

INSPIRE - INNOVATE - INVEST



FOUNDATION

*The Campaign*  
for Funding Radiology's Future®





INSPIRE | INNOVATE | INVEST

*The Campaign*  
*for Funding Radiology's Future®*

*Dear Friends and Colleagues,*

The RSNA Research & Education (R&E) Foundation is well established as one of radiology's premier research and development departments, providing critical funding to investigators and educators in all stages of their careers.

In recent years, demand for Foundation grants has increased dramatically, demonstrating the growing need for support. As volunteers for the Foundation, we see hundreds of amazing projects that are deserving of the funds that will bring ideas to practice and add value to patient care.

We are reaching out to you to ask for your help.

*Our goal is straight forward: to raise \$17.5 Million to support these promising individuals and their projects.*

Our community is strong, and we are confident that your support can help us reach our goal, to benefit our shared community and our patients. Inside, you will find the story of the R&E Foundation, and reasons why it's so important to join us in this campaign.

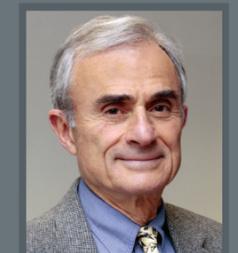
Thank you for Funding Radiology's Future®.



William G. Bradley Jr, MD, PhD  
Campaign Co-Chair



R. Nick Bryan, MD, PhD  
Campaign Co-Chair



David C. Levin, MD  
Campaign Co-Chair



*The RSNA R&E Foundation seeks to raise \$17.5 Million to fund grants in radiologic research and education, bridging gaps in funding for promising investigators and educators.*



## INSPIRE THE SPECIALTY THAT TRANSFORMED MEDICINE

More than any other specialty, radiology has changed the way we perform patient care. The Radiological Society of North America (RSNA®) is synonymous with the field of radiology, 100 years strong, with a history as rich as the field itself.

We are a community of innovators, leaders, researchers, educators, mentors and practitioners who are committed to advancing the science of medical imaging. When discoveries and breakthroughs happened in medical imaging, RSNA was there as a driving force, and RSNA will continue to set the standard for the advancements of the future.

RSNA provides essential resources to its more than 50,000 members across the globe, to help them provide the best patient care, maintain their certification and keep their skills sharp.

We host the world's most important forum for medical imaging science, education, and technology, the RSNA Scientific Assembly and Annual Meeting, drawing over 50,000 attendees annually to Chicago. RSNA publishes two leading peer-reviewed journals in the specialty: *Radiology*, delivering the cutting edge in scientific discovery, and *RadioGraphics*, dedicated to peer-reviewed education in radiology.

*"RSNA is a powerhouse for radiology research, education and technology. The RSNA R&E Foundation has been instrumental in promoting radiology research by providing funds for seed grants that enable radiologists to be more competitive for NIH grants."*

*N. Reed Dunnick*

N. Reed Dunnick, MD  
RSNA Board of Directors

RSNA is a champion for patient-centered care through its public outreach initiatives, developing technology to support a universal health record and promoting investigation of quantitative imaging biomarkers. We reach out to developing nations with educational programs and opportunities for young researchers to pursue academic careers.

RSNA drives measurable change for patient care, and investing in RSNA's initiatives means being part of a community that is fiscally strong and will continue to flourish in the years to come.

RSNA is synonymous with the transformation that has happened in healthcare thanks to advances in MR imaging, CT, ultrasound, nuclear medicine and molecular imaging.



### *Inspiring Discovery in the Human Brain*

Dr. Mintun is renowned for his work in describing a mathematical concept, "binding potential," which could provide a clearer picture of brain diseases thought to result from receptor malfunction—and how these diseases respond to drug treatment.

In addition, Dr. Mintun's study of amyloid plaque imaging has helped create a better understanding of the biology of Alzheimer disease. Furthermore, his research helped lay the groundwork for functional MR imaging—now common use in neuroradiology. Your investment fuels the discoveries of pioneers like Dr. Mintun.

*"The RSNA award was my first grant and was extremely helpful in establishing protected time for research, obtaining matching resources, and in being taken more seriously with potential academic collaborators outside radiology. The fact that I could bring my own grant-supported resources to discussions of future projects with experts in the field of neuroscience, neurology and psychiatry helped establish new funding and new collaborators."*

Mark A. Mintun, MD  
1988 Research Scholar Grant Recipient



## A STRONG FOUNDATION

In the 1970s, money for radiology research was scarce. Most government funds were being given to physicians in other specialties. In addition, increasing clinical demands reduced the time radiologic investigators could devote to research.

