications to successfully combat adrenal cancer and cancers of the kidney, liver, lung, head and neck and skeleton. He pioneered technologies such as percutaneous microwave ablation, cryoablation and combination therapies using radiofrequency ablation with external radiation or brachytherapy. Dr. Dupuy has been the principal investigator of two National Cancer Institute-funded multicenter trials. Dr. Dupuy chairs the Interventional Oncology Symposium at the RSNA Annual Meeting and is a member of RSNA’s Publications and Information Advisors Network.

PARTNERSHIPS YIELD BEST PATIENT CARE

2013 RSNA President Sarah S. Donaldson, M.D., knows how demanding it is to practice medicine these days, with calls to make medicine ever more accurate, safe and effective. However, she said, all physicians—and radiologists in particular—must still find time to form and nurture partnerships with one another. “If radiologists want to participate in the practice of medicine today, we must participate in multidisciplinary teams and accept responsibility for patient care,” said Dr. Donaldson, who will open RSNA 2013 with her President’s Address, “The Power of Partnership” at 8:30 a.m. in Arie Crown Theater. Dr. Donaldson is the Catharine and Howard Avery Professor of Radiation Oncology at Stanford University School of Medicine in Stanford, Calif. She also serves as the associate director of the radiation oncology residency program at Stanford Hospital and Clinics and is chief of the radiation oncology service at Lucile Salter Packard Children’s Hospital at Stanford.

Dr. Donaldson used the example of tumor boards and conferences, where other medical specialties are routinely represented but radiology may not consistently be in attendance. “While radiologists may feel they can’t free up personnel to participate in every clinic, conference, and tumor board, they must do so. To succeed in today’s healthcare environment, we must be part of the team.” Traditional expectations, attitudes and behaviors, as well as technological innovations, all have influenced the isolation of radiologists from other healthcare providers, Dr. Donaldson said, but to resist this isolation and embrace team-based medicine promotes collaborative research programs, augments one’s expertise and builds careers. “Professional interdependence as well as interdependence of institutions adds value to our collective endeavors,” Dr. Donaldson added.

While increased partnerships are possible with a spectrum of stakeholders in industry, government, education, research and certification, the most important focus of teamwork is patient care, Dr. Donaldson said. “The physician/patient bond that is well-developed in oncology, serves as a model for all of radiology,” she said. “When diagnostic radiologists are truly represented as a part of a patient care team, patients will start to appreciate the value of their radiologist. As radiologists we must change our current culture and promote multidisciplinary team medicine.”

“When we commit ourselves to focusing on the care of our patients and becoming their partners, the patients will come to understand our contribution to diagnosis and treatment, and will become our advocates,” Dr. Donaldson added. While she considers her partnership-promoting message relevant to all.
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For more information, please visit www.NeuroLogica.com or call (978) 564-8520
Sunday At a Glance

8:30–10:15
Opening Session (Arie Crown Theater)
RSNA Outstanding Educator and Outstanding Researcher Awards Presented
Dedication of 2013 RSNA Meeting
Program: In Memory of David H. Hussey, M.D., and Philip E.S. Palmer, M.D.

President’s Address
Sarah S. Donaldson, M.D.
The Power of Partnership

Annual Oration in Diagnostic Radiology
Damian E. Dupuy, M.D.
We Must Stand on the Shoulders of Giants

10:15–10:35
Business Session (Arie Crown Theater)

10:30–11:30
Radiologist Assistants Symposium

10:30–NOON
Pediatric Radiology Series

10:45–12:15
Scientific Sessions
Oncodiagnosis Panel
Pediatric Sarcoma

11:00–12:30
Informatics Courses

11:45–12:45
Radiologist Assistants Symposium

12:30–2:00
Scientific Informal (Poster). Quality Storyboard and Education Exhibit Presentations (Lakeside Learning Center)

1:30–6:00
Interventional Oncology Series

2:00–3:00
Radiologist Assistants Symposium

2:00–3:30
Refresher Courses and Workshops
Pediatric Radiology Series
3:15–4:15
Radiologist Assistants Symposium

4:00–5:30
Informatics Courses

4:00–5:45
Plenary Session (Arie Crown Theater)
Report of the RSNA Research & Education Foundation
James P. Borgstede, M.D.
Image Interpretation Session
Simulcast in Room E353B

4:30–5:30
Radiologist Assistants Symposium

Looking for the Lakeside Learning Center?

The LAKESIDE LEARNING CENTER—home to education exhibits, scientific informal (posters) presentations, and informatics demonstrations—is located in Hall D, Level 3, Lakeside Center, one level up from where it had been located the last several years. The Lakeside Learning Center is open Sunday from 8:00 a.m. to 7:30 p.m., Monday–Thursday from 7:00 a.m. to 7:30 p.m. and Friday from 7:00 a.m. to 12:30 p.m.

