



# 2015: THE FUTURE OF RADIOLOGY BEGINS TODAY

The Radiological Society
of North America (RSNA)
celebrated its 100th
anniversary as a society in
2015 and the turning of a
page to a new century of
innovation, education, and discovery. For 100 years,

The best way to predict the future is to create it."

Peter Drucker

keeping members informed, connected, and moving forward with new innovations.

As we face a bold new tomorrow, the vision for RSNA is to play an even greater role

as the specialty's convener. New avenues for education will be explored. Innovative technologies will be

discovered. And the radiology specialty will connect in ways never dreamed possible.

With such a rich past and an equally vibrant future, what is the role of radiology today? As we turn the page from past to future, we must recognize that we are in creation mode—creating the future of our specialty, honoring our past, and innovating the possibilities of tomorrow. The future of radiology begins today.

# PARTNERING FOR RADIOLOGY'S FUTURE

RSNA has been the voice of the radiology specialty—

As architects of radiology's destiny, we travel the road to radiology's future together, developing innovative technologies, learning new procedures, and exploring alternate avenues to elevate the role of the radiologist integral to patient-centered care teams. RSNA fosters partnership among its members for the specialty's collective success.

As we start a new century of radiology, members celebrate the essential partnerships formed through grant recipients and donors, fellows and residents just entering the field, and corporations creating and showcasing innovation that will support the specialty's future. As members benefit through their association with RSNA, the Society and the entire radiology community is enhanced by each member's contributions to the organization—and to the radiology specialty as a whole.

On the following pages, you'll meet just a handful of the Society's thousands of members and learn about their enriching experiences gained through partnerComing together is a beginning; keeping together is progress; working together is success."

**Henry Ford** 

ships fostered through RSNA. Each member shares a distinct story and a common desire to advance the future of medical imaging. Together, we are creating radiology's future.



# COLLABORATION BENEFITS EVERYONE INVOLVED

Dr. Stamatia Destounis is a private practice breast imager with a history of giving back to organizations that she values. RSNA is lucky to be one of those organizations. Dr. Destounis first became involved with RSNA as a resident in the early 1990s, and today is a Silver Centennial Pathfinder donor to the Research & Education Foundation, volunteers on the R&E Fund Development Committee, and has presented multiple RSNA education exhibits. So much of her RSNA experience has been tied to the annual meeting that she can't imagine her life without it.

"I have been extremely impressed by RSNA ever since I attended my first meeting in the early 1990s during my radiology residency training," Dr. Destounis said. "The collaboration of research, education, and innovation that I discovered has kept me attending every year since."

Her enthusiasm for the specialty and a long association with RSNA carries over to her ongoing support of RSNA's R&E Foundation. "I realize the Foundation's important role in providing financial support to young

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Stamatia V. Destounis, MD

innovators and educators who will be the leaders of the next generation," she said. "My support of the Foundation and that of many others provides funding that enables young researchers to develop their techniques and research, which makes a difference in the field of radiology—especially for the patients we care for," Dr. Destounis said. "I feel like we are partnering together to strengthen the future of the specialty."

Dr. Destounis also connects with RSNA as a member of the R&E Foundation Fund Development Committee. "I have met many wonderful radiologists by participating on these committees and have built many friendships over the years. Every year, I look forward to seeing everyone and hearing about their up-and-coming research, presentations, and important work. The RSNA annual meeting has been key to building many important partnerships and clinical research opportunities. The committees and volunteerism set strong examples for the next generation of radiologists, illustrating how much we can accomplish in radiology through team work."

Dr. Destounis frequently presents abstracts on current research and techniques at the RSNA annual meeting, covering topics such as CAD, automated breast ultrasound, breast MRI, digital mammography, and digital breast tomosynthesis. "Discussing our work at such a venue has been an honor and a great opportunity to see our work recognized, understood, and frequently implemented in practice," she said.