To meet the needs of its community in furthering radiologic research, the RSNA developed the RSNA Research & Education Foundation in 1984. Our mission is to improve patient care by supporting research and education in radiology and related scientific disciplines through funding grants and awards to individuals and institutions that will advance radiologic research, education and practice.

The Foundation continues to fulfill this mission now and into the future for the benefit of radiology, radiation oncology, medical physics, industry and education.

As the bedrock of radiologic research, the Foundation has awarded over \$40 million to nearly 1,000 educators and investigators. An R&E grant is a pathway to greater funding from sources such as the National Institutes of Health (NIH). Since our inception, the Foundation has enabled over \$1 billion in radiologic research.

*"Success of this scale is only made possible by the strong relationships we have with our many collaborators across radiology - our donors, academic leaders, and dedicated researchers and educators - those who have the absolute highest level of commitment to funding the future of our specialty."*

James P. Borgstede, MD  
Chair, R&E Foundation Board of Trustees





## Inspiring Excellence in Leadership and Patient Care

Dr. Thurmond is leading the charge to improve health for women across the globe. Her research has led to the discovery of minimally invasive techniques for diagnosing and treating infertility—including fallopian tube recanalization, a nonsurgical catheter treatment for fallopian tube blockage that is now performed worldwide.

Her work has earned her international recognition for her discoveries, as well as an esteemed presence at scientific meetings and in medical literature, but she says that her most important work is the work she does for individual women each day: diagnosing breast problems, infertility, and other pelvic and pregnancy issues that make an impact on women's lives. By supporting investigators like Dr. Thurmond, your investment makes a difference to patients every day.

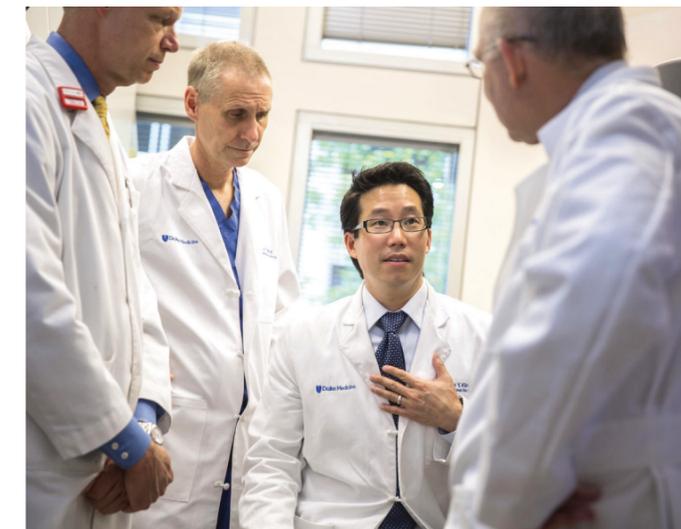
*“The support of the RSNA at that critical time allowed me to develop expertise, write papers, present at meetings, train fellows and work with other radiologists so that now, 25 years later, radiologists who focus on the health issues which plague women are valued subspecialists.”*

Amy S. Thurmond, MD  
1988 Research Fellow Grant Recipient



## THE NEXT GENERATION OF LEADERS

R&E Foundation grant recipients are inspired to pursue careers as investigators and educators, paving the way for the workforce of the future. When you support this campaign, you're not only helping projects get funded—you're helping inspire bright young minds to choose a career that matters. Many R&E scholars have been named chairs of academic radiology departments. Hundreds more are program directors, mentors and leaders in radiology. RSNA fuels this inspiration by providing tools and workshops to help grant applicants along their path to even larger grants.



'86 '90 '98 '99 '00

1986

The Foundation awards its first two grants, totaling \$100,000.

1990

The Foundation's cumulative grant awards total more than \$1 million for 51 grant projects.

1998

RSNA dedicates \$10 million to establish education grant program.

1999

Grant awards total \$10 million.

2000

The Foundation establishes NIH-style study sections to review and rank grant applications.

'04 '08 '13 '14-'15

2004

The Foundation awards a cumulative \$20 million for 522 grants.

2008

A survey of past grant recipients shows that for every dollar received from the Foundation, the recipients have been successful in obtaining at least \$30 in additional funding from other sources for support of projects.