Your Feedback Wanted: Take the Exhibit and Poster Innovation Survey
New this year in the Lakeside Learning Center, William J. Weadock, M.D., of the University of Michigan School of Medicine, is conducting a survey on behalf of the RSNA Radiology Informatics Committee to gauge attendee preferences regarding potential innovations in the presentation format of education exhibits and scientific posters.

Participate by stopping by the survey area, located near the entrance to the Lakeside Learning Center. Attendees will be asked for their feedback about a number of potential innovations to the traditional format, including multimedia enhancements.

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Florent Saint-Clair
Vice President, Corporate Development
DR Systems, Inc.

Carol Osborne
e-IR Associate Product Manager
DR Systems, Inc.
Welcome to RSNA 2013 from the RSNA Board of Directors

(From left to right)
N. Reed Dunnick, M.D., President-elect
William T. Thorwarth Jr., M.D., Liaison for Publications and Communications
Sarah S. Donaldson, M.D., President
Richard L. Baron, M.D., Liaison for International Affairs
Valerie P. Jackson, M.D., Liaison for Education
Richard L. Ehman, M.D., Liaison for Science
Vijay M. Rao, M.D., Liaison for Annual Meeting and Technology
Ronald L. Arenson, M.D., Chairman

As Governor of the State of Illinois, I am pleased to welcome everyone gathered for the 99th Scientific Assembly and Annual Meeting of the Radiological Society of North America.

The Radiological Society of North America has served since 1915 to promote and develop the highest standards of radiology and related sciences through education and research. Your efforts help to better prepare health care professionals and improve the level of care patients receive. I hope this conference gives each attendee many great opportunities to connect and network with others in your industry. I also hope the continuing educational sessions provide you with the chance to learn from and share the knowledge of the many disciplines represented. I am certain that everyone in attendance will have emerged to further your careers and eager to take on new challenges.

I would also like to offer a special welcome to those traveling from outside of Illinois for this event. During your stay, I encourage you to explore and discover the many sites and attractions that this great state has to offer. From historic landmarks and world-renowned museums, to fine dining and stunning experiences, there is truly a wide array of interests represented across the Land of Lincoln.

On behalf of the people of Illinois, I offer my best wishes for an enjoyable and memorable event.

Sincerely,
Pat Quinn
Governor

Dear Friends:

As Mayor and on behalf of the City of Chicago, it is my pleasure to welcome everyone participating in the Radiological Society of North America’s 99th Scientific Assembly and Annual Meeting.

Established in 1915 as the Western Roentgen Society, the Radiological Society of North America (RSNA) is an international society of radiologists, medical physicists and other medical professionals dedicated to improving the study and multidisciplinary use of radiological techniques. The RSNA promotes cutting-edge research and medical applications of radiology to enhance diagnostic procedures and overall health management across the globe. With more than 40,000 members across the globe, RSNA hosts the largest medical meeting in the world.

Themed The Power of Partnership, this year’s meeting features lectures, exhibits, receptions, panel discussions, and networking opportunities. Participants will be given the chance to learn about recent advancements in radiology and its effect on medicine. It also allows radiologists, medical physicists and other medical professionals a common space to expand their knowledge base on how to more effectively, efficiently, and successfully promote and implement new strategies for practicing radiology. I commend the Radiological Society of North America for steadfast and innovative work to progress the widespread use of radiology and for the numerous collaborative contributions to the greater community.

I hope that those visiting our great city take time to experience some of the special places in Chicago. Our iconic skyline and incredible architecture invite you to explore all Chicago has to offer. I hope you have a chance to sample our distinguished restaurants, tour our great universities, and visit our world-class museums during your stay.

I hope you have an enjoyable and productive meeting. Best wishes for much continued success.

Sincerely,
Rahm Emanuel
Mayor

RSNA 2013
THE POWER OF PARTNERSHIP

OFFICE OF THE GOVERNOR
STATE OF ILLINOIS
OFFICE OF THE GOVERNOR
SPRINGFIELD, ILLINOIS 62706

December 1-6, 2013

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South Hall Booth 2511
“France Presents” Focuses on Oncologic Imaging, International Services

Attendees of “France Presents” at RSNA 2013 will have the opportunity to hear the latest in oncologic imaging from top French radiologists and explore a host of new international services designed to aid French—and all international—visitors.

