

A QUARTERLY PUBLICATION OF THE RADIOLOGICAL SOCIETY OF NORTH AMERICA RESEARCH & EDUCATION FOUNDATION

## Shaping His Career and Shaping the Future

Dr. Yagnik shares why he established a pattern of giving early on

There is something to be said about following a mother's advice. Vivek C. Yagnik, M.D., of Austin, Texas has lived by the motto of his mother and role model. She told him, "Do at least one good deed for someone each day." A radiologist at St. Luke's Episcopal Hospital, Dr.



Vivek C. Yagnik, M.D.

Yagnik strives to bring this motto into his life's work.

As an RSNA Presidents Circle donor, Dr. Yagnik makes a difference in the lives of patients through support of critical R&E Foundation grant funding. "The discoveries and advances made by today's young researchers are the tools we will

use in radiology tomorrow," Dr. Yagnik said of his Presidents Circle support. "It is imperative to fund the research and development now that will allow our field to flourish in the future."

Dr. Yagnik decided to go into radiology after his third year of medical school because he enjoyed the

ability to work with the most technologically advanced tools in medicine. He became an RSNA member as a first-year resident at Baylor College of Medicine and went on to complete a fellowship in abdominal imaging at the Mallinckrodt Institute of Radiology in St. Louis in 2002. Since then, Dr. Yagnik's career has taken

shape, allowing him to acknowledge the importance of investing in the future of radiology sooner rather than later. He decided to make his first donation to the Foundation three years ago.

Every year the Foundation receives donations from hundreds of RSNA members like Dr. Yagnik who are at the beginning stages of their careers. The support of RSNA members at this critical juncture in their professional lives demonstrates the importance of giving back to your profession.

When asked about the motivating factor for supporting the Foundation at this point in his career, Dr. Yagnik said, "It is important to establish a pattern of giving consistently early on. I am

*(Continued on page 2)*

## Demand for R&E Grants Continues to Soar

For the second consecutive year, the R&E Foundation received nearly 200 applications for the January/February deadlines—an 85% increase over the previous 10-year average. Why the increase in recent years? More individuals becoming involved in research and education? Increased demand for extramural funds? Increased awareness of the Foundation as a source of funds devoted to the radiologic sciences? For all those reasons, more faculty, residents/fellows and medical students are turning to the Foundation to support their work.



Study section members at the RSNA Headquarters in March



As the number of applications increases, so does the number of study section members required for the peer review evaluation process. Three study sections, representing 61 volunteers with expertise in radiology, radiation oncology/biology, and teaching and education, met at RSNA Headquarters in March and April to discuss and score the 2011 grant applications.

## Shaping His Career and Shaping the Future

(Continued from page 1)

in a busy private practice with limited ability and aptitude to perform research myself. By giving financial support, I can help generate even more funds through national grants.”

As someone who lives by the motto of doing good deeds for others, it should

come as no surprise that Dr. Yagnik chooses to give back. His annual donations to the Foundation as a Presidents Circle donor support the researchers and educators following in his footsteps whose discoveries will save lives in the future.

“The researchers are to be commended for their efforts,” Dr. Yagnik said. “I am excited about the future of radiology that they are creating, because of the emerging imaging technologies that will non-invasively diagnose and treat disease.”

*“It is important to establish a pattern of giving consistently early on. I am in a busy private practice with limited ability and aptitude to perform research myself.” Vivek C. Yagnik, M.D.*



Annual donations of \$1,500 and higher qualify you to join the RSNA Presidents Circle, a dynamic group of RSNA members and friends who support the future of the radiologic sciences by giving back to their profession. Presidents Circle donations fund a specially named Research Resident Grant each year.

The 2010 Presidents Circle grant went to Thomas Hope, M.D. at the University of California, San Francisco for his project, *Validation of an NSF Model in Renal Failure Rats and Evaluation of Imatinib as a Potential Treatment*.

