



Participants honed communication skills during RSNA special course using PERCS-Radiology approach. PERCS-Radiology was developed with a 2011 GE Healthcare/RSNA Education Scholar Grant.

Difficult Conversations: R&E Grant Addresses Increasing Role for Radiologists

MORE THAN EVER, radiologists are facing heightened communication responsibilities with patients and their families. It is now more common for the radiologist to discuss unexpected or challenging diagnoses, disclose medical errors or address radiation safety concerns. These communication responsibilities require radiologists to convey cognitively complex information under emotionally charged conditions.

As this new communication paradigm has rapidly evolved, **Stephen D. Brown, M.D.**, an assistant professor of radiology at Boston Children's Hospital and Harvard Medical School, noted there are very few educational opportunities available to help radiologists acquire the skills necessary to approach these conversations effectively. With a 2011 GE Healthcare/RSNA Education Scholar Grant, Dr. Brown developed the **Program** to

Enhance Relational and Communication Skills for Radiologists (PERCS-Radiology) to address this need and to enhance radiologists' confidence and skills when communicating with patients about these difficult topics.

To develop a holistic offering, Dr. Brown recruited faculty facilitators **Elaine C. Meyer, Ph.D., R.N.**, an associate professor of psychology in the Department of Psychiatry at Harvard Medical School and Director of the Institute for Professionalism and Ethical Practice at Boston Children's Hospital; and **Michael J. Callahan, M.D.**, an assistant professor of radiology at Boston Children's Hospital and Harvard Medical School. The team's combined expertise encompasses clinical radiology, ethics, radiation risks and healthcare communication pedagogy.

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LOOK INSIDE FOR

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Initially offered to trainees at Boston Children's Hospital, the PERCS-Radiology course has been completed by more than 200 individuals, including practicing radiologists, radiology trainees, non-radiologist practicing physicians, nurses, technologists, medical interpreters and child life specialists.

As the program evolves, it has not only made an impact on the program participants but in the press as well. "This year, we received favorable attention in the media and academic press, including articles in the *Boston Globe* and *Academic Radiology*. PERCS-Radiology has also been featured as an ACR "Imaging 3.0



Stephen D. Brown, M.D.



Elaine C. Meyer, Ph.D., R.N.



Michael J. Callahan, M.D.

Case Study," said Dr. Brown. "This coverage has lead to inquiries from individual radiologists, radiology program directors and the Harvard Business School. We have been asked by these parties to offer communication workshops for them, tailored to their specific needs, and to help them develop communication skills training curricula of their own. This type of recognition is crucial to advanc-

ing our future dissemination plans."

"PERCS-Radiology has been successful, with promising potential for several expected publications, effective dissemination and ongoing viability," Dr. Brown continued. "We are truly grateful to the RSNA Research & Education Foundation for the opportunity."

For additional information regarding PERCS-Radiology, or questions about implementing similar workshops at your practice, please contact Dr. Brown at stephen.brown@childrens.harvard.edu, and/or visit the PERCS website at www.ipepweb.org.

Jerry Westerfield, M.D. Attends His 41st RSNA Annual Meeting

You might not know **Jerry Westerfield, M.D.**, by name, but you have surely seen him at a meeting or in a session at some point. He has attended every annual meeting since joining RSNA in 1970, save two years he spent in military service.

What keeps him coming back? The unbeatable education and the excitement of seeing all the new technology, he says. A high school teacher once commented on Westerfield's love of learning, and that thirst for knowledge has never faded.

"The best people from all over the world present at RSNA, providing a unique learning opportunity for radiologists," he said. "Anybody who's anybody in radiology is here."

Not only does Dr. Westerfield come back year after year, but he nearly always stays the full week, packing in as many sessions as he can. Working in rural Kentucky, he does not see as many cases as he did as part of a large practice in which he previously practiced in Tampa, Florida. The Essentials courses offer the opportunity to see cases he may never see in his small practice.

"In radiology you only know what you see," he explained. "So seeing a case during an RSNA session could make a

life-saving difference for a patient."

Dr. Westerfield has consistently donated to the R&E Foundation because he considers grants for young researchers so important to the future of radiology, pointing out that once doctors become established in their careers, there is little time for research.

"Leadership is so important to the future of radiology, and the work of the Foundation is a key part of building that leadership," he said. "I choose to donate to the R&E Foundation because it is the right thing to do. Those educators and researchers in radiology coming before me made it possible for me to have a successful career in radiology. I am happy to see others coming after me to be successful, and if one has the means to contribute, I don't know of a better way to give back."

By the way, if you have been attending RSNA for many years, you are twice as likely to have seen Dr. Westerfield. His identical twin brother, Dr. Larry Westerfield, is a retired radiologist who also regularly attended the annual meetings. As one might imagine, that made for some funny exchanges with other attendees over the years. Both Drs. Westerfield



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eventually became accustomed to waves from apparent strangers.