2013

The Foundation sets an annual record by funding over \$3 million in grants.

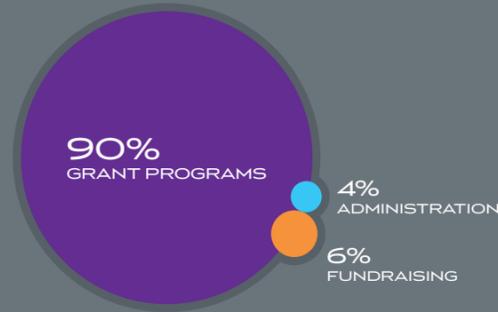
2014-2015

RSNA celebrates 100 years of transforming medicine and illuminating the future of radiology.



### Where Do Your Donations Go?

We know our donors want their gift to be used where the need is greatest. We are proud to say that ninety percent of our expenses support grant programs.



### Grant Dollars Distribution

Here are the percentages of grant dollars we awarded by grant type in 2013.



### Your Donations Support These Grants:

#### RESEARCH SCHOLAR GRANT

Our premier career development grant transitions junior faculty to independent investigators. Funding protects research time to conduct complex projects under the guidance of a mentor and scientific advisor in preparation for NIH funding. Results are published and shared with the community.

#### RESEARCH RESIDENT/FELLOW GRANT

This grant provides young investigators a chance to explore powerful ideas. Working alongside an experienced advisor, trainees gain insight into scientific investigation and practice research methods and techniques. It is a catalyst to pursue research at a critical point in a radiologist's career.

#### RESEARCH SEED GRANT

Every great discovery starts with a spark. This grant provides seed money to test hypotheses and conduct pilot studies in preparation for major grant applications to corporations, foundations and government agencies. It is the haven researchers need for risky, yet rewarding projects.

#### RESEARCH MEDICAL STUDENT GRANT

Exposure to radiology research in medical school ignites a passion for the specialty. With support of the community and a network of mentors, a summer project can turn into a career-long pursuit of research and discovery.

#### EDUCATION SCHOLAR GRANT

Innovation in education can transform the way radiologists learn, understand, and care for patients. This grant encourages development of new methods of teaching and evaluation, and enables effective delivery for lifelong learning shared with the entire radiology community.

#### RSNA / AUR / APDR / SCARD RADIOLOGY EDUCATION RESEARCH DEVELOPMENT GRANT

This grant helps to build a critical mass of radiology education researchers and promotes the careers of those with a passion to advance the science of radiology education around the world.

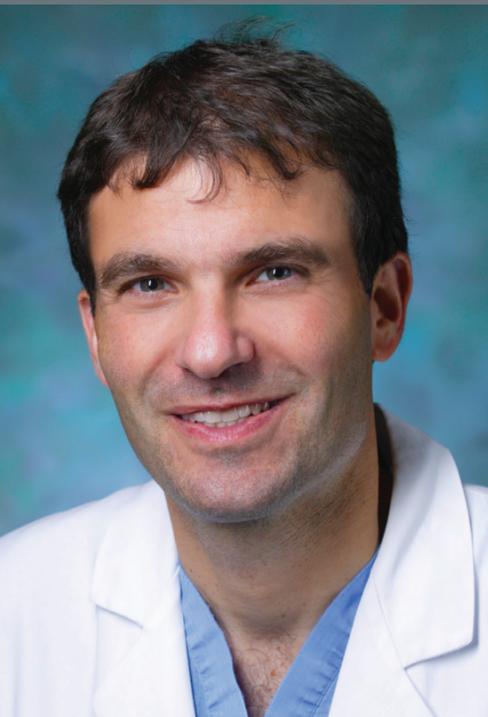


## INNOVATE TO OPTIMIZE PATIENT CARE

RSNA R&E Foundation grants advance radiologic research and education across multiple subspecialties. They provide opportunities for investigators and scholars at any level in their career—from medical students, residents and fellows to senior educators and researchers.

Grant recipients are finding answers about disease processes, revolutionary treatment methods, and the most effective ways to deliver treatment to patients. They are also leading programs to teach new techniques to future generations of clinicians, investigators and educators.





### *Turning Innovation toward Everyday Clinical Practice*

Dr. Geschwind is now considered a key opinion leader in the field of liver cancer. He has served as principal investigator or co-investigator on more than 40 clinical trials and has received numerous foundation, industry and federal grants for his groundbreaking research in the field.

