2010 Report of the RSNA News Editorial Board

20th Anniversary Facelift

My first year as RSNA News editor has been filled with positive developments. In the 20 years that RSNA News has been in print, radiology has grown significantly; not surprising, since change and progress are the hallmarks of our specialty. It is fitting that RSNA News commemorates its 20th anniversary year with a fresh new look. The magazine has undergone a major redesign, dovetailing with the rebranding of RSNA and a newly redesigned logo.

RSNA News retains its focus on the very latest news in radiologic science, technology, education and research. We have updated the layout to showcase the images and highlight the people behind the news. A full list of feature articles published in RSNA News from December 2009 to November 2010 follows this report.

In addition to the redesigned cover, layout, and Table of Contents:

- Advertising is now sold on the inside front cover and back cover.
- Features at the back of the magazine are now gathered under the heading News You Can Use.
- Information about RSNA member benefits is presented in a new section called For Your Benefit.
- The Education and Funding Opportunities section offers a plethora of programs, grants and meetings on a variety of topics to support members’ research and education endeavors. The Medical Meetings list, previously published on the magazine's back cover, now appears in this section.
Radiology's Critical Issues

In 2010, *RSNA News* continued to be a reliable and relevant source of information on critical issues facing the specialty, with articles on such topics as reimbursement cuts included in this year's healthcare reform bill and how they could affect the specialty. Articles also shed light on the backlash against the controversial breast cancer screening guidelines released in late 2009 by the U.S. Preventive Services Task Force and a decision by the Society of Interventional Radiology to defend vertebroplasty in the face of two studies questioning its effectiveness. *RSNA News* also provided updates on the medical isotope shortage and explored the implications of the domestic production offered as a solution. Efforts to reduce radiation dose remain a hot topic, and articles introduced readers to the first national children's dose registry and an exposure tracking policy adopted by the National Institutes of Health.

Cutting-edge Science

Intriguing scientific developments and significant breakthroughs were, as always, an important part of the mix of articles offered in *RSNA News*. The magazine reported on a possible biomarker for autism using magnetoencephalography, the potential for ultrasound to detect skin cancer and also be used therapeutically for prostate cancer, and the application of radiofrequency ablation for relief of painful bone metastases.

Practice Management and Socioeconomic Issues

*RSNA News* has also kept pace with rapidly evolving practice management issues affecting day-to-day work in radiology. Articles examined how increasing reliance on technology and poor workplace ergonomics are contributing to significant health concerns for radiologists, as well as how a spike in accidents in the MR suite underscores the need for tighter regulation of operations.

Latest Technology

The next generation of CT scanners—and how they can increase resolution and reduce dosage—was just one of the breaking technology topics tackled by *RSNA News* in 2010. Others included decision support tools that can help reduce unnecessary scans,
handheld devices to aid in emergency room diagnoses, and the social networking phenomenon that is taking the world, including medicine, by storm.

**International Focus**

*RSNA News*, like RSNA, kept its eye on global radiologic developments in 2010. Stories detailed the efforts of radiologists who responded to earthquake-torn Haiti and showed us the impact of on-site imaging at the 2010 Winter Olympics. The magazine also provided coverage of an international panel of physicians who met during RSNA 2009 to discuss hybrid imaging and the RSNA International Visiting Professor team that traveled to Estonia in late 2009.

**RSNA Activities**

As always, *RSNA News* has strived to fulfill its mission to promote RSNA programs and services. Feature articles detailed RSNA’s recent six-year reaccreditation and the Clerkship Companion website for medical students, as well as the Research & Education Foundation’s new charitable gift annuity program.

The magazine also provided comprehensive coverage of the RSNA annual meeting, including such developments as the redesign of the RSNA Services area and new “meeting on the go” technology like wayfinders, help via text and conversations on Twitter at #RSNA10. Feature articles on the state of radiology practice in China and Latin America served to prepare readers for annual meeting “Presents” sessions highlighting those regions.

**Stimulating Opinion**

*RSNA News* continued its popular *My Turn* columns in 2010, with provocative and illuminating essays on such topics as the importance of patient education, how to respond to public concerns about radiation exposure, and the implications of global radiologic cooperation.

**Web Edition**
In 2010, *RSNA News* also continued to enhance its online version, with features designed to increase reader interaction and improve usability. The “Speak Up” poll encourages readers to weigh in on an issue featured in that month’s edition, while clickable links throughout feature stories and other online articles make it easy for readers to access more information.

RSNA members continue to receive an *RSNA News* E-Newsletter each month, alerting them that the online version has been posted and highlighting features in the issue. The month’s headlines are also prominently featured on the *RSNA.org* homepage.

