

ANNUAL REPORT 2012

*Driving Measurable Change for Patient Care*



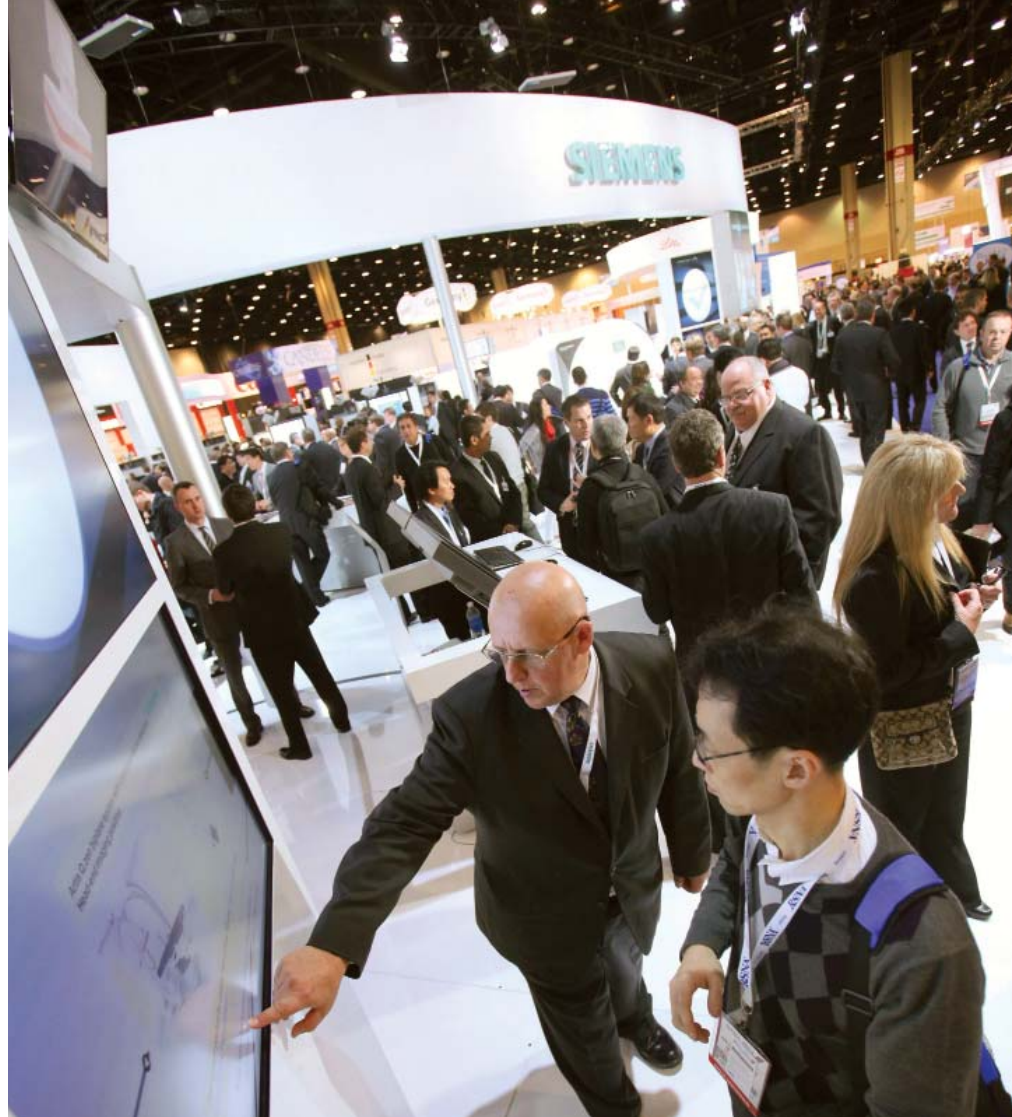
**RSNA**<sup>®</sup>  
Radiological Society  
of North America

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*Medical imaging is the cornerstone of personalized, cutting-edge patient care, and the Radiological Society of North America (RSNA) is its forum.*

*In 2012, RSNA upheld its mission to promote excellence in patient care with initiatives in education, research and technologic innovation that touched lives across the globe.*





4,500 visitors stopped by RSNA's new Mobile Connect booth to get hands-on assistance with useful technology for their mobile devices.