With universal healthcare, its leadership in cancer care and the size of the French contingent attending RSNA each year. More than 1,000 attendees from France attended RSNA 2012, the highest attendance from a country outside North America. France has a special place in the heart and mind of Sarah S. Donaldson, M.D., who as 2013 RSNA president selected the country to be highlighted in 2013. As a young physician, Dr. Donaldson spent a memorable year in training at the Institut Gustave Roussy in Villejuif, France—an experience that has left her eternally grateful to the country for the lessons, both professional and personal, she learned while there. “My time in France was pivotal in shaping my career in radiation oncology and it was also a tremendous personal and character-building experience,” she said. “It’s extremely important to me to welcome our French contingent and to highlight the expertise of the country.”

Looking ahead, the RSNA Board of Directors approved two Country Presents sessions, featuring the Republic of Korea and Canada, for RSNA 2014.

France Presents: Oncologic Imaging

Monday, Dec. 2, 10:30 a.m. - Noon
Room E353C
• Opening Remarks: 2013 RSNA President Sarah S. Donaldson, M.D., Jean-Pierre Pruvo, M.D., Ph.D.
• Whole-body Diffusion in Hematology Malignancies, Alain E. Luciani, M.D.
• Beyond Morphology: Molecular Imaging for Biopsy Guidance in Oncology, Eric De Kerviler, M.D.
• Intra-arterial Therapy of Liver Malignancies—Where We Stand and Future Trends, Thierry De Baere, M.D.
• Colorectal Liver Metastases: Role of the Radiologist in the Multidisciplinary Team, Valérie Viglain, M.D.
• Closing Remarks: RSNA Board Liaison for International Affairs Richard L. Baron, M.D., Dr. Pruvo, Nicolas Grenier, M.D.

Global Connection, Education Store are Part of RSNA Services

Among a host of other services, meeting attendees are invited to visit the RSNA Global Connection booth and the RSNA Store in RSNA Services, in the Lakeside Ballroom.

The newly expanded Global Connection booth offers unique networking opportunities to connect radiology professionals from around the world. Highlights include an enormous map allowing attendees to mark their country and an interactive map enabling attendees to search and connect based on specialty or home country.

Visit the RSNA studio to videotape a congratulatory message to help RSNA prepare for its 2014 centennial celebration. New to the studio this year, attendees are invited to have their professional headshots taken for free to use for social media profiles.

The RSNA Store is your source for CME refresher course CDs, RadioGraphics special issues, RSNA branded apparel and much more. This year, RSNA staff will answer questions about the newly redesigned RSNA online education portal allowing users to access CME content from mobile devices. RSNA is also offering an exciting new product, “RSNA Scan: 2012 In Review,” a collection of not-to-be-missed RSNA educational content from the 2012 calendar year available on a USB drive. The cost is $100 for members, $250 for non-members.

Also located in RSNA Services are areas offering information about these RSNA programs, products and services:
- Career Connect
- Journals, News & RadiologyInfo.org
- Membership
- myRSNA®
- Radiology Cares®, The Art of Patient-centered Practice
- Research & Education (R&E) Foundation
- The R&E Donor Lounge
- Virtual Meeting

RSNA Services is open Saturday from noon to 6:00 p.m., Sunday through Thursday from 7:30 a.m. to 6:00 p.m. and Friday from 7:30 a.m. to 12:30 p.m.

International Attendees Get Help “Navigating RSNA 2013”

New this year, first-time international attendees who need assistance “Navigating RSNA 2013” can attend guidance sessions led by veteran attendees speaking their preferred language.

Held in the newly expanded RSNA Global Connection booth in RSNA Services, the “Navigating RSNA 2013” sessions are intended to provide tips on everything from touring Chicago and finding a good restaurant to choosing the right shoes and locating the closest Walgreens. Presenters will also offer RSNA-specific information on essentials like transportation, registration and exchanging currency.

Along with guidance, the sessions presented in Spanish, French, Chinese, Japanese, Russian and English offer a cultural touchstone to attendees thousands of miles from home and serve as a springboard for networking among physicians. International attendees make up over 40 percent of RSNA’s annual meeting attendance.

Global Connection seating accommodates 30 people. As always, RSNA provides interpreters to answer questions in Chinese, Dutch, French, German, Italian, Japanese and Spanish at Help Centers and Professional Registration.

Navigating RSNA 2013 Schedule
This schedule is also available at the Global Connection Booth or RSNA.org/GlobalConnection.

Sunday, December 1
8:00-8:30 a.m.—English
10:00-10:30 a.m.—French
1:00-1:30 p.m.—Chinese
1:30-2:00 p.m.—Portuguese (Brazilian)

Monday, December 2
7:30-8:00 a.m.—Russian
8:00-8:30 a.m.—Japanese
10:00-10:30 a.m.—Spanish

Global Connections part of the RSNA Services Area, is located in the Lakeside Center Ballroom (Level 3).
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Add the Virtual Meeting for the Best Experience

Want to make sure you don’t miss featured RSNA 2013 sessions? Want to access content at your leisure from your hotel room? You can still experience the world’s premier medical imaging event from any computer or mobile device via RSNA’s Virtual Meeting. Visit RSNA.org/Virtual to add the Virtual Meeting to your registration and tune in to live sessions during RSNA 2013 and on-demand through December 13. The fee is $100 for RSNA/AAPM members; $300 for non-members. RSNA members-in-training, medical student members and retired members can access the Virtual Meeting for free.

