

More About RSNA 2008

Session Highlights Best of Japanese Research

"Japan Presents," an Integrated Science and Practice (ISP) session offered in conjunction with the Japan Radiological Society at RSNA 2008, will feature the best in Japanese radiology.

"Japan has played a large role in the development of medical imaging," said session moderator Kazuro Sugimura, M.D., a professor in the Department of Radiology at Kobe University Graduate School of Medicine in Kansai. "The opportunity to have our work collectively introduced to the world's largest society for radiology has greatly motivated the field of radiology in Japan and has become something we can be quite proud of."

The Japan Presents session, scheduled for Monday, December 1, from 10:30 a.m. to 12:00 p.m. in Room E352, will cover non-contrast MR angiography, diffusion tensor tractography of the brain at 3T, development of area-detector CT and physiopathological imaging of chronic obstructive pulmonary disease with oxygen-enhanced MR.

"For CT technology, we will talk about the position of area detector CT within the field of imaging diagnostics, as well as discuss what might be coming next," said Dr. Sugimura. "For MR imaging, we will consider the capacity of diffusion MR technology for tumor detection and tissue characterization, as well as its future development. Will non-contrast MR angiography become a standard test? Is MR a superior tool for diagnosing lung function? Can tractography be applied for spinal cord and peripheral nerve diagnostics? Also, what does the future hold for MR in examining the liver and uterus?"

The session is a chance for international exchange that includes a deeper understanding of radiology in Japan, joint research and study-abroad opportunities, said Dr. Sugimura. "When we share the latest ideas coming out of Japan, we

can greatly stimulate the intellectual curiosity of the attendees, which can yield suggestions for future research, he said.

The series of ISP sessions highlighting international advances debuted last year with "Italy Presents."

New Bistro RSNA Features Lunchtime "Topic Table" Discussions

Making its debut at RSNA 2008 is Bistro RSNA, an expanded dining option offering an extensive menu and room to sit down comfortably and network with colleagues. Each technical exhibit hall, as well as the Lakeside Learning Center, will house a Bistro RSNA.

Special tables at the Lakeside Learning Center Bistro RSNA will be reserved as "topic tables" where attendees can participate in discussions in 14 subspecialties. Topic facilitators will be present at Bistro tables Monday through Wednesday, from 12:00 p.m. to 1:30 p.m.

For Bistro RSNA tickets and a list of topic table discussions, go to www.rsnameal.ticket.com/attendee.php.

Physician-Industry Relationships the Topic of New Course

The RSNA Professionalism Committee will sponsor a new course at RSNA 2008:

RC316 Physicians' Relationships with Industry

Tuesday, Dec. 2, 8:30 a.m. – 10:00 a.m.

In an era of ever-heightening public scrutiny of physicians and their practices, this new course delves into the term "conflict of interest" and addresses the distinction between perceived and actual conflict of interest.

Instructors, including RSNA Professionalism Committee Chair Leonard Berlin, M.D., will detail the prevalence and types of relationships between radiolo-

gists and industry that could give rise to conflicts of interest. Attendees will come to appreciate how even the appearance of conflict could negatively affect the image of the radiologist in the eyes of the public.



Leonard Berlin, M.D.

Dr. Berlin practices at Rush North Shore Medical Center in Skokie, Ill. Joining him in presenting the course will be Eric G. Campbell, Ph.D., of the Institute for Health Policy at Harvard University, Grant Silcox, J.D., of the Medical Imaging & Technology Alliance (MITA) and Rachel F. Brem, M.D., of George Washington Medical Center.

QIBA Kiosk Promotes Quantitative Imaging and Biomarkers

The Quantitative Imaging Biomarkers Alliance is a new coalition of equipment manufacturers, pharmaceutical companies, clinical trial experts, government agencies, clinicians and RSNA. Intended to develop the infrastructure to support reliable and effective use of imaging biomarkers, QIBA has three technical committees: DCE-MRI, Volumetric CT and FDG-PET. The QIBA kiosk will be located adjacent to the Molecular Imaging Zone in the Lakeside Learning Center.



Continued on next page

More About RSNA 2008

Continued from previous page

RSNA 2008 Growing Greener

In its efforts to be a green organization, RSNA has increased its ecofriendly activities at the annual meeting:

- Increased use of electronic documentation
- Meeting publications printed on recycled and/or recyclable paper with soy-based ink
- Biodegradable plates, cups and cutlery used for catering
- Renewable power used in McCormick Place

In addition, RSNA attendees are urged to "go green" by tossing their copies of the *Meeting Guide* and *Daily Bulletin*, as well as their badges and lanyards, into recycling bins. Attendees can also be ecofriendly by riding the Metra Electric Train or sharing a cab for transportation during the meeting.