## Breakthroughs and Innovations Come to Light

**53,778** professionals attended the world's premier forum for medical imaging, the RSNA annual meeting, where they heard of the latest scientific developments, learned cutting-edge techniques, engaged in critical discussions, discovered new technology and were challenged to make patients the central focus of care.



*"I believe it's time to redefine what we mean by patient care—viewing it not so much as a product we deliver, but as a virtue that we live and breathe as we go about our daily duties."*

George S. Bisset III, M.D.  
2012 RSNA President

### Scientific and Educational Program

- 4,377** Scientific Presentations
- 406** Refresher, Multisession, Series and Informatics Courses
- 2,111** Education Exhibits
- 107** Countries reached via the Virtual Meeting
- 93.75** Credits available for each physician

### Technical Exhibition

- 649** Exhibiting Companies
- 148** International Exhibitors
- 90** First-time Exhibitors
- 444,900** Square feet of exhibit space

### Economic and Environmental Impact

- \$130 million** Economic impact to the City of Chicago
- 251 tons** Renewable/recyclable materials diverted

## Physicians Stay Abreast of the Latest Techniques

**109,728** continuing education certificates were awarded through RSNA's journals and other online resources in 2012.

In addition, 93.75 *AMA PRA Category 1 Credits™* were available for each physician at the annual meeting, and hundreds more continuing education certificates were awarded through RSNA's joint sponsorship of the Association of University of Radiologists (AUR) and Society of Chairs of Academic Radiology Departments (SCARD).

RSNA is meeting a vital need for professionals continuing their education and maintaining their certification.



**85,590** Certificates awarded from *RadioGraphics*  
**2,653** Certificates awarded through new *Radiology* CME articles  
**13,877** Certificates awarded through online SAMs  
**500+** Fellowship positions listed on RSNA's Fellowship Connect tool

## The Best Science and Education Reaches the Community

**15,070,152** full-text downloads were recorded for *Radiology* and *RadioGraphics* online in 2012. RSNA publishes these leading peer-reviewed journals, which feature the finest science and education from around the globe and offer hundreds of opportunities to earn continuing education credit. RSNA members identified access to *Radiology* and *RadioGraphics* as the most important benefit of their membership. To keep members abreast of the trends affecting their profession, the newsmagazine *RSNA News* delivered timely information on topics from new science and technology to controversial issues in the field.

2012 was the first year that the RSNA Board of Directors bestowed the Alexander R. Margulis Award for Scientific Excellence. Named in honor of Alexander R. Margulis, M.D., the award recognized the best scientific article—based on its novelty, quality, importance, and potential scientific and clinical impact—from among the 380 original research manuscripts published in *Radiology* in 2012: "Swedish Two-County Trial: Impact of Mammographic Screening on Breast Cancer Mortality during 3 Decades," by László Tabár, M.D., et al.

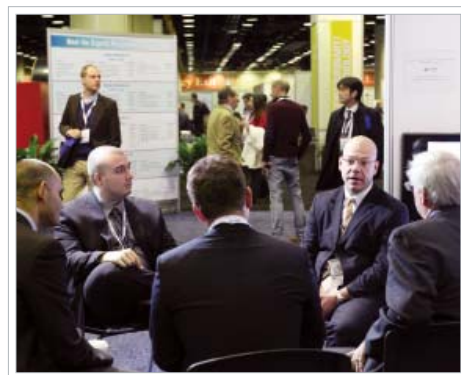


**78,365** Installations of the *Radiology* and *RadioGraphics* apps  
**5,533** Launches of the *RSNA News* tablet app  
**2,908** Original research manuscripts submitted to *Radiology*

## Medical Imaging is Becoming a More Quantitative Science

**700** professionals are now involved in the working community for RSNA's Quantitative Imaging and Biomarkers Alliance (QIBA), which is expanding its library of best-practice protocols to help measure treatment response in cancer, asthma, and COPD.