Virtual Meeting attendees can:
• Watch more than 40 live streaming courses, including most plenary sessions, the image interpretation sessions, refreshers courses, multisession courses, series courses and scientific sessions.
• Submit diagnoses for Cases of the Day consisting of five cases per subspecialty area throughout the week. Answers will be revealed the following morning.
• Earn Continuing Education credits—live participation lets you maximize your CME.
• View select education exhibits and digital scientific presentations outside of McCormick Place.
• Watch live exhibitor product theater demonstrations.
• See courses and exhibitor presentations on-demand through December 13.
• Participate live in RSNA’s exciting interactive game sessions, powered by RSNA Diagnosis Live™.

Register onsite at:
• Professional Registration in Lakeside Center and Grand Concourse.
• Virtual Meeting booth in RSNA Services.
Online:
• RSNA.org/Virtual

For Radiologic Technologists
ARRT Attendance Documentation Cards will still be required to claim Category A/A+ continuing education (CE) credit. The process for ARRT CE documentation:
• Attendee will be verified with a check-in and check-out process for all courses and events. All registrants looking to obtain Category A/A+ credit must be present for the duration of the course or event.
• Attendee must obtain an ARRT Attendance Documentation Card at the beginning of the session, complete the card, and return it to the room monitor at the end of the session.
• An attendee who forgets submitting the ARRT Attendance Documentation Card at the close of the session will not obtain credit.

New CreditEval Center Makes Claiming CME Faster, Easier
With everything from pizza ordering to banking available online, it’s only natural that claiming CME at RSNA 2013 would be easy and electronic.

Attendees can document their attendance by evaluating RSNA 2013 courses and sessions and claiming their credits at the new online CreditEval Center, available via RSNA 2013 Meeting Central on their own devices or at any of the Internet Kiosks within McCormick Place. Attendees can begin their evaluations as early as 10 minutes after a course begins, claim their credits onsite and walk away with printed certificates in hand.

The new, easy process replaces the former one that relied on paper “chits” included in registration materials. “In this day and age, we are all so accustomed to conducting business online,” said Valerie P. Jackson, M.D., RSNA Board Liaison for Education. “RSNA wanted to extend that same online convenience and timeliness to the CME claiming process that so many of us use during the meeting.”

Attendees will also receive links via email that enable printing of certificates at home, and for RSNA members credits are automatically added to the RSNA CME Repository. After the meeting, attendees will still be able to evaluate courses and claim credit for one week. Detailed instructions on how to use the CreditEval program are included in the Meeting Bags distributed to professional registrants. A CreditEval information booth is located in the Lakeside Learning Center, and RSNA personnel are also on hand at the Internet Kiosks to assist with the process.

For more details please contact Jed Palmacci at jed@perfinhealthcare.com

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Live the future twice ...
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RSNA 2013 App is Centerpiece of Meeting-enhancing Technology

Getting the most out of RSNA 2013? There’s an app for that.

The RSNA 2013 App for iPhone, iPad and Android smartphones provides Meeting Program access even offline, along with maps for navigating McCormick Place, QR code scanner for interactive exhibits and drawings, agenda planner, Daily Bulletin online, exhibitor list access and a notification center for important meeting alerts. The RSNA 2013 app is sponsored by Siemens and available from the AppStore and Google Play. (Use the QR code accompanying this story for quick access.)

The meeting app is just one example of the technology RSNA offers to make it easier for attendees to navigate the annual meeting and maximize their time in Chicago, said Vijay M. Rao, M.D., RSNA Board Liaison for Information Technology and Annual Meeting. “The RSNA annual meeting has so much to offer,” she said. “We want to make it easy for attendees to zero in on their areas of interest, plan a week most personally meaningful for them, and easily find their way around McCormick Place.”

Other technology includes the online RSNA Meeting Program, accessible via the RSNA 2013 app or directly at RSNA2013.RSNA.org/program. The online program offers detailed information about each of the hundreds of presentations happening at RSNA 2013. Search for courses by title and name of presenter, keyword, day, type of session and subspecialty.

