

## QIBA Communications Committee (QCC)

5 May 2023 at 11 AM CT

Call Summary

*Additional notes provided by Dr. Smith*

### In attendance

Anne M. Smith, PhD (Co-Chair)

Maria Athelougou, PhD

David Fetzer, MD

Timothy J. Hall, PhD

Arinc Ozturk, MD

Gudrun Zahlmann, PhD

### RSNA

Julie Lisiecki

**Moderator:** Dr. Smith

### QIBA / AIUM Videos

- Representing the AIUM Liver Fat Quantification Task Force (LFQTF), Drs. Fetzer and Ozturk are hoping to build a series of videos for educational purposes.
- The majority of the LFQTF are also members of the AIUM/QIBA PEQUS biomarker committee.
- Purpose of the planned videos is to summarize sonographic fat quantification tools in 3min and develop short, concrete, basic videos in sequential order, increasing in technical difficulty as the videos progress.
- Target audiences will include junior members of the radiology community including residents, fellows, medical students, PhD students, postdocs, sonographers, technicians and junior faculty.
- Introductory videos will target the general population to educate about disease prevalence and epidemiology.
- A PowerPoint template will be used to create a unified look for this series of Zoom recorded videos.
- Videos (MP4 files) will be posted on social media channels, QIBA and AIUM channels, etc.
- It is anticipated that this project will take a *minimum* of six months and approximately 16 videos or so are planned to demonstrate quantitative techniques for quantifying liver fat
- **Questions to be answered** –
  - Can these videos be posted on both QIBA and AIUM platforms?
  - Are there any sharing or copyright concerns?
  - Where will the MP4 files physically be stored or linked?
- Once complete, promotion of these educational videos via QIBA LinkedIn and Twitter channels would be appreciated, as well as a possible piece in the [QIBA Newsletter](#)

### QIBA Videos

- [Dr. Chung's RSNA 2022 AI/QI presentation](#) has been posted to the YouTube page with [QIBA videos](#)
- At the QIBA f2f meeting in May, the following video will be recorded:
  - CECI<sup>2</sup> Fellows re: their experiences as QIBA fellows

### Highlighting QIBA MRE paper from Dr. Ehman

- Dr. Ehman published a paper on MRE, highlighting the QIBA success story, in *Springer Nature*, July 19, 2022, entitled, "Magnetic Resonance Elastography: from Invention to Standard of Care."
- It might be possible to do a piece on this topic in an upcoming [QIBA Newsletter](#)
- Suggestion that QIBA volunteers could share these items via LinkedIn, mentioning QIBA, so that staff could also share them
- A Google tracking mechanism might be developed by Mr. O'Donnell as an extra tab to the [QIBA Dashboard](#) for publications

## SCARD Topic – suggested outline

- Dr. Grist suggested QIBA Leadership present an overview webinar during a SCARD regular monthly meeting
  - Dr. Grist requested an outline, which is needed for pre-approval
- Topics for SCARD presentation ([Dr. Hall](#))
  - Explain QIBA and its mission
  - How can QIBA help Academic Radiology Departments?
    - Excellence in Quantitative Imaging Success Stories
      - Scientific rigor
      - Develop outreach efforts to improve quantitative aspects in clinical radiology
  - Present the QIBA MRE success story
    - Possibly include the additional CMS reimbursement for MRE studies as a part of this story
      - Check with Dr. Ehman if this would be a good idea
  - Specific ask to the chairs
    - What are the roadblocks and barriers for implementing quantitative imaging?
    - Are any sites already using a QIBA Profile?
    - Possibly identify one or two academic partner sites to implement a QIBA Profile
      - Profiles ready for implementation that a site could choose from
        - FDG PET, PET Amyloid
        - MR DWI, MRE
        - CT SLN (Lung Cancer Screening), CT Volumetry, CTA (angiography)
      - If possible, set follow-up steps

## Next Steps

- Dr. Smith will ask advice from Dr. Ehman
  - Watch his video that is posted with the other [QIBA videos](#)
- Communications Committee can give feedback and help “refine” the presentation
- Once outline is complete, discuss with Dr. Grist if appropriate and QIBA can be scheduled into a monthly SCARD meeting

**Next call:** Friday, **June 30<sup>th</sup>** – 11 am CT

## Ongoing action items (please strike if complete)

- [Dr. Chung](#) to follow up with Dr. Boss re: AI for QI
- [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. Chung](#) to work on making the connection between AI and QI and how QIBA fits into this picture
- [Dr. Smith](#) to reach out to Dr. Schmid (Takeda Pharmaceuticals) and Dr. Seibyl (Invicro)

**Reference:** About QIBA page: [http://qibawiki.rsna.org/index.php/About\\_QIBA](http://qibawiki.rsna.org/index.php/About_QIBA)

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

<https://tinyurl.com/QIBA-YouTube-Playlist>