Nearly 100 active researchers are involved in data collection and profile development to test for consistent, reliable, valid and achievable quantitative imaging results. QIBA now has four modality committees—for quantitative CT, MR, nuclear medicine and ultrasound—and six technical committees: CT Volumetry, COPD/Asthma, PDF-MRI, fMRI, FDG-PET and ultrasound.



QIBA is supported by a contract from the National Institute of Biomedical Imaging and Bioengineering (NIBIB). Its work is advanced by the generous efforts of volunteers from academia, government, and medical device and pharmaceutical sectors.



RSNA continued to offer programs for researchers pursuing federal funding, such as Writing a Competitive Grant Proposal, Advanced Course in Grant Writing and the NIH Grantsmanship Workshop. Programs including the RSNA Clinical Trials Methodology Workshop and Introduction to Academic Radiology helped members develop essential skills for designing protocols and pursuing careers in research and academia.

## Patients Get the Answers They Need

**13,345,933** pageviews of the RSNA/ACR public information website *RadiologyInfo.org* demonstrated that patients are seeking answers about radiologic tests and procedures. *RadiologyInfo.org* delivered, with special new sections on safety and "patient groups," including patients with cancer and women's, men's and children's imaging, and a new tablet app that helps physicians give their patients face-to-face demonstrations of the resource.

RadiologyInfo Site Pageviews

**7,964,747**

English Desktop

**3,380,295**

Spanish Desktop

**1,578,972**

English Mobile Site

**421,919**

Spanish Mobile Site

To encourage radiologists to make patients the primary focus of care, RSNA launched the Radiology Cares campaign at RSNA 2012, featuring compelling videos and messages aimed at aligning radiology practice with patients' needs. RSNA continued to work alongside sister societies to promote the Image Gently and Image Wisely campaigns, urging safe use of radiation in children and adults. Tens of thousands of radiologists have now taken the pledges to demonstrate their commitment to ensuring the right tests, at the right dose, for the right patients.



**34,897** Professionals pledged to Image Gently and Image Wisely since inception

**6.9 billion** People reached through stories about radiology research and clinical practice in broadcast, print, radio and online media

## Electronic Health Record Systems are a Reality

**305,000**

downloads from RSNA's standardized reporting library since its inception in 2009 illustrates the community's voluntary investment in creating more comprehensive health records. By establishing standards for physicians' reports, RSNA is making it easier to access important disease history, gather information for clinical trials, and enable better care for patients through electronic healthcare systems.



More than 150 systems from over 100 organizations performed more than 3,500 successful tests at the IHE North American Connectathon.



To make that happen in institutions across the country, RSNA works with Integrating the Healthcare Enterprise (IHE®), a movement to make healthcare IT systems and software communicate better, and spearheads RSNA Image Share, a program that gives patients control over their electronic medical imaging records.

**1,013** Products compliant with IHE Product Registry

**1,494** Patients enrolled in RSNA Image Share

## Critical Community Needs are Met Around the World

**3,223**

individuals directly benefited from RSNA's international learning resources and outreach programs in 2012. By sponsoring the exchange of knowledge and extending its top-quality resources to international centers of learning, RSNA helps ensure that professionals—and, ultimately, patients—have access to the highest standard of care.



**2,800** Individuals were trained by RSNA International Visiting Professors

**404** Residents and faculty members gained access to top-quality educational resources through RSNA's Education Materials & Journal Awards Program



For international radiologists considering academic careers, RSNA hosts Introduction to Research for International Young Academics at its annual meeting. In 2012, RSNA sponsored radiologists from 15 countries.

