Make Radiology Relevant

Registrational Endpoint
Feels or Functions
Primary Endpoint
Objective **co-primary** or **key** secondary
**Not** (typically) Imaging

Who is the voice of Imaging
FDA meetings – CDER open meetings
Critical Gap - Rare radiology involvement
Really Relevant

Creating a Story

Building a brand (within the pipeline)
- Timing
  - Decisions made super-early
- Prior Art
  - Building blocks based on pilots
  - Clinical and pre-clinical
- Stakeholders
  - Frenemies - internal and external
Recommendation

Opportunity abounds!

1. Voice of Imaging
   FDA meetings - CDER

2. Industry sponsored research
   clinicaltrials.gov
   Linkedin

3. At risk collaborations
   Device/pharma collaborations
   CRO/pharma collaborations
   Academic/pharma pilots

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