**Editorial Board Membership**

In 2010, the editorial board welcomed Kavita Garg, M.D., of the University of Colorado Denver Health Sciences Center, as a chest radiology representative and Bruce G. Haffty, M.D., of the University of Medicine and Dentistry of New Jersey Robert Wood Johnson Medical School, as a radiation oncology representative.

The editorial board also welcomed William T. Thorwarth Jr., M.D., who has served as RSNA Board Liaison-designate for Publications and Communications in 2010 and will become our Board Liaison in 2011. C. Leon Partain, M.D., of Vanderbilt University, is the new Research & Education Foundation Contributing Editor for *RSNA News*.

Many new procedures have been established to ensure that the editorial process runs smoothly, including brief reviews of feature articles by editorial board members, monthly teleconferences with RSNA staff, “cloud” computing, and a master spreadsheet with content details for all *RSNA News* issues—past, present, and future.

My first term as *RSNA News* editor has been interesting, educational and gratifying. I’d like to thank the RSNA Board of Directors for entrusting the care of *RSNA News* to me, and to thank the members of the editorial board and the RSNA staff who make *RSNA News* the success that it is.
Sincerely,
David M. Hovsepian, M.D.
Editor, *RSNA News*, and Chairman, *RSNA News* Editorial Board

**Feature Articles Published in RSNA News, December 2009 – November 2010**

**December 2009**
Stanford Lab Emerges as 3D Imaging Leader
Biomarker Identification Accelerates Alzheimer’s Research
Negative Perception of Pediatric Radiology May Explain Workforce Shortage
Study Reinforces Concerns about CIN
iPhone Application Tracks Radiation Exposure, Risk

**January 2010**
Backlash Continues Against Breast Cancer Screening Guidelines
CT Reveals Pulmonary Embolism in Severely Ill Swine Flu Patients
International Panel Assesses Hybrid Imaging
Communication Key in Avoiding Malpractice Minefields

**February 2010**
Patients Sometimes Equate “Virtual” with “No Discomfort” in CTC
Radiology, Family Medicine Urged to Strengthen Ties
Visiting Professors Teach Radiology in Well-wired Estonia
Rising Obesity Rate Creates Unique Imaging Challenges
Engineering Expertise Aids Radiofrequency Probe Project

**March 2010**
MEG Imaging Results Are Possible Autism Biomarker
Business Focus Fosters Healthy Radiology Practices
Cost-Effectiveness Critical in Lung Cancer Screening Recommendations
Medical Myths, Maxims Busted
April 2010
Imaging Team Scores “Firsts” at 2010 Olympics
Resident Duty Hour Proposal Could Impact Night Shifts
SIR Backs Vertebroplasty Despite Controversial Findings
RFA May Relieve Bone Metastases Pain

May 2010
Meniscus-focused Algorithm Could Lead to Osteoarthritis Biomarker
“Culture of Safety” Minimizes Risk
Handheld Devices Show Potential in Emergency Room Diagnosis
NIH Adopts Radiation Exposure Tracking Policy
Radiologists Respond to Seismic Need in Haiti

June 2010
Ultrasound Could Aid in Skin Cancer Detection
New Website is Critical Companion to Medical Students
Daily Chest X-rays Not Necessary in ICU
Reaccreditation Underscores RSNA’s Commitment to Continuing Education
SPECT Imaging Technique Promises Earlier Brain Tumor Detection

July 2010
Radiologists Join Social Media Revolution
Embedded Images in Radiology Reports Improve Communication
Solution to Isotope Shortage Lies in Domestic Production
Healthcare Reform Deals New Blow with Reimbursement Cuts
Imaging Biomarkers Used to Screen Breast Cancer Drugs

August 2010
The Big Hurt: Ergonomics Linked to Radiologists’ Pain
Chinese Radiology Rides Economic Development Wave
Guidelines Pivotal in Timely Communication of Critical Results
Take in Chicago’s Heights, Sights at RSNA 2010
First National Children’s Dose Registry to Ensure Necessary, Safe Imaging

**September 2010**
Decision Support Tools Cut Unnecessary Scans
Quantitative Imaging Protocols Approach Clinical Practice
Latin American Radiologists Harness Power of Collaboration
Newly Redesigned RSNA Services Area Stays on the Cutting Edge
Nanodiamonds Give Imaging Technology a Boost

**October 2010**
Spike in MR Imaging Accidents Underscores Need for Regulation
Newest CT Scanners Increase Resolution, Reduce Dosage
HIFU Offers Promising Outcomes as Prostate Cancer Treatment
RAs’ Quickly Evolving Role Hits Roadblocks
RSNA 2010 Preview