"Everyone wins in collaboration—the attendees, the presenter, and the annual meeting in general," Dr. Destounis said. "New ideas are exchanged, and technology is evaluated, publicized, and viewed. Identification and development of current technology to improve patient diagnosis is critical as we develop radiology's future. This specialty can't survive without a meeting like RSNA, without the forward thinking and vision of the RSNA R&E Foundation to spearhead innovative research, and to keep our specialty in the forefront on lifesaving techniques, new modalities for early detection of disease, as well as new methods of treating disease," she said.



Stamatia V. Destounis, MD
RSNA Member since 1989
Attending Radiologist
Elizabeth Wende Breast Care LLC
Rochester, NY



# COMMITTEE PARTICIPATION FOSTERS CONTINUED LEARNING

A true example of partnership, Dr. Umar Mahmood gives as much as he receives. Through the years, he has participated on numerous RSNA committees, including the RSNA R&E Foundation Grant Program Committee, the Committee on Scientific Affairs, the Research Development Committee, and the Scientific Program Committee.

"The members of these committees have the same broad goals—to ensure that radiology as a specialty remains scientifically rigorous, providing RSNA with an early radar regarding new opportunities that may help the field, and providing a framework to assure that members in general can learn about and take advantage of these opportunities."

But Dr. Mahmood said he has received so much more in return. "I have directly benefitted by listening and learning from so many bright minds with backgrounds and expertise that are different from my own," he said. "By participating as a committee member, I have the opportunity to see many different horizons of specialty areas, explained by people who are leaders in those disciplines. During that process, we all reflect on how to make our field even stronger."

The relationship between RSNA and its committee members has made RSNA the industry leader, according to Dr. Mahmood. "I have always been impressed by the long time horizon that RSNA holds. By strategically investing effort and resources, in part based on committee input, the Society has made a number of smart bets over the years that help the field continually grow from a scientific standpoint and position radiologists to remain leaders through innovation."

One of Dr. Mahmood's earliest interactions with RSNA was as the 2000 recipient of a Research Resident Grant as a principal investigator. "There is a growth pattern in how to frame, design, and execute research problems, and the R&E Foundation has been an important part of that trajectory for so many researchers, myself included," he said. "I have seen R&E support so many trainees over the years that are now capable of securing funding and performing research projects that would have previously been outside their scope."

According to Dr. Mahmood, the impact of grants awarded by the R&E Foundation goes far beyond the

individual, also benefiting the entire specialty. "It is well known that R&E is an incredible multiplier, allowing the specialty to reap the rewards 40-fold in terms of research funding. This combined funding keeps our specialty fresh and helps ensure that radiologists are the ones that develop and retain ownership of these advances through our scientific and clinical understanding. Our specialty and our patients benefit."

Dr. Mahmood has also lectured on many topics at RSNA annual meetings, sharing his knowledge with others. While addressing an audience helps him to deepen his own thinking beyond basic principles, the audience also benefits through shared experiences. "The RSNA annual meeting is a great forum for introducing scientific concepts to an audience that wants to incorporate them to help patients. I often see this as a launching point for people in the audience to directly ask questions and exchange ideas. The annual meeting courses are a distinct opportunity for knowledge dissemination that directly complements and enhances knowledge transfer."



Umar Mahmood, MD, PhD
RSNA Member since 1997
Professor of Radiology
Massachusetts General Hospital
Charlestown, MA

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Umar Mahmood, MD, PhD



RSNA COMMUNITY BOND CROSSES BORDERS

A feeling of community might be the most vital benefit of RSNA membership for Dr. Valerie Vilgrain. A resident of France, her association with RSNA crosses international waters while still making her feel right at home. The sense of community that she finds at RSNA, she also creates for others through her involvement in the RSNA Regional Committee for Europe, as a presenter at the RSNA annual meeting, and as a *Radiology* author.