Attendees can access the online RSNA Meeting Program from their own devices—Wi-Fi is available throughout McCormick Place—or Internet Kiosks located throughout the convention center. Also accessible at the Internet Kiosks is the new CreditEval Center for claiming continuing education credit (see opposite page for more information). Those feeling a little overwhelmed by their technologically-advanced options or who simply have a vexing question about their mobile device are encouraged to stop by Mobile Connect in the RSNA Services area, Lakeside Center Ballroom, Level 3. Tech experts will be on hand in this casual, open environment to help attendees get familiar with their mobile devices’ functions and introduce them to the apps RSNA offers for RSNA 2013, Radiology, Radiographics, RSNA News, and RadiologyInfo.org. Stop by anytime during RSNA Services hours for personalized, hands-on help. Demonstrations by annual meeting presenters and technical exhibitors will also occur at Mobile Connect during the week (see schedule, right).

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- Sign up for Radiation Safety News
- Take the pledge and earn a ribbon

Stop by any of these booths at RSNA 2013 to learn about the new features on imagewisely.org. All imaging professionals are invited!

- ACR Booth 3123, South Hall A
- AAPM Booth 1108, South Hall A
- ASRT Booth 1532, South Hall A
- RadiologyInfo.org Booth, RSNA Services, Level 3, Lakeside Center Ballroom

Today in Mobile Connect

In the presentation theaters in Mobile Connect, RSNA staff will discuss how to get the most out of RSNA and other mobile apps, and some authors of RSNA presentations with mobile technology topics will also demonstrate their work:

9:00 a.m.  RSNA Mobile RSNA Staff
9:30 a.m.  Lieberman’s Scrollable Seminars in Radiology Zachary Abramson, D.M.D., Memphis, Tenn.
10:00 a.m.  Productivity Apps RSNA Staff
10:30 a.m.  An Interactive eBook for Learning Neuroanatomy, Using Trac-tography MRIs, as an Example of the Use of New Technologies in eBook Creation, beyond the iBooks Author Software Andres Vasquez, M.D., Bogota, Colombia
11:00 a.m.  iOS 7 Overview RSNA Staff
11:30 a.m.  m-SARCC (Mobile Stroke Acute Care Team Coordination Linking PACS and Mobile Smart Devices) Guo Liang Yang, Ph.D., Singapore
12:00 p.m.  Health Apps RSNA Staff
12:30 p.m.  An Interactive eBook for Learning Neuroanatomy, Using Trac-tography MRIs, as an Example of the Use of New Technologies in eBook Creation, beyond the iBooks Author Software Henry Baskin, M.D., Salt Lake City
2:00 p.m.  Image Review and Neurological Care Team Coordination Linking PACS and Mobile Smart Devices Mindy Lioures, M.D., Philadelphia
2:30 p.m.  Lieberman’s Scrollable Seminars in Radiology Zachary Abramson, D.M.D., Memphis, Tenn.
3:00 p.m.  Travel Apps RSNA Staff
3:30 p.m.  When Is Your CTDIvol Too High? Teaching Recognition and Interpretation of CT Scan Parameters Using Web-based Quiz Modules Mindy Lioures, M.D., Philadelphia
5:00 p.m.  Radiology eBooks for the iPad: A Hands-on Introduction to iBooks Author Henry Baskin, M.D., Salt Lake City
6:00 p.m.  An Interactive eBook for Learning Neuroanatomy, Using Trac-tography MRIs, as an Example of the Use of New Technologies in eBook Creation, beyond the iBooks Author Software Zachary Abramson, D.M.D., Memphis, Tenn.

*Approved for AMA PRA Category 1 Credit™, Category A Credit and CAMPEP
R&E Foundation Flourishes through Partnerships

In 2013, the RSNA Research & Education (R&E) Foundation was able to fund 83 grants totaling more than $3 million—the highest amount awarded in the Foundation’s history. “This success is due in large part to the support of our many loyal partners,” said James P. Borgstede, M.D., chair of the R&E Foundation Board of Trustees. Dr. Borgstede will deliver the Report of the R&E Foundation today at 4 p.m. in the Arie Crown Theater.

“From individual, private practice and corporate donors, to the investigators who apply for funding and the department chairs, advisors and mentors who support them—the Foundation could not continue to flourish without amazing supporting partners,” Dr. Borgstede said.

The recipients in the R&E class of 2013 are performing research in a number of different sub-specialty areas using many modalities and techniques, Dr. Borgstede added. “Their promising projects have clinical and translational implications that will most certainly move our specialty forward.”

Meeting attendees can learn more about the work of past grantees, as well as current opportunities for funding and avenues for support, at the R&E Foundation Booth in RSNA Services.

Grant Recipient to Deliver Radiation Oncology Address

Paul M. Harari, M.D., who will deliver the Annual Oration in Radiation Oncology on Wednesday at 1:30 p.m. in Arie Crown Theater, received a Research Scholar Grant from the R&E Foundation in 1993 for his study, “Altered Radiotherapy Fractionation and Human Tumor Kinetics.”