When he isn't practicing medicine, Dr. Westerfield enjoys reading and traveling, because he always wants to learn something new, he says. In fact, he has visited 95 countries. That's a lot of frequent flyer miles!

R&E Grants—the Real Impact

To assess the effect of an R&E grant, a survey of past recipients is conducted every five years. In 2013, many impressive accomplishments and noteworthy findings were shared by more than 360 respondents.

The chart (right) conveys how an R&E grant can be a catalyst for a career in research and education, a critical first step for future funding and a pathway to leadership in organized radiology. Through annual funding of the very best projects and investigators, the R&E Foundation is proud to play a role in building the future of our specialty.

In addition to the survey, frequent communication with grant recipients, review of final grant reports and testimonials, the Foundation is kept apprised of how grant recipients are developing new imaging techniques, methods and modalities that will lead to improved outcomes and enhanced patient care.

In the 2013 survey, respondents shared some of the clinical impact their projects and subsequent research are having on healthcare, including:

- Early exploration of FDG-PET to detect unknown primary tumors of the head and neck helped establish this technique as standard of care at many institutions.
- Intra-arterial chemotherapy for retinoblastoma is now the standard treatment for advanced intra-ocular retinoblastoma performed in over 30 countries.
- Establishment of CT angiography and perfusion imaging has significantly influenced the triage of stroke and brain tumor patients worldwide.
- Development of 3D GRASE ASL (a method for the simultaneous acquisition of a 3D volume of ASL data) is now used clinically to assess brain perfusion non-invasively.
- Development of a viable treatment method for chronic tendinopathy using ultrasound-based biomarkers to track changes.
- BOLD venography sequence, now known as susceptibility-weighted imaging, is widely used in clinical practice to detect microbleeds and to characterize brain tumors and other neurodegenerative disorders.
- MR angiography techniques are now used on millions of patients every year with life-saving results.
- Diffusion imaging in the pre-therapy setting of head and neck cancer is paving the way for individualized cancer therapy in the future.

The Foundation is grateful to our donors and our researchers for making these advances possible. The Grants & Awards Booklet featuring the 2013 projects can be viewed at RSNA.org/grantsbooklet.



The Grants & Awards Booklet features a collection of 2013 projects.

1 in 4

Number of past grant recipients that are now department chairs or division heads, representing some of the most well-known names in radiology and respected institutions.

26

Number of grant recipients who are now residency program directors.

45

Number of peer-reviewed manuscripts each grant recipient published in high-impact journals, including *Radiology* and *RadioGraphics*.

50%

Percentage of manuscripts with the grant recipient listed as first or senior author.

73%

Percentage of grant recipients that received extramural funding subsequent to their R&E grant award.

\$3 Million

Average amount of subsequent, extramural funding R&E grant recipients receive.

40%

Percentage of grant recipients that received funding from the National Institutes of Health (NIH).

\$40

Total number of extramural grant dollars earned for every \$1 awarded by the R&E Foundation – an extremely high return on investment!

Number of

299

PATENTS

81

LICENSES

11

COMPANIES

resulting from R&E-funded grants.

RSNA 2013 Fun Run Raises Over \$27,000 for R&E Grants!

More than 500 runners enjoyed an unseasonably warm Chicago morning to fund the future of radiology. The second annual Fun Run attracted attendees from around the world for a balmy race along Lake Michigan. Thank you to all of the runners, walkers and donors who contributed over \$27,000 to fund R&E grants.



Team Brazil shows its national pride during 2013 Fun Run



Congratulations to the top male and female runners, Haakon Hjemly, R.T., M.Sc., and Kara Waters, M.D.

Research Scholars Present at RSNA 2013

For the fourth consecutive year, second-year Research Scholar Grant recipients presented their research findings to residents who are interested in pursuing their own academic research careers, during a special segment of the RSNA/AUR/ARRS Introduction to Academic Radiology program. In addition to the scientific presentations, Scholars shared their experiences and lessons-learned about the grant application process, selection of an appropriate scientific advisor, putting together a strong research team, and dealing with delays and unexpected scientific results.



2012 GE Healthcare/RSNA Research Scholar Grant recipient Joseph Erinjeri, M.D., Ph.D.

In Appreciation of Our Corporate Friends



Representatives from the Vanguard Donor Program at the Corporate Donor Reception with R&E Foundation Chair James P. Borgstede, M.D. Since the Vanguard program began, R&E corporate partners have donated more than \$18 million to support research and education grants.