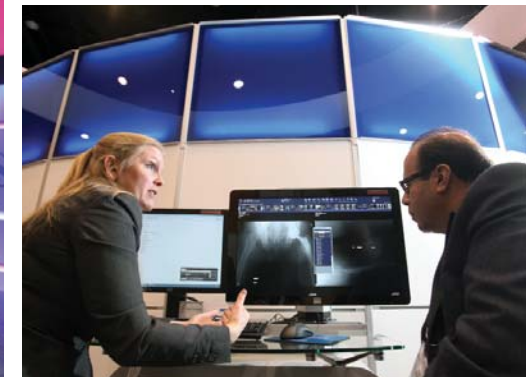
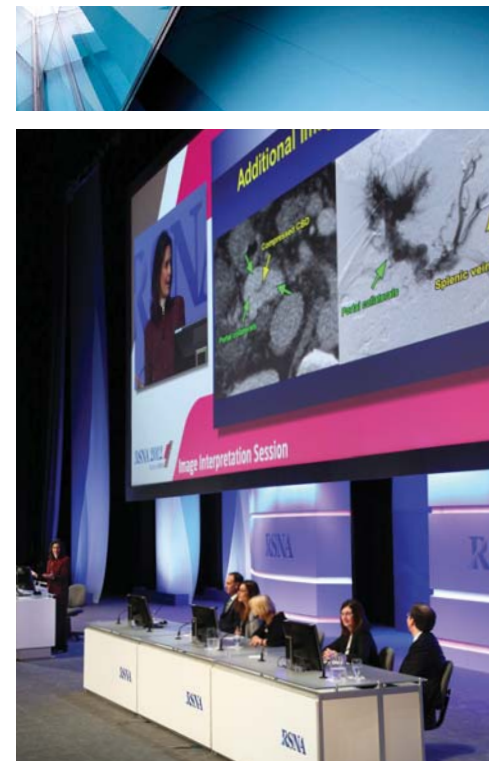
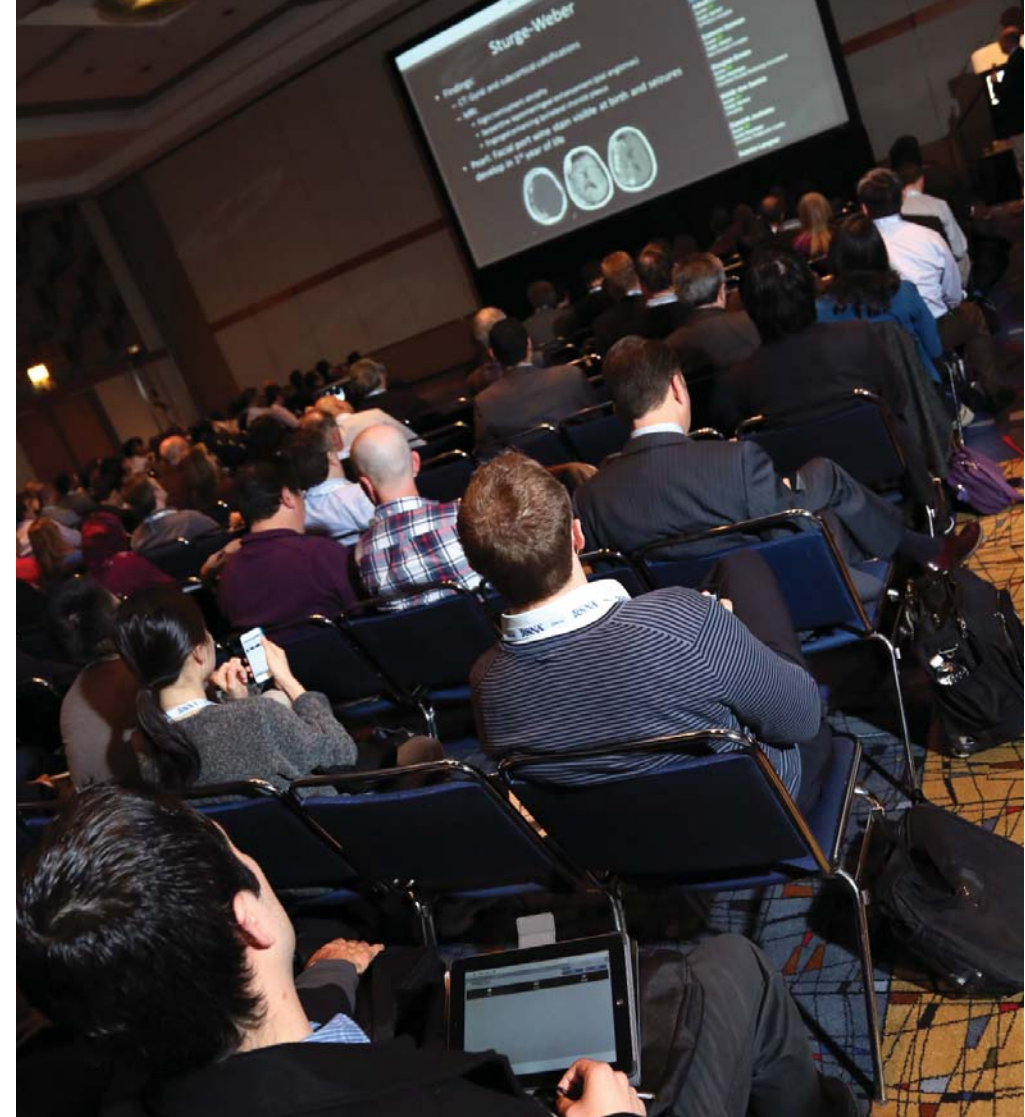
