

## Public Information Committee – 2012 Annual Report

The Public Information Committee's (PIC) primary role is to help achieve RSNA's objective to elevate public awareness and understanding of radiology and the role of radiologists. The PIC accomplishes this by recommending activities in the realm of public information and media relations to the Board as based on needs assessments, the RSNA Strategic Plan, and evaluations of existing public information programs and activities.

The committee has the lead role in developing, directing and monitoring outcomes of RSNA public information projects to help patients understand the role radiology plays in their healthcare. In late 2011 and 2012, these projects included:

- Ongoing press releases from the journal *Radiology*
- Newsroom activities before, during and after the RSNA annual meeting
- *RadiologyInfo.org*, the public information website sponsored jointly with the American College of Radiology
- Oversight of the Public Information Advisors Network (PIAN), an active assembly of more than 150 radiology experts who are available for participation in media activities throughout the year
- Development of talking points and news releases and identification of appropriate experts to comment on various hot topics in the news related to radiology
- Review of official RSNA position statements on important and recurring news topics related to radiology
- The Imaging Communications Network, a joint effort with ACR, ARRS, ABR and ABRF
- Patient-centered radiology courses presented at RSNA and other medical meetings
- "Radiology Cares: the art of patient-centered practice" campaign
- Promotional efforts for first International Day of Radiology
- Collaboration with referring physicians to develop the RSNA 2012 course, "What the Referring Physician Needs to Know"
- 60-Second Check-up, monthly radio segments focused on radiology topics
- Radio public service announcements (PSAs) on radiology-related disease awareness topics

Highlights of public information activities in 2011-2012 include the following:

For the 12-month period ending September 30, 2012, through the monthly *Radiology* press release program and the 2011 annual meeting newsroom, as well as personal contacts with media outlets, 17,176 print, broadcast and online media placements have been tracked, with a potential of nearly 10 billion (9,998,421,285) audience members reading, viewing or listening to stories about radiology.

At the Board of Directors' recommendation and under the committee's direction, staff continued to maintain high-profile personal contacts in the online, print and television news media throughout the country. Strong relationships between our staff representatives and influential individuals in the media are invaluable for future public information efforts. These contacts help to elevate the media's awareness of the resources available at RSNA for verifying or contributing to medical news stories.

To ensure a unified message in response to relevant topics, staff members continue to reach out to their counterparts in other radiology and medical organizations, as well as hospital and medical school public affairs departments to work cooperatively on local and regional media relations efforts.

PIC and PIAN members have been called on throughout the year to provide commentary or context for key medical news stories. A PIC subcommittee was created to annually review the RSNA position statements to ensure they remain accurate and up to date.

The Imaging Communications Network (ICN) was launched this year by RSNA, ACR, ARRS, ABR and ABRF. ICN's primary goals are to stay aware of a broad range of emerging topics in the public sphere of importance to radiology; provide member associations a forum to discuss and develop principles for their responses; and quickly share responses among member associations. PIC and PIAN members will be instrumental in developing these responses.

The PIC oversees the selection and development of topics for the Annual Meeting Newsroom press conferences. In recent years, committee members have volunteered to moderate the press

conferences, enhancing the Q&A portions of the presentations by providing the immediate availability of expert commentary for the media in attendance. Many PIAN members have also assisted as second-opinion experts to help reporters with their stories.

The PIC also works on projects related to patient-centered care to help radiologists become more comfortable in their patient interactions and to make radiologists and radiology more visible to patients.

The Patient-centered Radiology Steering Committee met in June 2012 to develop a formal awareness campaign promoting patient-centered care. The group developed a name and mission, as well as goals and strategies for the campaign. A logo, marketing collateral and a series of promotional videos were also developed. “Radiology Cares: the art of patient-centered practice” will be launched at RSNA 2012. Attendees will have the opportunity to take the “Radiology Cares” pledge.

A major component of the patient-centered care initiative has been to offer a patient-centered radiology refresher course beginning in 2006. “Patient-centered Radiology: It’s Good Business” will be presented again at RSNA 2012.

Another ongoing public information project is “60-Second Check-up,” a radio program featuring short segments on topics in radiology geared to the public. PIC and PIAN members and other radiology practitioners and researchers have participated in the production of these pieces, which are played on about 100 radio stations nationally. In addition, radio public service announcements highlighting radiology-related disease awareness topics are distributed to more than 2,400 radio stations for broadcast throughout the year.

In 2012, RSNA joined ESR and ACR in sponsoring the first International Day of Radiology (November 8). RSNA public information staff assisted in promotional efforts for the occasion, which included development and distribution of a press release, as well as targeted pitching efforts to the media.

The committee will continue to assess the efficacy of all current public information and media relations activities and advise the Board on the Society's approach to future public and media outreach programs.

I would like to thank the Public Information Committee members, M. Ines Boechat, M.D.; James S. Donaldson, M.D.; Elliot K. Fishman, M.D.; Robert J. Herfkens, M.D.; David M. Hovsepian, M.D.; Candice L. Johnstone, M.D.; Robert K. Kerlan Jr., M.D.; Parvati Ramchandani, M.D.; Gary J. Whitman, M.D.; Max Wintermark, M.D.; and Vice Chair Judy Yee, M.D., for all their hard work and dedication.

I would also like to thank the Patient-centered Radiology Steering Committee members, James Brink, M.D.; Stephen D. Brown, M.D.; Susan D. John, M.D.; Jennifer L. Kemp, M.D.; Vincent P. Mathews, M.D.; Albert A. Nemcek Jr., M.D.; and Volney F. Van Dalsem III, M.D., for their enthusiasm, their engagement and their commitment to ensuring the success of this important initiative.

On behalf of the PIC, I offer my appreciation to all the members of the Public Information Advisors Network (PIAN) for making themselves available to provide expert commentary and context to the media at the annual meeting and throughout the year.

Lastly, I would like to extend my utmost gratitude to the committee's Board Liaison, William T. Thorwarth Jr., M.D., for his wisdom, unflagging commitment and valuable contribution to our efforts; and to the entire RSNA Board for its continued support of the committee's work in implementing RSNA's public information initiatives.

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*Chair, Public Information Committee*