"Being a member of RSNA makes you feel like you belong to the most important and most impressive radiological community," Dr. Vilgrain said. "Before I became a member, I remember meeting with friends and colleagues at the RSNA annual meeting and having the red badge while they all had the blue one. They would look at me strangely and ask why I wasn't an RSNA member. It was like meeting people that belonged to a club—and not being part of it."

Once she joined, Dr. Vilgrain quickly recognized RSNA as a leader for professional and scientific information. "There are important messages given

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Valerie Vilgrain, MD

by RSNA to the radiological community. For instance, the topic of being patient centered, which is currently popular, will certainly resonate in other national societies or subspecialties in the future," she said.

Dr. Vilgrain remembers today how impressive she found the RSNA annual meeting when she first attended in 1988. "I will never forget that experience: so many sessions to attend, so many things to see at the same time, a huge technical exhibition, and a fantastic opening session with the live interpretation session," she explained.

Today, Dr. Vilgrain loves to hear from the residents she works with about their first RSNA annual meeting experiences. "Still today, I always find something appealing to me," she said. "The annual meeting is a combination of scientific and technical innovation. We can see the trends that will be further developed. And it is also the only place you can gather so many radiologists from every country," she said.

Dr. Vilgrain partners with RSNA as the chair of the RSNA Regional Committee for Europe. "I am

impressed by these committees set up to interact with non-American radiologists. I am involved in committees for other organizations and such interaction with foreign radiologists does not really exist. I think RSNA provides an opportunity to develop more intense partnerships such as opening the International Visiting Professor program to non-American radiologists. I am confident that speakers from different backgrounds will provide complementary information," she said.

According to Dr. Vilgrain, the entire specialty benefits by the quality of the RSNA journals. "They have brought a high quality standard and are often used as models," she said. "Pushing the quality in these journals improves the academic level of the whole radiological community by exercising care and scientific rigor to evaluate original research."

Whether reaching around the corner or across the ocean, RSNA partners with all of its members to benefit each member, our patients, and the radiological community as a whole.



Valerie Vilgrain, MD RSNA Member since 1996 Professor of Radiology and Chairman Hospital Beaujon Clichy, France



RESIDENT REALIZES VALUE THROUGH RSNA

When you talk to Dr. Gerald Drocton, it's clear that he looks for value in everything he does. Dr. Drocton found real value for his professional career by partnering with RSNA as a resident, avid journal reader, RSNA annual meeting attendee, education exhibit presenter and as a member of the Resident and Fellow Committee.

Dr. Drocton maximized the value of his first visit to the RSNA annual meeting in 2015—finding three central reasons to be there. First, he presented an education exhibit. Second, he participates on the Resident and Fellow Committee, which met during the event. And, third, he was simply interested in attending because he had never been before.

"It's the largest annual radiology meeting and I wanted to experience it for myself," Dr. Drocton said. "My experience was positive. I had the opportunity to meet with many new people, radiologists and non-radiologists, and to serve on a committee. Gaining

advice on finding jobs and fellowships was useful. The lectures were well organized and informative, and the exhibit floor was great to experience as well."

Dr. Drocton first connected with RSNA as a journal reader and finds the content more useful with each passing day. "I refer to the journals often, particularly *RadioGraphics*," he said. "The publications are well written and reviewed. I especially find the new Fundamentals section of *RadioGraphics* useful as it is most applicable to me as a resident."

"The RSNA publications represent the field of radiology well," he added. "Both *Radiology* and *RadioGraphics* cover a range of topics within each subspecialty and are easily accessible. For instance, if I am interested in a specific neuroradiology topic, I can be confident that I can refer to the journals and find articles on that particular topic."

Dr. Drocton said that the journals are useful for his residency program as well. The program includes a regular journal club in which residents and attending physicians meet to discuss articles or particular issues of interest. "Many of our residents, including myself, refer to the RSNA journals for their articles," he said.

But Dr. Drocton believes the greatest benefit of his partnership with RSNA will be even more evident in the future. "RSNA provides many benefits primarily through education and networking; having resources such as people that can help me in the future, as well as helping others. Being involved with the organization is a great way to give back and keep the organization dynamic and evolving. There's a lot of value in that," he said.