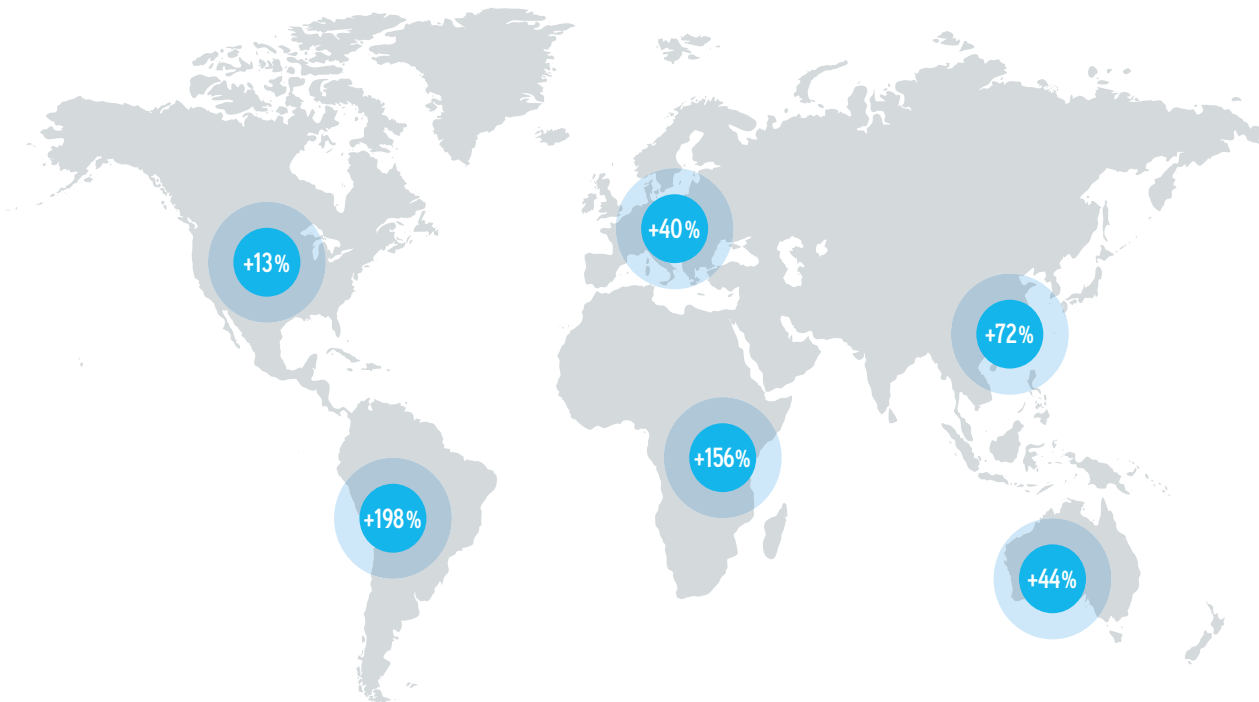
## Radiologists Stay at the Top of Their Practice