A full list of "green" initiatives is located in the *RSNA Pocket Guide*.

Pick Up a Free RSNA Buyers Guide CD

RSNA Buyers Guide is a searchable online directory of hundreds of companies providing radiology-related products and services. RSNA 2008 attendees are encouraged to pick up a free Buyers Guide CD-ROM at the Technical Exhibit Help Center in Hall D.



Breast Brachytherapy, Adolescent Self-Mutilation among RSNA 2008 Press Conference Topics

Watch the news for coverage of RSNA 2008. More than 170 members of the medical news media typically attend the annual meeting, generating thousands of stories appearing in print and electronic media in the U.S. and around the world. Among press conferences to be presented are:

- Patient Photos Spur Radiologist Empathy and Eye for Detail
- Radiologists Diagnose and Treat Self-Embedding Disorder in Teens
- New Mammography Technology Effective in Detecting Breast Cancer
- Brain Waves Show Sound Processing Abnormalities in Autistic Children
- Breast Cancer Treatment Offers Better Outcome to Women with Implants
- New Breast Imaging Technology Targets Hard-to-Detect Cancers
- CT Colonography Offers One-Stop Screening for Cancer and Osteoporosis
- Stress-Related Disorders Affect Brain's Processing of Memory
- MRI Shows New Types of Injuries in Young Gymnasts

- Exercise Helps Prevent Age-Related Brain Changes in Older Adults
- New Treatment Eliminates Heel Pain Caused by Plantar Fasciitis
- Portable CT Increases Chance of Stroke Survival and Recovery
- Robotic Technology Improves Stroke Rehabilitation

Register Onsite for Investment Seminars

Saturday, Nov. 29

RSNA will offer two investment seminars at McCormick Place prior to RSNA 2008:

- **9:30 a.m. – 12:30 p.m.**
Effective Estate Planning Strategies, presented by Barry Rubenstein, B.S., J.D., L.L.M.
- **1:30 p.m. – 5:30 p.m.**
Effective Investment Strategies, presented by J. Michael Moody, M.B.A.

Register for these seminars onsite at McCormick Place Room E271AB. You must be registered for the annual meeting in order to enroll in these seminars. These seminars do not qualify for *AMA PRA Category 1 Credit™*. Contact the RSNA Education Center at 1-800-381-6660 x7772 or ed-ctr@rsna.org for more information.

Categorical Course Supplements Available


The RSNA Education Store, located in RSNA Services and Booth 2700 in the South Building, will offer supplements for the RSNA 2008 Categorical Courses:

- **2008 Categorical Course in Diagnostic Radiology: Cardiac Imaging**
- **2008 Categorical Course in Diagnostic Radiology Physics: CT and MR Imaging**

Supplements are \$20 for RSNA members and \$25 for non-members.

Continuing Education Opportunities Abound

Numerous SAMs Offered

RSNA is offering 48 self-assessment modules (SAMs) in 20 subspecialty categories at RSNA 2008. The SAMs are approved for diagnostic and interventional radiologists, radiation oncologists and radiologic physicists participating in the American Board of Radiology maintenance of certification process. SAMs are available to U.S.-licensed physicians for select courses and are a benefit of membership (a fee will be charged for non-members). Look for the SAM icon when registering for RSNA 2008. 

Up to 87.5 AMA PRA Category 1 Credits™ Available

Take advantage of the many refresher courses, scientific sessions, honored lectures and education exhibits at RSNA 2008 to earn AMA PRA Category 1 Credit™. Each physician has the opportunity to earn up to 87.5 credits.

Important Registration Information

Registration Materials Mailed

RSNA 2008 registration materials were mailed to North Americans who registered by November 7. If your registration materials do not arrive in time, please plan to visit one of the Help



Centers onsite, located in the Grand Concourse and Lakeside Center, to have the contents reprinted. RSNA encourages attendees to do this on Saturday, November 29, to avoid long lines later in the week.

Registration materials were mailed to international attendees whose registration was completed by October 24. For those registered after October 24, international documents will be available for pickup onsite at Desk A, located in the Lakeside Center Ballroom near Professional Registration.

Name Badge Required

You must wear your name badge at McCormick Place to attend RSNA courses and events or to enter the exhibit halls. RSNA will use radiofrequency identification (RFID) badge scanning technology within the Technical Exhibit halls, the Lakeside Learning Center and multiple session rooms. No personal information is stored in the RFID badge, only an ID number. Badges will be monitored to obtain total attendance counts and exhibit floor traffic. Should you wish to "opt out" of this program, please visit either Help Center onsite located in the Grand Concourse or Lakeside Center.