He and his colleagues are working to continually improve current therapies for patients with liver cancer, with a focus on catheter-based techniques such as chemoembolization and radioembolization. When you make an investment with the R&E Foundation, you are giving hope to patients with life-threatening disease.

*“My R&E grant allowed me to gain the confidence to seek federal funding which I obtained through an NIH RO1 grant in 2005. It also boosted my research aspirations and academic career.”*

Jean-Francois H. Geschwind, MD  
2000 Research Seed Grant Recipient



## DISCOVERIES THAT MAKE A DIFFERENCE

R&E Foundation grant applications undergo a rigorous peer review process, based on the standards of the NIH. In 2013, forty percent of grant reviewers were former grant recipients. The Foundation selects only the best projects—many of which show potential for clinical applications. Innovations by grantees lead to critical breakthroughs in patient care and provide knowledge that radiologists use in their daily practices.



*“We have made remarkable advances and tremendous successes in radiology, but with each RSNA grant proposal I witness, I believe that a better day in radiology is yet to come. Your continued support for the Foundation is the engine of our bright future in radiology.”*

K. Ty Bae, MD, PhD  
Chair, Radiology Research Study Section

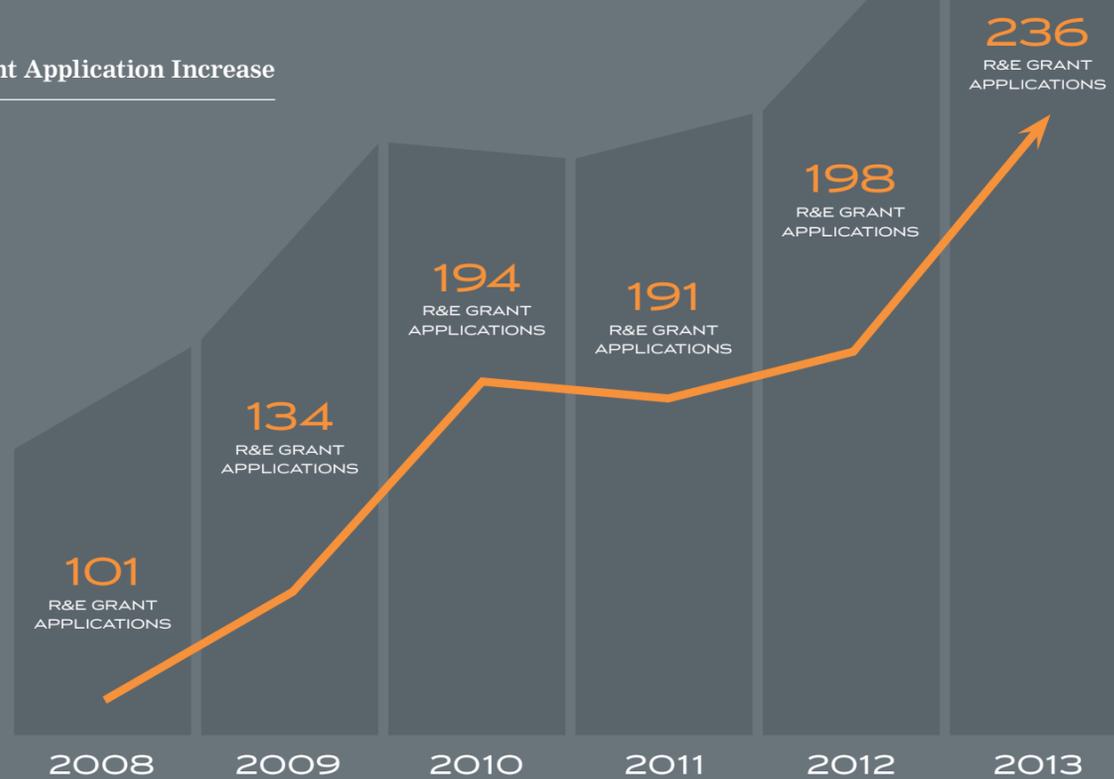




*“Imaging research is essential for advancing medical science. A unique aspect of investing in radiology research is that discoveries by imaging scientists have historically been rapidly translated to clinical practice, with remarkable benefits in patient care.”*

Richard L. Ehman, MD  
Member, R&E Foundation  
Board of Trustees

**Grant Application Increase**



**INVEST IN RADIOLOGY'S FUTURE**

In 2013, the R&E Foundation awarded more than \$3 million to grantees. Since inception, the Foundation has funded more than \$40 million in grants. The real value, however, is far greater—surveys show that for every \$1 granted by the Foundation, recipients have received over 40 additional dollars in subsequent funding as Principal Investigator or Co-Investigator from other sources, such as the NIH. Through the years, these grants to young investigators have resulted in more than \$1.5 billion in funding for radiology research and education.