**51,157** members are now part of the vibrant RSNA community. As some of its benefits for members, RSNA covers the cost of their attendance at the annual meeting, their journal subscriptions, and access to practice tools and thousands of educational opportunities.



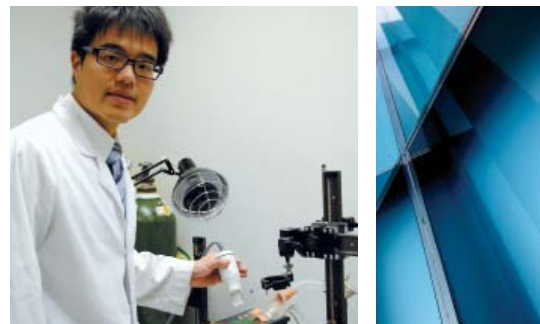
**13,356** Fans on Facebook  
**8,448** Followers on Twitter

### Five-Year Membership Growth



RSNA welcomed members in developing nations with discounted dues and partnered with international societies to facilitate joint membership. With the help of the RSNA Residents and Fellows Committee, the Society expanded its resources for trainees, and provided the benefits of membership to its 18,800 trainee members for free.

With support for preliminary projects dwindling from national funding sources, the Foundation is seeing an increase in applications for R&E grants, which lay the groundwork for discoveries and result in a 30:1 return on investment as researchers move to the next phase and obtain funding from the National Institutes of Health and other sources.



## Promising Investigators Get Funded

# \$2.9 million

in grant funding helped young investigators launch research and education projects that were only possible thanks to the generosity of donors to the RSNA R&E Foundation.



The Foundation is deeply grateful for the support of our community.

THANK YOU for Funding Radiology's Future®.

Gifts received October 1, 2011 through September 30, 2012

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#### \$2,500 or More

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### Visionaries in Practice

*Annual gifts from private practices and academic departments*

#### Platinum (\$75,000)

Advanced Radiology Services Foundation,  
 Grand Rapids, MI  
 Austin Radiological Association, Austin, TX

#### Silver (\$25,000)

Catawba Radiological Associates, Hickory, NC

#### Bronze (\$10,000)

Advanced Diagnostic Imaging, P.C., Nashville, TN  
 Asheville Radiology Associates, Asheville, NC  
 Atlantic Medical Imaging, Galloway, NJ  
 Birmingham Radiological Group, Birmingham, AL  
 Charlotte Radiology, Charlotte, NC  
 Diversified Radiology of Colorado, P.C., Lakewood, CO  
 Eastern Radiologists, Greenville, NC