Gerald T. Drocton III, MD RSNA Member since 2012 Resident University of Kansas-Wichita Wichita. KS

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Gerald T. Drocton III, MD



# ADVANCING THE FUTURE OF IMAGING...TOGETHER

When it comes to moving the medical imaging specialty forward, there is no better conduit than the many industry partners that join together with RSNA to advance innovation, promote patient care, support research, and share their technical expertise.

Throughout the years, these leaders have served the radiology community by showcasing their innovations in our technical exhibit halls, offering education at the annual meeting, funding research through the Research & Education Foundation, and enabling outreach through the International Visiting Professor Program.

In addition to those corporations that help to fund research, still others work to translate research findings into new products and everyday clinical care. Their support keeps the field moving forward, and embraces patient care by making the most innovative and effective methodologies accessible to every patient. Other industry partners participate in RSNA activities such as the Quantitative Imaging Biomarkers

Alliance (QIBA), sharing their technical expertise, or joining the Image Share network, advancing informatics goals and enhancing the creation of an electronic health record.

RSNA values its industry partners and the important role they play keeping radiology at the forefront of science and technology. To acknowledge their participation and show its appreciation, RSNA established the Corporate Partners Program that recognizes industry partners through logo recognition and acknowledgement in RSNA's prominent publications. Corporate Partners are recognized at the Gold, Silver, and Bronze levels.

These organizations are just the tip of the iceberg, as hundreds of organizations—both corporations and other associations—partner with RSNA each year, participating in a multitude of ways. RSNA remains grateful for these many partnerships and is proud to work with each and every organization to support the advancement of radiology's future.



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# 2015 RSNA HIGHLIGHTS

- ▶ 101<sup>ST</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING—RSNA concluded its two-year centennial celebration at the annual meeting, this year focusing on the Society's 100th anniversary. Nearly 52,000 people gathered for the week-long event at Chicago's McCormick Place during the last week of November, taking part in educational courses, technical exhibits, and networking opportunities. Over 4,100 people participated in the Virtual Meeting as well.
- ▶ A NEW CENTURY BEGINS—As the epicenter of the radiology specialty, RSNA also turned over the hourglass toward a new century of medical imaging. Attendees at RSNA 2015 were catapulted toward the future as educational programming, technical exhibits, and technology came together to reveal what may lie in the years ahead. Hot topics included neuroimaging of dementia, long-term effects of concussions, prostate imaging, and quantitative magnetic resonance (MR) biomarkers.
- ► MEMBERSHIP STRONG AT 54,000—RSNA membership as of December 2015 stood at 54,314, representing a global population from 140 countries. While 38,592 members come from North America, the balance comes from Europe, Asia, South America, Africa and Australia. An impressive 11,362 RSNA members—or 21 percent—have been members for 25 or more years.

- ▶ TECHNICAL EXHIBITS ABOUND AT RSNA 2015—
  A true sign of their satisfaction with the RSNA annual meeting, 659 companies exhibited at RSNA 2015, including 106 first-time exhibitors. Covering an expansive 419,300 square feet of exhibit space, exhibitors expressed satisfaction with the event, and readily signed up onsite for RSNA 2016. This is the first time that RSNA offered onsite exhibit space selection for the following year.
- ▶ EDUCATIONAL COURSES HIGHLIGHT
  INNOVATIVE TOPICS—With nearly 500 educational courses and more than 4,400 scientific paper presentations, scientific posters, and education exhibits, RSNA members learned throughout the meeting week, focusing on general and specialized radiology topics, as well as business practices, research techniques, and patient-centered care. A record 24 courses used RSNA Diagnosis Live™ gaming technology to increase audience engagement.
- ► CENTENNIAL SHOWCASE AND WEBSITE—

A museum-like experience, the Centennial Show-case glowed at RSNA 2015 with a look ahead to the advancements that will shape the next century of medical imaging. Visitors uncovered innovations such as 3-D printing, virtual holography, and personalized medicine. A virtual Wilhelm Roentgen once again welcomed attendees to the exhibit. RSNA members submitted more than 600 images to the Centennial Image Contest, with winning entries unveiled at the event in the categories of Radiology Art, Most Unusual Case, Best Medical Image, and Best Photo.