With funding dwindling from other major sources, the R&E Foundation has seen an increasing number of applications each year. They come from bright researchers and educators with promising projects. The Foundation selects only the best, but because grant dollars are limited, high-quality projects go unfunded.

We need you now more than ever. If the Foundation reaches its campaign goal of \$17.5 million, we can keep pace with this growing need, helping to ensure that critical discoveries come to light.



*“I say to all who have benefited from radiology as a profession – you have an historic opportunity to fund the future and advance the science of radiology.”*

Anne G. Osborn, MD  
Sapphire Visionary Donor

INVEST

# WAYS TO GIVE TO THE CAMPAIGN

## Individuals and Family Foundations



### CENTENNIAL PATHFINDERS

A giving program for individuals who contribute \$50,000, \$100,000 or more to the campaign will be recognized as Centennial Pathfinders and receive special recognition and benefits.

### PRESIDENTS CIRCLE DONORS

A giving program for individuals who contribute \$1,500, \$2,500, \$5,000 or more annually. The Presidents Circle demonstrates the power of a community dedicated to the future of the profession.

### ANNUAL DONORS

A giving program for individuals who make annual or commemorative gifts to the Foundation. Gifts of \$300 or more give donors access to the R&E Foundation Donor Lounge during the RSNA Annual Meeting.

### LEGACY DONORS

A giving program for individuals who make planned charitable gifts to the Foundation and leave a legacy for future generations. Planned giving provides you with multiple ways to support the Foundation including bequests, charitable remainder trusts, gifts of life insurance and retirement assets. Whatever the amount of your gift, your bequest will greatly benefit the Foundation and ensure a promising future for radiology.

*"We've been giving to the Foundation for years because we're investing in people. We've seen the results, and we've benefited from the outcomes of these grant projects as much as our patients. This is our way of giving back to an organization that has done so much for us and so many others."*

*Marilyn J. Siegel, MD & Barry A. Siegel, MD  
Presidents Circle Donors*

*"We have been passionate about the RSNA R&E Foundation since its inception. Our enthusiastic contributions to the Foundation include an annual donation and a major bequeath in our wills. The success of the Foundation is obvious, gratifying, and important. We hope that all RSNA members will join us by supporting the Campaign."*

*Nancy J. & Robert E. Campbell, MD  
Legacy Donors*

## Practice Groups & Academic Institutions

### VISIONARIES IN PRACTICE (VIP) DONORS

A giving program for radiologists working in private practices or academic groups to offer annual support to the Foundation. The VIP Program gives private practices and academic groups from all over the nation an opportunity to make valuable investments in research and development. Tiered giving starts at \$10,000 annually with benefits and recognition opportunities increasing with your level of support.

*"By supporting the R&E Foundation, Strategic Radiology views our group contributions as a way to promote our profession while keeping pace with the rapid advances imaging is making in the day to day practice of medicine."*

*Arl Van Moore, MD  
Board Chairman and CEO,  
Strategic Radiology*

## Corporations

### VANGUARD CORPORATE GIVING PROGRAM

A giving program for companies to provide seed money for investigators whose work will lead to major discoveries. The Foundation's Vanguard Program allows corporations to support research and education grants. A variety of grants and funding levels are offered that can be tailored to meet a participating corporation's giving preferences. Vanguard companies receive recognition for their contribution in RSNA publications, on the Foundation's website and during the RSNA Annual Meeting.

*"Agfa HealthCare is pleased to continue our decades-long commitment to the RSNA R&E Foundation. In supporting the research and education fostered by the RSNA, we are excited to help further so many impressive technology advancements in imaging and clinical practice."*

*Agfa HealthCare*



## INSPIRE | INNOVATE | INVEST

*Innovations by R&E Foundation grantees have led to today's procedures and, ultimately, benefited the patients we serve. By giving to The Campaign for Funding Radiology's Future<sup>®</sup>, you are inspiring the promising young researchers we fund and helping to ensure the future of the profession of radiology.*

*Make an investment today.*