Greensboro Radiology, Greensboro, NC  
 Jefferson Radiology, East Hartford, CT  
 Johns Hopkins Medicine, Baltimore, MD  
 Mecklenburg Radiology Associates, Charlotte, NC  
 Medical Center Radiologists, Inc., Hampton Roads, VA  
 Mountain Medical Physician Specialists,  
 Salt Lake City, UT  
 Northwest Radiology Network, Indianapolis, IN  
 Quantum Radiology, P.C., Atlanta, GA  
 Radiology Associates, P.A., Little Rock, AR  
 Radiological Associates of Sacramento  
 Medical Group, Inc., Sacramento, CA  
 Radiology Associates of South Florida, Miami, FL  
 Radiology Imaging Associates, P.C., Denver, CO  
 Radiology Ltd., Tucson, AZ  
 Raleigh Radiology, Raleigh, NC  
 Riverside Radiology and Interventional Associates,  
 Columbus, OH  
 Southeast Radiology, Ltd., Upland, PA  
 Southwest Diagnostic Imaging, Phoenix, AZ  
 St. Paul Radiology Foundation, St. Paul, MN  
 TRA Medical Imaging, Tacoma, WA  
 University of Pennsylvania Health System,  
 Philadelphia, PA  
 University Radiology, East Brunswick, NJ

### Exhibitors Circle

*Annual gifts from companies*

#### Platinum (\$10,000)

Hologic

#### Gold (\$5,000)

Amirsys  
 Intelera Medical Systems  
 Lantheus Medical Imaging  
 Medical Insight A/S  
 Medicalis  
 ProScan Imaging  
 Resonance Technology, Inc  
 UMG/DEL Medical  
 Vital Images

#### Silver (\$2,500)

Ag Medical Systems, Inc.  
 AZE, Ltd.  
 MedInformatix, Inc  
 Naviscan  
 ONRAD, Inc.  
 SuperSonic Imagine  
 ZOTEC Partners

### Vanguard Companies

*Companies supporting endowments and term funding for named grants*



GE Healthcare



## Medical Imaging Professionals are Backed By a Strong Society

RSNA's financial position demonstrates that you are part of a community that will continue to flourish in the years to come. RSNA invests in the resources that build a robust and fiscally strong society for you.

### Statement of Financial Position June 30, 2012

<b>Assets</b>	
Cash and Short-Term Investments	\$6,671,000
Receivables and Other Current Assets	4,414,000
Long-Term Investments	95,067,000
Property, Furniture and Equipment	22,004,000
<b>Total Assets</b>	<b>\$128,156,000</b>
<b>Liabilities and Fund Balance</b>	
Accounts Payable and Short-Term Debt	\$3,139,000
Deferred Revenue	12,470,000
Long-Term Debt and Other Long-Term Liabilities	4,565,000
<b>Net Assets</b>	
<i>Unrestricted</i>	
Undesignated	49,411,000
Designated-Research and Education Foundation	35,566,000
<i>Restricted</i>	
Temporarily Restricted	1,740,000
Permanently Restricted	21,265,000
<b>Total Net Assets</b>	<b>107,982,000</b>
<b>Total Liabilities and Net Assets</b>	<b>\$128,156,000</b>

### Statement of Activities Year Ending June 30, 2012

<b>Revenues</b>	
Membership Services	\$4,420,000
Publications and Educational Materials	13,315,000
Annual Scientific Assembly	23,533,000
Investment Earnings	4,734,000
Contributions	2,143,000
<b>Total Revenues</b>	<b>\$48,145,000</b>
<b>Expenses</b>	
Membership Services	\$4,744,000
Publications and Educational Materials	17,035,000
Annual Scientific Assembly	14,520,000
Research and Education Foundation	4,130,000
Depreciation	1,016,000
<b>Total Expenses</b>	<b>\$41,445,000</b>
Excess of Operating Revenue Over Operating Expenses	\$6,700,000
Non-Operating Income	(\$673,000)
Increase in Net Assets Before Unrealized Gain (Loss) on Investments	\$6,027,000
Unrealized Gain (Loss) on Valuation of Investments and Interest Rate Swap	(\$3,705,000)
<b>Increase in Net Assets</b>	<b>\$2,322,000</b>
<b>Net Assets at Beginning of Year</b>	<b>\$105,660,000</b>
<b>Net Assets at End of Year</b>	<b>\$107,982,000</b>

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