Learn How RSNA Image Share Offers Patients Secure Imaging Records

RSNA 2013 attendees looking for a simple yet secure way to share images with their patients and other physicians are encouraged to check out demonstrations this week of the award-winning RSNA Image Share program.

RSNA Image Share is funded by the National Institute for Biomedical Imaging and Bioengineering and administered by RSNA. Image Share enables patients to successfully control storage and distribution of imaging exams and reports using an electronic personal health record (EHR) account. Five sites initially launched the RSNA Image Share network: Mayo Clinic in Rochester, Minn.; The Mount Sinai Medical Center in New York City; University of California, San Francisco; University of Chicago Medical Center; and University of Maryland Medical Center in Baltimore. Recently, several community practices have joined the network, including the Monmouth/St. Barnabas Health System in New Jersey, Gillette Children’s Hospital in Duluth, Minn., and Advanced Radiology of Connecticut.

RSNA Image Share addresses one of the key goals of US federal health information technology initiatives: patient engagement. PHR systems from four participating vendors—Dell, DICOMGrid, iMD and InHealth—allow patients to maintain their medical imaging history and share exams securely with care providers and others. The network is based on standards defined by Integrating the Healthcare Enterprise (IHE) that have been used as the foundation for health information exchanges around the world.

More than 6,000 patients with nearly 25,000 total exams have enrolled in the RSNA Image Share network as of early November 2013. Nearly 2,000 of these patients have created personal health record accounts and accessed their images. Recognizing RSNA Image Share with a Patient-centric Imaging Award this year, Health Imaging magazine noted a patient survey that revealed nearly all respondents were satisfied and felt the tool was important. “Using CDs to give patients copies of their medical images, one third of the patients reported e-mailing them to family and friends, and 97 percent reported asking their physicians additional questions after viewing their images.”

“RSNA Image Share lets you use secure Internet technology to give your patients control over their records,” Dr. Avrin said. “They manage their information in secure PHR accounts and decide who to share them with.”

The IHE/Image Sharing demonstration takes place during technical exhibition hours, Sunday through Thursday, in the North Building, Hall B at Booth 8140.

Image Sharing Town Hall Meeting

RSNA will host a town hall meeting, “Image Sharing: Empowering Patients and Improving Communications” on Monday from 11:30 a.m. to 1:00 p.m. in Room E253AB. The meeting will feature representatives of the National Institute of Biomedical Imaging and Bioengineering and participants in the RSNA Image Share network, who will present their perspectives on image sharing and answering questions from meeting attendees. Anyone interested in the use of technology to empower patients and improve communications is invited to attend.
David E. S. Palmer, M.D.

Born the son of an Illinois doctor, Dr. Hussey used his position as an intern to attract many of the radiation oncology practitioners in the west. Dr. Hussey always had a special interest in graduate medical education and attracted many of the radiation oncology leaders to today’s field. Dr. Hussey served for 15 years as director of the Division of Radiation Oncology at the University of Iowa before returning to Texas in 2001 to join the University of Texas Southwestern Medical Center in Dallas.

Dr. Hussey was one of the most distinguished honors received by Dr. Hussey. In 2010, the American Society for Therapeutic Radiology and Oncology awarded him the David H. Hussey, M.D. Award.


A big shout out, of course, goes to the McCormick Place venue. Green initiatives at McCormick Place range from the fairly simple, such as turning off lights and powering down escalators when not in use and minimizing use of heating, ventilation and air conditioning on move-in, move-out and non-event days, to the more substantial such as replacing fluorescent lights with more efficient, longer-lasting fixtures and obtaining more recycling compactors. The McCormick Place caterer, SAVOR…CHICAGO, also minimizes its carbon footprint by purchasing locally produced and sustainably raised products, sourcing sustainable seafood, using non-petroleum-based products and recycling and composting waste wherever possible.

RSNA wants to be even greener this year, and the distribution of reusable—rather than plastic—bags throughout the meeting is a big, visible step toward that goal. “The bags are designed to not only be useful as attendees accumulate materials and souvenirs throughout the meeting, but also to be durable enough to take home and keep using as well,” said Janet Cooper, director of convention operations for RSNA.

Elizabeth Holland, M.D., an RSNA member from River Forest, Ill., who has helped RSNA develop some of its green initiatives, urged attendees to think about their roles as physicians when it comes to helping RSNA achieve the greenest meeting possible. “Go back to your core principles and it becomes easier,” she said, noting that many physicians find a natural fit as they try to protect their own health and the health of their patients from pollution and other environmental harms. “We need to be models of how to do things right,” she said.