- ► COUNTRY PRESENTS SALUTES GERMANY,

  MEXICO—RSNA saluted Germany and Mexico at

  RSNA 2015 through programming showcases.

  The German focus was "Population—based Imaging:

  How Broader Research Efforts Can Affect Everyday

  Care and Prevention," while Mexico explored

  "The Challenges of Radiology Education in Mexico

  and Some Proposals for Mexico and Latin American

  Countries."
- ➤ RESEARCH & EDUCATION FOUNDATION

  AWARDS 92 GRANTS—Grant recipients

  took home \$3.6 million in 2015, equaling 2014's

  record-breaking funding year. With 25 percent of all

  grant applications funded, the Foundation continues its support of up-and-coming educators and

  researchers.
- ► INSPIRE-INNOVATE-INVEST: THE CAMPAIGN FOR FUNDING RADIOLOGY'S FUTURE® EXCEEDS 65 PERCENT OF GOAL—The R&E Foundation announced late in 2015 that generous contributions from individuals, private practice groups, and corporate supporters have helped it reach more than halfway to its goal to raise \$17.5 million
- ▶ RSNA LAUNCHES IMAGE SHARE VALIDATION PROGRAM—The Image Share Program continues to grow, now including over 22,000 patients enrolled across 12 sites. A conformity assessment program that sets the standard for consistency in the electronic image sharing marketplace, the new Image Share Validation Program will test the compliance of vendors' systems using quality standards

determined most effective for accurate and efficient exchange of medical images including those used in the RSNA Image Share Network. Testing sessions will begin in 2016. The pilot project is partially funded by a grant awarded by the National Institute of Biomedical Imaging and Bioengineering (NIBIB).

- ► RADIOLOGYINFO.ORG GETS AN UPDATED LOOK— A complete update and redesign of RadiologyInfo.org provides a thorough and complete radiology information source for patients. Patients can use the site to learn how various X-ray, CT, MRI, ultrasound, radiation therapy, and other procedures are performed. All material on the RadiologyInfo.org website is reviewed and approved by experts in the field of radiology. The enhanced site attracted a record 11.5 million visitors in 2015.
- ▶ EDUCATION, SCIENCE WEBSITE UPDATED; eLEARN INTRODUCED—Visit RSNA.org and click on Education or Science to see newly redesigned, user-friendly web pages. A new eLearn button takes users to a wealth of online education opportunities, many offering CME credit. eLearn is the rebranded name of the former Online Library and contains hundreds of education options.
- ▶ RSNA DIAGNOSIS LIVE™ EXPANDS TO 44

  RESIDENCY PROGRAMS—Diagnosis Live, an interactive response system, is available free of charge to radiology residency programs. Participants use their own mobile devices to answer questions, keeping them engaged in the program content. Instructors benefit from insightful analytics on responses.

► RSNA EXTENDS NIH FUNDING FOR OIBA—

RSNA was awarded a new two-year contract for \$2.5 million from the National Institute of Biomedical Imaging and Bioengineering (NIBIB) to support the Quantitative Imaging Biomarkers Alliance (QIBA) and its research activities. Imaging biomarkers are of considerable importance in evidence-based clinical decision making and for therapeutic development. A portion of this funding will support groundwork projects by QIBA members to help validate specific imaging metrics, and improve reproducibility and standardization across vendor platforms. This multi-stakeholder collaboration will produce standards documents informed by the groundwork activities, physical phantoms and digital reference objects to test the performance specifications in the documents, and data sets to assess compliance. QIBA will also continue to share outcomes to help educate imaging physicians about the reliability of quantitative imaging.