**For more information or to join this year's Presidents Circle contact Robert Leigh, manager, fund development at 1-630-590-7760 or [rleigh@rsna.org](mailto:rleigh@rsna.org).**



*Presidents Circle Donor recognition at RSNA 2010, Chicago*

# Vanguard Company Profile

## Vanguard Company's Support Holds Strong Over Two Decades Toshiba America Medical Systems Demonstrates a Commitment to the Future

Since 1990, Toshiba has partnered with the Foundation to fund more than 44 research resident and research seed grants. "As a long-standing supporter and Vanguard member of the RSNA R&E Foundation, Toshiba supports this endeavor as an excellent way to promote research and continued learning in radiology. Toshiba has a strong commitment to education and our involvement in the RSNA R&E Foundation is one way we deliver on that commitment," said Catherine Wolfe, Senior Director of Corporate and Strategic Communication at Toshiba America Medical Systems.

Toshiba America Medical Systems has a diverse portfolio of cutting-edge technology and medical innovations "Made for Life". Improving the lives of patients, clinicians and administrators since the company's beginnings in 1875, "Toshiba leads the industry in customer loyalty as determined by independent,

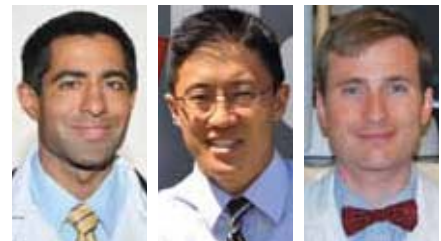
third-party analyst organizations like *MD Buyline*, *KLAS Enterprises* and *IMV Servicetrak*," said Wolfe. "Toshiba's customer ratings are at the highest levels month after month, year after year. We're very proud of that record and work hard to make sure we understand customer needs and then deliver on those requirements."

In 2010 a Toshiba America Medical Systems/RSNA Research Seed Grant was awarded to Kenneth S. Lee, M.D., of the University of Wisconsin. Dr. Lee is looking to find a more effective treatment option for moderate to severe chronic plantar fasciitis. His study will evaluate acoustoelastography as a way to measure the healing changes and outcomes of platelet-rich plasma injections in order to improve patient care.

Nitin Ohri, M.D., of Thomas Jefferson University Hospital, will use his Research Resident Grant to characterize the FDG-PET response patterns of

non-small cell lung cancer tumors after chemoradiotherapy and define how well they correlate with clinical outcome. Ben Paxton, M.D., of Duke University Medical Center, will use his Research Resident Grant to further develop a minimally-invasive, image-guided intervention for treatment of morbid obesity by utilizing an innovative and novel percutaneous endovascular procedure.

**TOSHIBA**  
Leading Innovation >>>



From left to right: Nitin Ohri, M.D., Kenneth Lee, M.D. and Ben Paxton, M.D.

The RSNA R&E Foundation would like to thank Toshiba America Medical Systems and all 14 Vanguard companies for supporting the future of the specialty.

## Foundation News

### Tax Incentive Extended for Donors 70 or Older

Recent legislation signed into law an extension of the tax incentive for charitable gifts from donors age 70½ or older. The charitable IRA legislation extended through 2011 makes it easier than ever to support charitable organizations across the United States. Learn more at [RSNA.org/PlannedGiving](http://RSNA.org/PlannedGiving).

### VIPs Earn Discounts on RSNA Education Products

Practice group members in the Visionaries in Practice (VIP) program will now receive the benefit of a 10 to 30% discount (based on giving level) on educational products from the RSNA Education Center store. Learn more about the VIP program at [RSNA.org/Foundation/VIPGiving.cfm](http://RSNA.org/Foundation/VIPGiving.cfm).

### R&E Grant Recipient Nationally Recognized for Alzheimer Research

Foundation grant recipient Cyrus Raji, Ph.D., received recognition from his study on walking and its effects on Alzheimer disease. Dr. Raji's findings recently received national and international coverage in over 250 media placements including CNN and the BBC International radio.