What Attendees Can Do

Here are some ways RSNA 2013 attendees can help make the annual meeting green:

• Recycle paper, plastic and aluminum in receptacles throughout McCormick Place, and drop off unwanted bags, programs, lanyards and badges for recycling as well.
• Ride the Metra Electric trains, use the complimentary shuttle or share a cab.
• Consider turning off your hotel room lights, electronics and air conditioning when the room is unoccupied.
• Use refillable bottles at water stations located throughout McCormick Place.

What RSNA and its Vendors Are Doing

Here are some ways that RSNA and its vendors, including McCormick Place, have made meetings more environmentally friendly:

• Using email to replace much of the printed pre-meeting communication to the meeting attendees and exhibitors.
• Providing most meeting materials, including the Meeting Program and Daily Bulletin, online as well as in print.
• Offering QR codes for attendees to scan and download information about RSNA programs and services onto their mobile devices, eliminating the need for as many printed brochures.
• Using Green Seal-certified cleaning products and restroom products that are 100 percent post-consumer recycled content.
• Reserving a portion of parking for low-emitting and fuel efficient vehicles.
• Eliminating the use of Styrofoam and polystyrene plastic products and using biodegradable hotwax, straws, serving dishes and cups.
• Donating excess food to a local food bank.
• Ensuring that potential pest abatement is handled with the least environmental impact possible.
• Asking that landscaping proposals incorporate a green plan which includes use of environmentally friendly products and practices such as composting and water conservation.

Partnerships Yield Best Patient Care

Continued from Cover

radiologists regardless of career level. Dr. Donaldson said she is particularly passionate about working with radiation oncologists. “I can tell you from the perspective of someone who has been there, that the focus on patients is of primary importance. You have to care about meeting patients and meeting their families. That is what makes it so much fun to be a physician—why you get out of bed in the morning.” The pressure to make medicine safer and more effective and efficient are very real, not only in the U.S. but also around the globe, Dr. Donaldson said, but these challenges are also opportunities for discovery. “It is important to be positive,” she said. “Even though it may be tough, it is ever so gratifying.”
RSNA and ACR To Talk Patient-centered Initiatives

At a special interest session on Monday afternoon representatives of RSNA and the American College of Radiology (ACR) will discuss the efforts of the two societies to make the specialty more patient-centered.

“Imaging in a New Dimension: Radiologists Add Value” will feature Mary C. Mahoney, M.D., chair of RSNA’s Patient-centered Radiology Steering Committee, and Bibb Allen Jr., M.D., vice-chair of the ACR Board of Chancellors.

Mahoney will outline the mission and goals of RSNA’s Radiology Cares™. The Art of Patient-centered Practice campaign. Dr. Allen will do the same for ACR’s Imaging 3.0 campaign. William T. Thorwarth Jr., M.D., RSNA Board Liaison for Publications and Communications, will moderate.

A patient-centered focus fits perfectly into the RSNA 2013 theme, as physicians must think of their patients as partners, Dr. Mahoney said. “Our whole field will lose credibility and respect over time if all we do is read images and are not more engaged in the process of providing quality care,” Dr. Mahoney said.

“We need to bring more to the table or we’ll become less relevant to clinicians and patients.” Monday’s session will also teach attendees how to assess their radiology practice models and realign them to focus on value over volume. Attendees will learn specific tactics to put the concepts of patient-centeredness and value versus volume into practice.

Support NIH Imaging Research at ARR Booth

Attendees can help preserve the future of National Institutes of Health (NIH) research by visiting the Academy of Radiology Research (ARR) booth throughout RSNA 2013 to send critical emails to members of Congress.

In 2013, government sequestration cuts reduced the NIH budget by 5.3 percent, and in 2014 cuts will increase to 7.2 percent unless Congress ends the sequestration, according to ARR, an alliance of 28 professional imaging societies, 37 academic radiology departments, 80 patient advocacy groups, and nine industry partners.

“The NIH is the world’s premier medical research institution, but its record of scientific progress and innovation is currently threatened by unprecedented funding cuts,” said Renee Cruce, M.P.A., executive director of ARR, which serves as the imaging community’s voice in Washington.

Emails from constituents are a critical part of the ARR’s virtual grassroots advocacy campaign to support medical imaging research as Congress debates imaging funding and ending sequestration.

“These emails take less than a minute to send but they have a large impact on Capitol Hill,” Cruce added.

Attendees are invited to stop by ARR booth and use a laptop, iPad or their own mobile device to email members of Congress in support of NIH imaging research. Attendees can also contact Congress via the Academy’s grassroots advocacy website, action.imagingcoalition.org. The ARR booth is located in the Grand Concourse, Level Three (near Starbucks).

Take the Pledge to Show “Radiology Cares”

Radiology Cares™, RSNA’s new campaign to encourage and facilitate radiologists’ meaningful engagement in the patient experience, is in its second year. Join nearly 1,000 of your colleagues who have pledged to put patients first and make them the primary focus of radiologic care.

