

Public Information Committee – 2016 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 2015 and 2016, 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 100 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
- Consulting role in the Imaging Communication Network
- Oversight of the Radiology Cares[®] campaign
- Patient-centered radiology courses presented at RSNA and other medical meetings
- Promotional efforts for the International Day of Radiology
- 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 2015-2016 include the following:

For the 12-month period ending September 30, 2016, through the monthly *Radiology* press release program and the 2015 annual meeting newsroom, as well as personal contacts with media outlets, 30,604 print, broadcast and online media placements have been tracked, with a potential 25.4 billion

audience members reading, viewing or listening to stories about radiology. The RSNA annual meeting reached new highs in both media placements and audience reach. *Radiology* journal studies also received extensive coverage, including a feature article on the front page of *The New York Times*.

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.

PIC members drafted new RSNA statements on Imaging of the Prostate and Safety of the Developing Fetus in Medical Imaging During Pregnancy that were approved by the Board in September 2016. The PIC conducted the fourth 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. Current ICN members are RSNA, ACR, AAPM, ABR, ACRO, ARRS and CAR. 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. No scientific press conferences were held at RSNA 2016. Instead, studies were highlighted both in the press kit and the online newsroom with PIC and PIAN members assisting 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. In 2016, the Radiology Cares® campaign, launched by RSNA's Patient-Centered Radiology (PCR) Steering Committee in 2012, was mainstreamed back into PIC's purview. A Special Report on a survey of radiologists' attitudes and practices regarding patient-centered care, conducted and reported on by the PCR Steering Committee, is planned for publication in *Radiology*.

A major component of the PIC's patient-centered radiology activities has been to offer patient-centered radiology courses at the RSNA annual meeting. "Tweet This: How to Make Radiology More Patient Centered," focuses on increased personalization of patient interactions and finding different avenues—particularly social media—to engage patients.

The PIC also sponsors the "Communicating Effectively with Patients" course, which provides specific examples and a strategy for communicating honestly and directly with patients; and the Special Interest session entitled, "A New Model of Patient Care: Value over Volume – a RAD Talk," which offers insights into the radiology patient mindset and describes tools to bring the concept of patient-centeredness into practice.

In early 2016, RSNA developed a PowerPoint presentation for use by program directors and others when talking to medical students. The presentation adapted content from an e-brochure created by the PIC for medical students in 2015. The PIC looks forward to assisting with future outreach initiatives.

For the fifth year, RSNA joined the European Society of Radiology (ESR) and ACR in sponsoring the International Day of Radiology (IDoR) on November 8. The 2016 IDoR theme was breast imaging. The sponsoring organizations were joined by SBI and EUSOBI in planning and promoting IDoR 2016 activities. RSNA public information staff assisted in promotional efforts, which

included new IDoR content on *RSNA.org* and *RadiologyInfo.org*, toolkit materials, a press release, social media initiatives and outreach to patient advocacy groups.

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 60 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.

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 Dorothy I. Bulas, M.D.; Debra S. Copit, M.D.; Abraham H. Dachman, M.D.; Salomao Faintuch, M.D.; Iris C. Gibbs, M.D.; Susan D. John, M.D.; Eric J. Jordan, M.D.; Jennifer L. Kemp, M.D., Vincent P. Mathews, M.D.; Desiree E. Morgan, M.D.; Nicholas M. Perry, M.D., FRCR; Ramji R. Rajendran, M.D., Ph.D.; Volney F. Van Dalsem III, M.D.; and Gary J. Whitman, M.D.; for all their hard work and dedication.

On behalf of the PIC, I extend 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 offer my sincere gratitude to the committee’s Board Liaison, Mary C. Mahoney, M.D., for her guidance and her valuable contributions 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.

Max Wintermark, M.D.
Chair, Public Information Committee