Meeting Program, Lanyard and Official Meeting Bag Offered

One complimentary copy of the RSNA Meeting Program, official meeting bag and lanyard are available with the

presentation of a voucher at the distribution counters located in the Grand Concourse, South Building and Lakeside Center.



Onsite Registration Available

Those who registered in advance can wear their badge at the McCormick Place Convention Center and proceed directly into the exhibit halls and classrooms. Those who need to register onsite should proceed to Professional Registration in the Lakeside Center Ballroom.

Onsite Registration

Saturday (November 29)

12:00 p.m. – 6:00 p.m.

Sunday – Thursday (November 30–December 4)

7:30 a.m. – 5:00 p.m.

Friday (December 5)

7:30 a.m. – 12:00 p.m.

Onsite Registration Fees

\$100	RSNA Member, AAPM Member
\$0	Member Presenter
\$0	RSNA Member-in-Training, RSNA Student Member and Non-Member Student
\$0	Non-Member Presenter
\$230	Non-Member Resident/Trainee
\$230	Radiology Support Personnel
\$720	Non-Member Radiologist, Physicist or Physician
\$720	Hospital or Facility Executive, Commercial Research and Development Personnel, Healthcare Consultant and Industry Personnel
\$300	One-day registration to view only the Technical Exhibits area (<i>onsite registration for this category is offered at Exhibitor Registration, Grand Concourse—Level 3</i>)

For more information about registration at RSNA 2008, visit RSNA.org/register, e-mail reginfo@rsna.org, or call 1-800-381-6660 x7862.

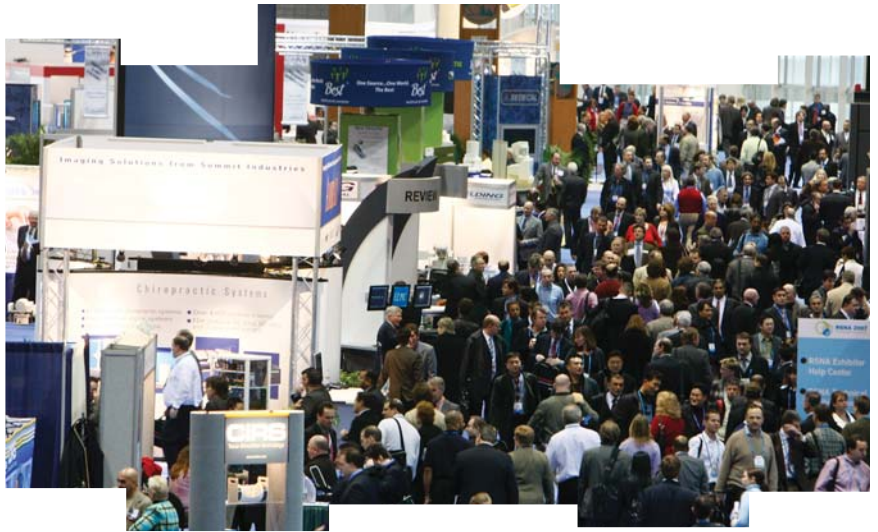
Continued on next page

More About RSNA 2008

Continued from previous page

Technical Exhibition to Span Three Halls

The RSNA Technical Exhibition, featuring the world's largest assembly of health-care imaging products and solutions, will be located in Hall A (South Building), Hall B (North Building) and Hall D (Lakeside Center). More than 700 companies are scheduled to participate within half a million square feet in the three halls. More information about the new layout, along with maps and information about all exhibiting companies, will be published in the RSNA *Meeting Guide* available at McCormick Place.



Plan Your Visit

A searchable database of the RSNA technical exhibitors is available online at RSNA.org/showcase. This list includes complete information about participating companies, including booth numbers, contact information, company description, product listings and a new interactive floor plan. During the meeting, the database can be accessed at Internet Zones throughout McCormick Place and near Cafés A1 and A2 in the South Building.

Attendees can also find exhibitors via the Company Locators at the entrance to each exhibit hall and You Are Here kiosks placed throughout the Technical Exhibition.

New Products and Services Spotlighted in *Daily Bulletin*

Many exhibiting companies use the New Product & Services section of the RSNA *Daily Bulletin* to promote products and services released within the last 12 months. Published Sunday through Thursday, the *Daily Bulletin* is the official daily newspaper of the annual meeting and provides overnight coverage of meeting news. Each edition of the *Daily Bulletin* features a unique New Products & Services section. The *Daily Bulletin* is available at McCormick Place and also online at RSNA.org/bulletin.



Technical Exhibition Hours

Sunday, November 30 – Wednesday, December 3

10:00 a.m. – 5:00 p.m.

Thursday, December 4

10:00 a.m. – 2:00 p.m.