Take the pledge at the Radiology Cares booth in RSNA Services and get a Radiology Cares lapel pin and suitable-for-framing certificate. Visitors can also learn more about the initiative, view patient-centered practice resources and share patient-centric ideas.

“Too often, radiologists are ‘invisible’ to patients, and the Radiology Cares campaign helps to solve that problem,” said William T. Thorwarth Jr., M.D., RSNA Board Liaison for Publications and Communications. “We need to be seen as we actually are: active participants in patient care.”

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2013 Outstanding Researcher, Educator Honored Today

During the RSNA 2013 opening session today, RSNA will honor two individuals for their contributions to research and education. Norbert J. Pelc, Sc.D., is Outstanding Researcher. Bruce G. Haffty, M.D., is Outstanding Educator.

Outstanding Researcher
Radiologists’ understanding of the imaging modalities they use each day would not be the same without the career of Norbert J. Pelc, Sc.D. Having conducted research into all medical imaging modalities, and in particular digital X-ray, CT and MR imaging, Dr. Pelc possesses extraordinary knowledge of the technical aspects of imaging and a one-of-a-kind insight into advanced applications and basic research. He has contributed to the development of these modalities as a researcher working in industry and academia and as an educator has imparted his experience to a new generation of scientists.

Dr. Pelc serves as the Boston Scientific Applied Biomedical Engineering Professor and professor of bioengineering and of radiology and, by courtesy, of electrical engineering at Stanford. He is chair of the Department of Bioengineering and spent 10 years as associate chair for research in the Department of Radiology.

With current research focusing on CT, digital X-ray and hybrid multimodality systems, Dr. Pelc is leading the development of new concepts for CT. He has also helped to develop hybrid platforms that will give physicians a range of modality options when performing image-guided therapy.

Dr. Pelc is an inventor in more than 80 issued U.S. patents and served on the first national advisory council of the National Institute of Biomedical Imaging and Bioengineering of the National Institutes of Health. He served RSNA as third vice-president in 2010, as an annual meeting session moderator and as a member of the physics subcommittee of the Scientific Program Committee.

Outstanding Educator
An internationally recognized expert in breast radiation oncology, Bruce G. Haffty, M.D., has forged a legacy as one of the specialty’s premier educators through a lifelong commitment to mentoring, teaching and advising.

Dr. Haffty is a professor and chair of the Department of Radiation Oncology at the Robert Wood Johnson Medical School and New Jersey Medical School of Rutgers University and associate director of the Cancer Institute of New Jersey. Prior to coming to Rutgers, Dr. Haffty spent 18 years specializing in breast and head and neck cancers in the Department of Therapeutic Radiology in the Yale University School of Medicine, serving as a professor, clinical director and residency program director—in this position he personally mentored countless medical students, residents, fellows and junior attending physicians.

As a researcher Dr. Haffty has focused on developing novel methods of delivering radiation therapy targeting breast cancer and exploring novel molecular targets that may enhance the effects of radiation.

Through his extensive work with the American Society for Radiation Oncology, which he currently serves as president, Dr. Haffty founded the Association of Directors of Radiation Oncology Programs (ADROP) in 2000 and served as ADROP president from 2000 to 2003. Dr. Haffty previously served as president of the American Board of Radiology and the American Radiology Society. He delivered the RSNA Annual Oration in Radiation Oncology in 2009, co-chairs RSNA’s Bolstering Oncoradiologic and Oncoradiotherapeutic Skills for Tomorrow (BOOST) program and has served on the RSNA News Editorial Board since 2009.

Enjoy 5k Fun Run on Lake Michigan
Attendees are encouraged to take a break from the annual meeting on Tuesday morning to get out and enjoy a 5k event along Chicago’s beautiful Lake Michigan shores. Proceeds from the 5k Fun Run go to the RSNA & R&E Foundation to help fuel critical research to enable the best patient care. Add the Fun Run to your online registration or stop by the Fun Run desk (level 2.5 at McCormick Place) from 10 a.m. to 4 p.m. Sunday and Monday only. Participants can sign up as a runner or walker. The sign-up donation of $40 is fully tax deductible and includes a commemorative t-shirt. The run will be held at 6:30 a.m., Tuesday, December 3, at Arvey Field, South Grant Park, Chicago.
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The Harvard Emerging Leaders Seminar is a customized leadership development program that will help you integrate essential leadership concepts into immediate practice while granting you exclusive access to top-tier Harvard Business School and radiology faculty.

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- **Module 2: Managing Change**
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- **Module 3: Difficult interactions**
  Discover how to manage challenging situations for mutually beneficial outcomes.

**Harvard Emerging Leaders Seminar**
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