

Public Information Committee – 2014 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 in the healthcare continuum. The PIC accomplishes this by recommending to the Board activities in the realm of public information and media relations, 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 2013 and 2014, these projects included:

- Ongoing press releases from the journal *Radiology*
- Newsroom activities before, during and after the RSNA annual meeting
- Consulting role for *RadiologyInfo.org*, the public information website sponsored jointly with the American College of Radiology (ACR)
- 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
- Development and review of official RSNA statements on important and recurring news topics related to radiology
- The Imaging Communication Network, a joint effort with ACR, ARRS, ABR and ABRF
- Consulting role for the "Radiology Cares[®]" campaign, which is overseen by the Patient-Centered Radiology Steering Committee
- Patient-centered radiology courses presented at RSNA and other medical meetings
- Promotional efforts for the International Day of Radiology
- Collaboration with referring physicians to develop the RSNA 2014 course, "Communicating Effectively with Our Referring Physicians"
- 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 2013-2014 include the following:

For the 12-month period ending September 30, 2014, through the monthly *Radiology* press release program and the 2013 annual meeting newsroom, as well as personal contacts with media outlets, 20,426 print, broadcast and online media placements have been tracked, with a potential of nearly 7.2 billion (7,236,775,624) 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 upon throughout the year to provide commentary or context for key medical news stories. In order to optimize the effectiveness of the PIAN, in 2014 the PIC reviewed the current PIAN roster to identify gaps in region and/or expertise and to recommend new experts to replace PIAN members rotating off the committee.

PIC members drafted a new RSNA statement on Imaging in the Evaluation of Dementia that was approved by the Board in early 2014. A PIC subcommittee conducted the second annual review of the other RSNA statements to ensure they remain accurate and up to date.

The Imaging Communication Network (ICN) was launched in 2012 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 have been 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 September 2014 to discuss existing activities, adjust the mission and goals, and develop new ideas to promote and execute the Radiology Cares campaign. The new mission and goals emphasize radiologist engagement in the patient experience and continuum of care.

Additional discussion topics at the meeting included plans for the future of the campaign and the Steering Committee, metrics to assess the campaign's impact, approval of the e-quilt of patients' messages of thanks to radiologists, existing and future Practice Resources, solicitation of endorsement from other groups and further collaboration with ACR's Imaging 3.0 campaign. I attended this meeting to assist in bridging the anticipated transition of the PCR Steering Committee into the PIC at the end of 2015.

A major component of the PIC's patient-centered care activities has been to offer a patient-centered radiology refresher course. The refresher course, redesigned for RSNA 2014, is now called "Tweet This: How to Make Radiology More Patient Centered," focusing on increased personalization of patient interactions and finding different avenues—particularly social media—to engage patients.

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 approximately 2,400 radio stations for broadcast throughout the year.

For the third year, RSNA joined the European Society of Radiology (ESR) and ACR in sponsoring the International Day of Radiology (IDoR) on November 8. This year's IDoR theme was brain imaging and radiology's important role in combating brain diseases. RSNA public information staff assisted in promotional efforts, which included new IDoR content on *RSNA.org* and *RadiologyInfo.org*, creating of unified toolkit materials, development and distribution of a press release, social media initiatives and outreach to patient advocacy groups.

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.; Debra S. Copit, M.D.; Salomao Faintuch, M.D.; Elliot K. Fishman, M.D.; Iris C. Gibbs, M.D.; Robert J. Herfkens, M.D.; David M. Hovsepian, M.D.; Robert J. Min, M.D.; Parvati Ramchandani, M.D.; and Max Wintermark, M.D., for all their hard work and dedication.

I would also like to thank the Patient-centered Radiology Steering Committee chair Jennifer L. Kemp, M.D., and members Stephen D. Brown, M.D.; Brian S. Funaki, M.D.; Susan D. John, M.D.; Vincent P. Mathews, M.D.; and Volney F. Van Dalsem III, M.D., for their enthusiasm, their engagement and their commitment to ensuring the success of the Radiology Cares 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.

In addition, I would like to offer my sincere thanks to the entire RSNA staff for making our jobs easier, but especially Public Information & Communications staff members Marijo Millette, Maureen Morley, Linda Brooks, and Emma Day.

Lastly, I extend my deepest gratitude to the committee's Board Liaison, Mary C. Mahoney, M.D., for her guidance and her commitment 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.

Judy Yee, M.D.

Chair, Public Information Committee