# Exhibitors Circle Profile

## Vital Images Pioneers Advances in Medical Imaging to Improve Patient Care

Vital Images is proud to be a long-time supporter of the RSNA Research & Education Foundation. “We share the mission of improving patient care and believe that RSNA is an important organization for achieving this mission,” said Michael Carrel, CEO. Vital Images donated \$5,000 to the R&E Foundation in 2010 as part of the RSNA Exhibitors Circle. Their donation directly benefits the Foundation’s grant programs. In addition to supporting the RSNA Research & Education Foundation, Vital Images also dedicates 25 percent of its annual revenue to research and development.



As a leading provider of advanced visualization solutions, Vital Images is committed to improving the cost, quality and accessibility of healthcare worldwide. Established in 1988, Vital Images has pioneered advances in medical imaging for more than 20 years. Vital Images is a global company with customers in more than 83 countries with offices in the United States, Europe and Asia. Their customers include leading healthcare institutions around the globe.

One of Vital Images’ signature solutions is the Vitrea Enterprise Suite (VES). It delivers in-depth clinical

functionality via a unique, modular architecture that delivers optimal performance and thin-client access to applications and image data. With its productivity-enhancing tool, physicians can easily navigate within these images to better understand disease conditions. VES addresses specialists’ needs through various clinical packages specific for cardiology, neurology and oncology.

In addition to providing relevant clinical solutions with a flexible architecture, Vital Images takes great pride in offering service excellence to its customers. The R&E Foundation would like to thank Vital Images and all 24 RSNA Exhibitors Circle companies for their support.

## Thank You R&E Foundation Corporate Partners



RSNA 2010 Corporate Donor Reception

### Vanguard Companies

Companies supporting endowments and term funding for named grants

Agfa HealthCare  
Bayer HealthCare Pharmaceuticals  
Bracco Diagnostics  
Canon U.S.A.  
Carestream Health  
Cook Medical  
Covidien

FUJIFILM Medical Systems USA  
GE Healthcare  
Hitachi Medical Systems  
Philips Healthcare  
Siemens Healthcare  
Toshiba America Medical Systems  
Varian Medical Systems

### 2010 Exhibitors Circle

Companies who gave annual unrestricted gifts at four levels from \$1,500 to \$10,000

#### PLATINUM CIRCLE

Hologic  
Lantheus Medical Imaging

#### GOLD CIRCLE

Amirsys  
Bard Biopsy Systems  
ProScan Imaging Education Foundation  
Resonance Technology  
Vital Images

#### SILVER CIRCLE

DeJarnette Research Systems  
Teleradiology Solutions  
VIDAR Systems Corporation  
Zotec Partners

#### BRONZE CIRCLE

ContextVision  
InfiMed  
InSite One  
Landauer, Inc.

#### BRONZE CIRCLE (continued)

Mammotome  
Microsulis Medical  
MedInfomatix  
Naviscan  
Parascript  
Sage  
Reliant Medical  
Wolters Kluwer Health—Lippincott  
Williams & Wilkins  
Ziosoft

### Corporate Donor Programs

To learn more or become a donor today go to [RSNA.org/Foundation/Exhibitor](http://RSNA.org/Foundation/Exhibitor) or, contact Lisa Ostrenga, senior manager, fund development at 1-630-590-7773 or [lostrenga@rsna.org](mailto:lostrenga@rsna.org).

# Grant Report Highlights

*A glimpse at just one of the projects made possible by your donations. A complete list of grant projects can be found at [RSNA.org/Foundation](http://RSNA.org/Foundation).*



David Yousem, M.D., M.B.A.

*“The RSNA Education Scholar Grant allowed me to produce a 24-lecture course on the Business of Radiology for radiology trainees and practitioners. It fills a gap in trainees’ education that is severe in most academic institutions.”*



## **David Yousem, M.D., M.B.A.**

Russell H. Morgan Department of Radiology and Radiological Science  
Johns Hopkins Medical Institution, Baltimore, MD  
2008 - 2010 Philips Medical Systems/RSNA Education Scholar Grant

**Project Title:** Developing a Curriculum for Teaching the Business of Radiology

### **Original Abstract**

Organized academic radiology has largely ignored the needs of radiology trainees with respect to teaching them the essentials of radiology practice management and business principles. Residents and fellows enter their new careers vulnerable to and ignorant of pitfalls in establishing a radiology office, purchasing equipment, negotiating contracts, ensuring accurate billing and collection, and evading potential medico-legal entanglements. The proposed educational program is designed to provide an electronic curriculum of one year’s duration for teaching these principles.

