RSNA Press Release

Radiological Society of North America Launches 'RSNA Market Insights'

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OAK BROOK, Ill. (September 12, 2023) — The Radiological Society of North America (RSNA) today launched "RSNA Market Insights," a series of reliable and affordable radiology-centric business reports. An RSNA first, the reports offer key insights from radiologists, including their perspective on important topics, with useful data analytics in a consumable format appropriate for industry business managers.

"Industry leaders find it essential to hear directly from the radiologists they serve," said Curtis P. Langlotz, M.D., Ph.D., chair of the RSNA Board of Directors. "These key market intelligence reports contain specifically curated insights that support informed decision making, leading to more successful strategic initiatives and better management decisions."

Industry business managers, including those in product development, product management, marketing, sales, and business development, will be able to use the findings from "RSNA Market Insights" in their strategic planning. Based on industry feedback, the reports are designed to eliminate blind spots in decision making by providing conclusive, competitive insights curated through end-user data and industry thought leaders.

"The quality of the content contained in these reports will be highly valuable to business managers in this industry," said Daniel Ruppar, consulting director of Healthcare & Life Sciences at Frost & Sullivan and an expert in analyzing industry transformation and innovative growth opportunities.

Currently available reports include "[Radiologist Perspective Report: Artificial Intelligence 2023](#)" and "[Radiologist Segmentation Report: Practice Type & Career Stage 2023](#)."

"Radiologist Perspective Report: Artificial Intelligence 2023" adds to the expansive inventory of AI resources that position RSNA as a leader in medical imaging AI research, education, innovation and data curation.

The research contained in the report examines AI product impact, trust dynamics, adoption drivers and barriers through detailed exploration of AI for clinical workflows and diagnostics.

"Radiologist Segmentation Report: Practice Type & Career Stage 2023" provides strategic recommendations that account for the tasks, skills, concerns and information consumption preferences of radiologists, according to their practice types and career stages.

New reports will be launched throughout the year, addressing a variety of industry-demanded topics.

Certain reports can be customized to meet specific market research needs. For example, custom report segmentation options for the Artificial Intelligence 2023 report include type of use, geographic region, subspecialty and radiologist practice type. For more information on "RSNA Market Insights" reports, visit [RSNA.org/RSNAMarketInsights](#).

RSNA is an association of radiologists, radiation oncologists, medical physicists and related scientists promoting excellence in patient care and health care delivery through education, research and technologic innovation. The Society is based in Oak Brook, Illinois. ([RSNA.org](#))