

QIBA Communications Committee (QCC) Call

8 July 2022 at 11 AM CT

Call Summary

In attendance

Anne M. Smith, PhD (Co-Chair)

Majid Chalian, MD (Co-Chair)

Maria Athelougou, PhD

Michael Boss, PhD

Caroline Chung, MD

Kay Pepin, PhD

Gudrun Zahlmann, PhD

RSNA

Joe Koudelik

Julie Lisiecki

Moderator: Dr. Smith

The following topics were discussed:

- QIBA videos and their promotion
- QIBA promotion at society meetings
- New ideas for the committee to consider

Updates:

Videos

- QIBA videos are now available via a [QIBA YouTube Playlist](#) on the [RSNA YouTube channel](#), [QIBA LinkedIn](#), [Twitter](#), and the [Wiki](#).
- The MRI Technologist video has been completed and Dr. Pepin plans to provide additional instructional “how-to” videos; one per actor for the MRE Profile
- Dr. Ehman provided a new video on the [QIBA MRE Profile Success Story](#)
- Drs. Boss and Chalian will try to complete their videos soon
- Suggestions welcome for other ways to use the video series for promotional efforts
 - Target audience needs to be identified

SNMMI meeting:

Drs. Yap, Minoshima, and Miyaoka presented on behalf of QIBA at the June SNMMI meeting

- Due to lateness of publishing room numbers on the SNMMI meeting app, attendance was very low
- QIBA plans to present at SNMMI again next year and is hopeful the technical problems will be resolved

ISMRM meeting

- Dr. Boss shared QIBA videos and reference information to ~45 people at the ISMRM’s Quantitative Magnetic Resonance Business Meeting
- He plans to share QIBA news and promotional videos as opportunities arise

SABR meeting

- Dr. Chalian will be giving a presentation at the [Society of Academic Bone Radiologists \(SABR\)](#) on “*The QIBA Profile for MRI-based Compositional Imaging of the Knee Cartilage*,” where he will introduce QIBA and share information regarding the videos

ECR 2022 meeting in Vienna

- Dr. Zahlmann will give a QIBA-focused presentation at the European Congress of Radiology on July 13th

Suggestions for including AI in QIBA promotion efforts (Dr. Chung)

- Make the connection between AI and QI and how QIBA fits into this picture
- Possibly connect with the ASCO/AACR and FLIMS clinical trial courses to consider QIBA representation
- [AI Med](#) would be good to have on the radar

Future Ideas for the committee (Dr. Zahlmann)

- There are various audiences (target groups) with specific information needs; input needed regarding best format, e.g., PPT, video, etc.
- Please provide feedback on Dr. Zahlmann's PowerPoint slides below to [Dr. Zahlmann](#) before the 8/26 meeting
- There will be dedicated QIBA posters at the RSNA 2022 annual meeting with a general theme related to the Implementation of Profiles, e.g., DWI and FDG-PET/CT Profile success stories
- Ideas / logistics for the QIBA kiosk and in-person meeting need to be planned and discussed
- Please see below:

Slides (Dr. Zahlmann):

Target groups	Information needs	QIBA
General public	General information on imaging, quantitative imaging, and importance of QIBs for medical decision making	General information by RSNA and other professional organizations QIBA wiki/RSNA homepages
Imaging students and residents	<ul style="list-style-type: none"> • What is an QIB? • How do I get to it? • How do I use it? • How can I write a QIB grant application? 	<ul style="list-style-type: none"> • QIBA workshop on grant writing in collaboration with EIBALL • Other specific programs ???
QIBA interested parties	General information on QIBA with links to more details	QIBA video clips
Imaging techs interested in a specific QIB related technique	<ul style="list-style-type: none"> • Detailed basic information on the QIB? • Detailed (video) instructions 	<ul style="list-style-type: none"> • MRE tech video

Target groups	Information needs	QIBA
Medical scientific societies	Introduction of QIBA Available Profiles/BCs for the dedicated medical subspecialty	General information – QIBA leadership Modality introduction – CC leaders <i>How do we get information on the relevant Profiles needed per society?</i>
Heads of radiology departments	Introduction of QIBA Available Profiles/BCs What is in it for my department?	General information – QIBA leadership <i>Do we have a good what is in it for me story for medical care and/or clinical trials?</i>
Dedicated medical subspecialty scientists interested in clinical trials (example brain tumors)	Brain tumor related imaging endpoints and its value for trials	<i>Specific information material would be needed – can QIBA deliver this?</i>

Target groups	Information needs	QIBA
Companies (including payors) interested in quality programs	Metrics and examples what can be done to improve care situation – being considered 'best in class'	Provide specific slide decks that describe QSIC pilot results and the learnings – develop specific arguments as selling points <i>Specific slides for EARL</i> <i>Specific slides for RadSite</i> <i>Specific slides for Radsite-payors</i>

Target groups	Information needs	QIBA
Medical imaging and non imaging specialists that face AI challenges	Imaging and AI What do we need to consider? What do we need to do and where is help?	Motivation on QIBs done right Dedicated information on specific QIBs and how it should be done to get the most out of AI/data supported decision in short/medium/long run <i>Requires more thought from QIBA Leadership</i>

Ongoing action items (please strike if complete)

- **Dr. Pepin's** MRE promotion work to be shared as an example for other committees re: educational campaign
- **Dr. Pepin** to invite imaging CRO contacts re: their perspective and how they use QIBA Profiles in clinical trials
- **Dr. Smith** and **Zahlmann** to work on a matrix / plan for future educational/promotional videos as a QIBA internal marketing campaign for mature Profiles soon/ready for use, e.g., FDG-PET, PET-Amyloid
- **Dr. Zahlmann** to follow up with Dr. Athelougu and Mr. Buckler re: software vendor outreach

Next call: Friday, August 26th at 11 am CT

Reference: About QIBA page: http://qibawiki.rsna.org/index.php/About_QIBA

This new committee intends to help promote QIBA and the value of quantitative imaging to clinical trials and clinical practice and the broader radiology community