2014 R&E Foundation Board of Trustees



*Back Row, L-R, Burton P. Drayer, M.D., Chair-elect, Richard L. Ehman, M.D., James P. Borgstede, M.D., Chair, Michael N. Brant-Zawadzki, M.D., Richard L. Morin, Ph.D., G. Scott Gazelle, M.D., Ph.D., M.P.H., Secretary, Thomas N. McCausland
Front Row, L-R, Richard D. White, M.D., Sarah S. Donaldson, M.D., Valerie P. Jackson, M.D., N. Reed Dunnick, M.D., Not Pictured: Gregory C. Karnaze, M.D., Treasurer*

Board of Trustees Meet, Welcome New Member

The RSNA R&E Foundation Board of Trustees met at RSNA 2013 and welcomed new Trustee, **N. Reed Dunnick, M.D.** Dr. Dunnick is the Fred Jenner Hodges Professor and Chair of the Department of Radiology at the University of Michigan Health System in Ann Arbor, Mich., and currently serves as RSNA President.



Reed A. Omary, M.D., M.S., Shares Thoughts at Donor Reception

Reed A. Omary, M.D., M.S., a 1993 Research Resident Grant recipient and 1999 Bracco Diagnostics/RSNA Research Scholar Grant recipient, was the guest speaker at the Corporate Donor reception at RSNA 2013. Dr. Omary delivered a heartfelt account of how the Foundation provided him with the initial funding he needed to make a name in radiology and begin his lifelong career in radiology research. Today Dr. Omary is Chair of Radiology at Vanderbilt University and encourages his trainees and faculty to pursue RSNA grant funding opportunities.



RSNA leaders and Foundation supporters from academia and private practice, grant recipients, and corporate representatives enjoy the Foundation's Distinguished Donor Reception. The event is an annual opportunity to thank our donors face-to-face.



NetApp Supports R&E Foundation with \$10,000 Donation

The R&E Foundation is pleased to announce our newest \$10,000 donor, NetApp. For over a decade NetApp has been providing innovative storage and data management solutions to the medical imaging market.

As an integrated part of the overall PACS system, and with a centric focus on image archive, NetApp enables anywhere and anytime access to the patient's medical image record with unmatched cost and efficiency. Alignment with leading image application independent software vendors assures the effectiveness of NetApp solutions within the clinical image suite. As the volume of radiology,

cardiology and other imaging modalities grow, integrated PACS and NetApp network storage solutions help users retrieve images faster and enable more efficient caregiver collaboration, resulting in improved diagnoses.

Welcome, NetApp, to the R&E Foundation, and thank you for your support.



Practice Group Giving Reaches \$500k Milestone in 2013

In 2005, the Visionaries in Practice (VIP) Giving Program was established to give private practice groups and academic institutions a vehicle through which they could support radiologic research and development with group donations to the R&E Foundation. Thanks to the leadership of inaugural Visionaries in Practice subcommittee co-chairs **William T. Thorwarth Jr., M.D.**, and **Gregory C. Karnaze, M.D.**, the program established roots early on as founding practice group donors stepped forward with group donations.

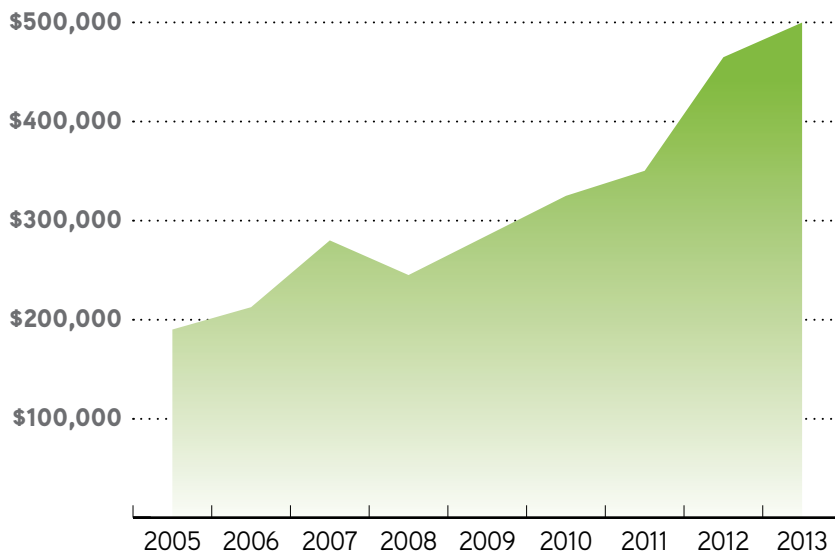
In less than a decade since its inception, an impressive milestone was achieved as practice group giving totaled \$500,000 in 2013. With support growing each year, donating through the VIP Giving Program is emerging as a philanthropic priority for practice groups all over the nation who understand the importance of Funding Radiology's Future®.