The principal investigator, who already has an MBA degree, will use the RSNA Educational Scholar Grant to develop the skills needed to design Web-based electronic interactive learning modules.

### **Outcome**

The main benefit to the radiology community is a practical user-friendly interactive online program that teaches business principles for a successful radiology practice, whether in academia or private practice.

More than two dozen lectures in the “Business of Radiology” were created, including:

- Resource Based Relative Value Unit (RBRVU) System
- I Want to Make Money in Radiology
- Vernacular of Accounting
- Improving Physician Performance: Strategies for Squeezing the Most Out of Your Human Resources
- Demystifying Credentialing, Accreditation and Certification
- Malpractice Mitigation

**RSNA members can access “The Business of Radiology” course free at [RSNA.org/Education/archive/residents.cfm](http://RSNA.org/Education/archive/residents.cfm).**

*Did you receive a grant early in your career or know someone who has?*

*Where would you be today without support of the radiology community?*

*Just as NIH funding is critical for clinical studies, R&E funding is critical for keeping bright minds in academic radiology.*

# Volunteer for an R&E Foundation Committee

## Deadline Approaching

R&E Foundation volunteers are essential to the Foundation's success. Foundation projects are developed and implemented by a committed group of individuals dedicated to advancing the future of radiology. From the R&E Fund Development Committees and subcommittees whose members work to develop and recommend fundraising programs, to the committed members of the study sections and review panels who work to evaluate and score the countless grant applications received each year, there are a number of ways RSNA members can get involved and lend their expertise to the R&E Foundation.



*A comprehensive list of R&E Committees can be viewed at [RSNA.org/Foundation/Committees.cfm](http://RSNA.org/Foundation/Committees.cfm). The deadline to apply for the next volunteer term is July 22, 2011. If you would like to take an active role in advancing the future of radiology, or if you would simply like to learn more about these and other outstanding volunteer opportunities, contact Sena Leach, R&E assistant director of board and committee affairs, at 1-630-571-7810 or [sleach@rsna.org](mailto:sleach@rsna.org).*

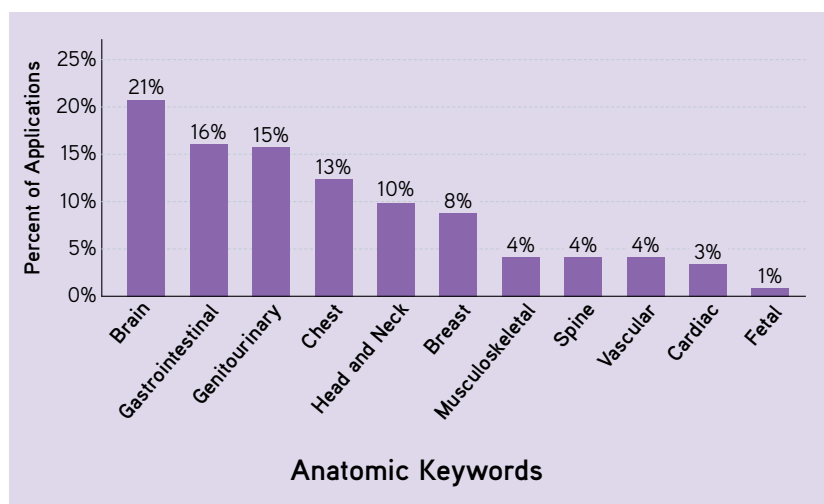
## Keywords Identify Areas of Interest

This year's R&E grant applicants had the opportunity to select categorized keywords to identify the main topics of their proposed work. Study section chairs used the keywords to recruit reviewers who have expertise and experience to appropriately review the applications.

The most common keywords selected within each category:

- **Education Projects:** New Educational Strategies and Techniques
- **Anatomic:** Brain
- **Modality:** MRI
- **Research Type:** Clinical
- **Techniques/Topics:** Quantitative Imaging.