► RSNA SOCIAL MEDIA REACHES EXPANDED

AUDIENCE—Nearly three times more people participated in RSNA 2015 social media compared to the prior year, and RSNA social media content was viewed more than 5.8 million times across four platforms, including Twitter, Facebook, LinkedIn, and Instagram. The hashtag #RSNA15 was a nationally trending topic on Twitter on two separate days of the annual meeting. Throughout the year, RSNA reached nearly 60,000 followers on Facebook and over 23,000 on Twitter.



The RSNA Research & Education Foundation is grateful for the generous support of our community. Thank you for participating in Inspire-Innovate-Invest: The Campaign to Fund Radiology's Future®.

Gifts between October 1, 2014 and September 30, 2015.

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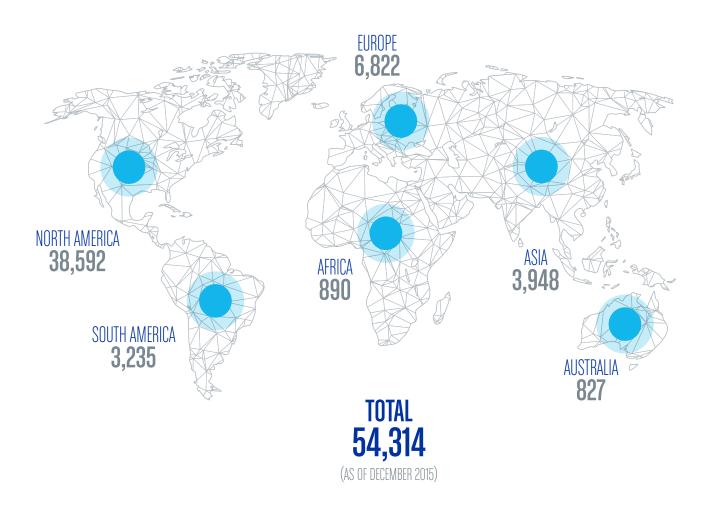


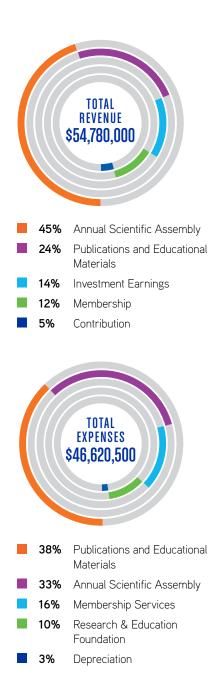


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In 2015, membership reached 54,314, representing professionals in 140 countries.





# Statement of Financial Position

June 30, 2015

# ASSETS

2,898,016 23,099,976 130,048,905
2,898,016
, ,
40,322,232
40,322,232
46,322,232
57,728,681
1,642,452
14,113,441
\$3,547,744
\$149,352,542
21,758,468
117,843,946
5,195,011
\$4,555,117

# Statement of Activities

Year ending June 30, 2015

# REVENUE

Net Assets at end of year	\$130,048,905
Net Assets at beginning of year	\$127,986,537
ncrease in Net Assets	\$2,062,368
Unrealized gain (loss) on valuation of investments and interest rate swap	\$5,705,685
Increase in net assets before unrealized gain (loss) on investments	\$7,768,053
Non-operating income	(301,785)
Federal and state income tax expense	(89,961)
Excess of operating revenue over operating expenses	\$8,159,799
Total Expenses	\$46,620,189
Depreciation	1,277,841
Research and Education Foundation	5,288,144
Annual Scientific Assembly	15,298,375
Publications and Educational Materials	17,683,964
Membership Services	\$7,071,865
EXPENSES	
Total Revenue	\$54,779,988
Contributions	2,856,910
Investment Earnings	7,573,228
Annual Scientific Assembly	24,901,835
Publications and Educational Materials	13,099,090
Membership Services	\$6,348,925

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