"The VIP Giving Program is really the outsourced research and development department for our private practices," said **Brian S. Kuszyk, M.D.**, Chair of the R&E Foundation's Visionaries in Practice subcommittee. "The research the program funds will drive the future growth and relevance of our specialty. Every private practice in the country benefits from this work."

The R&E Foundation thanks the 37 private practices and academic institutions whose support made this milestone possible. Your loyal support as "Visionary" practice group donors fuels valuable research and development that benefits your practice, advances the field of radiology and makes a difference in the lives of your patients.

Learn more about how your practice group can join the VIP ranks by visiting RSNA.org/VIP or by contacting Robert Leigh at 630-590-7760 or rleigh@rsna.org.

Practice Group Giving



Foundation Donor Honors Wife's Memory by Giving in Support of Her Passion

Marten Klop is not a radiologist, but he is a regular at the RSNA annual meeting and a loyal supporter of the R&E Foundation.

Mr. Klop spent many years attending RSNA functions with his wife, RSNA past president and former R&E Foundation Board of Trustees chair **Helen C. Redman, M.D.** Since losing Helen to metastatic breast cancer in 2000, he continues to support the Foundation and attend the meetings because of her commitment and passion for the society. He enjoys connecting and sharing memories with longtime friends at the meetings.

A retired banker, Mr. Klop currently serves on the Board of Trustees of the Dallas Opera and the Board of Directors of the Dallas Chamber of Music. He lives in the home he and Dr. Redman built together in Dallas, where she served as Vice-Chairman of Radiology at the University of Texas Southwestern Medical Center.

Mr. Klop shares his wife's passion for supporting the R&E Foundation. "Research is ongoing and the world of radiology is fast-moving," he said, when asked why supporting the Foundation remains important to him.

An avid traveler, Dr. Redman met her future husband on an archeological cruise through the Greek Islands. Both San Franciscans at the time, Dr. Redman and Mr. Klop soon became inseparable. One day they quietly left work early and visited the courthouse to get married, bringing with them just two close friends as witnesses.

The couple spent many years traveling the world together. She was an avid

birdwatcher, and two memorable trips included birdwatching in Chile and Spain. Dr. Redman also loved to read, and the couple's home overflowed with books.

But most of all she loved teaching. The daughter of a high school teacher and granddaughter of two physicians, Dr. Redman deeply valued education, and was especially dedicated to the residency program.

"She was generous with her time," Mr. Klop remembered.

She spent much of her career as an active member of RSNA. In addition to her service as president and on the R&E Foundation Board of Trustees, Dr. Redman worked internationally supporting her colleagues in radiology. Recognized as a pioneer in the field of vascular and interventional radiology, Dr. Redman authored two texts and several journal articles on the subject.

As the first woman to serve as RSNA President in 1995 and a founding member of the American Association for Women Radiologists, Dr. Redman was a role model for women in radiology.

In recognition of her many contributions to the field of radiology, Dr. Redman received RSNA's highest honor, the Gold Medal, in 2000. She also received gold medals from the Texas Radiological Society (TRS) and the Society of Interventional Radiology. To honor her service, RSNA President **C. Douglas Maynard, M.D.**, and representatives from the TRS visited her in the hospital to present the gold medals.

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Mr. Klop and his late wife, RSNA Past President Helen C. Redman, M.D.

asked why supporting the Foundation remains important to him. Mr. Klop and his late wife are Presidents Circle, Ruby Visionary and Star Legacy donors to the Foundation.

Mr. Klop recently chose to make a charitable gift annuity to the Foundation, which allows him to receive lifetime annuity payments while also benefitting the R&E Foundation.

"The Foundation was very helpful in setting up this annuity. For me there are certain tax advantages, and I receive some income," Mr. Klop said of his decision.

Learn more about how you can make a charitable gift annuity by visiting rsna.org/PlannedGiving, or contact Shelley Taylor at 630-590-7773 or sltaylor@rsna.org.

Welcome, Hologic, Inc., our Newest Vanguard Company

The R&E Foundation is proud to welcome Hologic as our newest company to join the Vanguard program. A longtime supporter of the Foundation at the Exhibitors Circle level, Hologic has increased its support to the Foundation by joining the Vanguard program with a five year commitment. Hologic is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women.

"At Hologic we care about these things: Great science. Meaningful innovation. Early detection. Continuous improvement.

We know that identifying and supporting the researchers and scientists of tomorrow is critical to our long term success.

As a Vanguard supporter of the RSNA Research & Education Foundation, our contributions help support investigators whose work will lead to major discoveries in the field of radiology. It's a win-win situation. The investigators get a start in their healthcare careers and all of us benefit from their discoveries."

Pam Cumming
Vice President, Corporate Marketing
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