The Foundation will use the keywords to track research and education trends over time.



*Interested in learning more about R&E Grants, contact Scott Walter, assistant director, grant administration at 1-630-571-7816 or [swalter@rsna.org](mailto:swalter@rsna.org).*

# These Bright Minds Thank You!

A glimpse at the grant projects your donations are supporting.

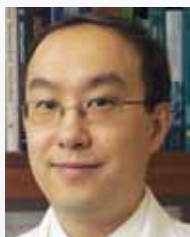
See the entire list at [RSNA.org/Foundation](http://RSNA.org/Foundation).



**Camilo G. Borrero, M.D.**  
Philips Healthcare/RSNA Research Seed Grant, Radiology, Division of Musculoskeletal Imaging  
University of Pittsburgh Medical Center  
*Clinical Efficacy of Ultrasound-guided Administration of Autologous Platelet-rich Plasma (PRP) versus Placebo for Treatment of Acute Syndesmotic Injuries*



**Hanmanth Neboori, B.S.**  
RSNA Research Medical Student Grant  
Radiation Oncology, Cancer Institute of New Jersey, Drexel University College of Medicine  
*The Efficacy of ABT-263 in Relapsing, Radiation Resistant, BCL-2 Over-Expressive Breast Cancer*



**Steve H. Fung, M.D.**  
Bayer HealthCare Pharmaceuticals/RSNA Research Seed Grant, Radiology, Division of Neuroradiology  
The Methodist Hospital Research Institute, Weill Cornell Medical College  
*Detecting and Imaging Protease Activity in Head and Neck Cancers with Activatable MR Nanoprobe Contrast Agent*



**Nancy A. Resteghini, B.A., M.S.**  
RSNA Research Medical Student Grant  
Radiology, Brigham and Women's Hospital  
University of New England College of Osteopathic Medicine  
*Characterization of Breast Cancer and Receptor Status in Correlation with Magnetic Resonance Imaging (MRI) Morphology and Kinetics*



**Joshua Dowell, M.D., Ph.D.**  
Bracco Diagnostics/RSNA Research Resident Grant, Radiology  
University of Virginia Health System  
*Plectin-1 Targeted Nanodelivery of MRI Contrast Agent for Early Detection of Pancreatic Ductal Adenocarcinoma*



**Jean-Claude M. Rwigema, B.S. (Eng)**  
RSNA Research Medical Student Grant  
Radiation Oncology, University of Pittsburgh  
*Evaluation of Strategies for Radiation Damage Mitigation Using Small Molecule Mitochondrial Targeted Drugs*



**Roger Lin, M.D., Ph.D.**  
Cook Medical Cesare Gianturco/RSNA Research Resident Grant, Radiology  
University Hospitals Case Medical Center  
*Treating Catheter Infections with Fiber Optically Delivered Ultraviolet Light*



**Shota Yamamoto, B.S.**  
RSNA Research Medical Student Grant  
Radiology, University of California, Los Angeles, David Geffen School of Medicine  
*Radiogenomic Analysis of Prostate Cancer Utilizing Gene Expression Profiling and Advanced MRI*



**Kelly Braun, B.Sc., M.Sc.**  
RSNA Research Medical Student Grant  
Radiation Oncology, Robert Wood Johnson Medical School  
*Feasibility of 3-D Conformal Accelerated Partial Breast Irradiation (APBI) for Early Stage, Node Negative Breast Cancer Patients using Acculoc Fiducial Markers: A Phase 1 Trial*



**Julia Fielding, M.D. and Alfred D. Llave, M.D.**  
Henry P. Pendergrass, MD, Education Scholar Grant, Radiology, University of North Carolina at Chapel Hill  
*Meeting the Challenges of Radiology, Resident Education in the 21st Century: Redefining the Radiology Classroom through RAD-SHARE, Radiology (See, Hear And Respond Education) – A Collaborative Pilot Endeavor*

# IDEAS > GRANTS > PRACTICE

# R&E



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