

## QIBA Communications Committee (QCC) Call

18 March 2022 at 9 AM CT {special time}

Call Summary

*Additional notes provided by Dr. Smith*

### In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-Chair)

Ichiro Ikuta, MD, MMSc

Daniel Sullivan, MD

Gudrun Zahlmann, PhD

### RSNA

Lynn Antonopoulos

Joe Koudelik

Julie Lisiecki

**Moderator:** Dr. Smith

### The following topics were discussed:

- Educational/media campaign to promote Profiles (follow MRE example)
- Audience
- Speaker preparation tips
- Logistics regarding QIBA videos/testimonials

### Tips for Videos: (Dr. Smith)

- 2 min MAXIMUM (shorter the better)
  - Prepare for appropriate audience
    - Nuc Med/Radiology Trainees
    - Medical Physicists – let them help us sell quantification!
    - Chairs of Radiology Departments (e.g., via [SCARD](#))
    - Clinical Imaging Center Radiologists and Staff
    - Program Directors of Imaging Centers
    - Referring Physicians if it makes sense for your topic
  - Add personal statements and examples
  - Focus on Transformative vs. Informative
    - Need to convince audience to care about QIBA
- RSNA Public Information & Communications Staff will be filming and assisting
  - They would need speaker scripts **by March 25**
    - Please send these to [Julie](#)
  - Review the language, and tighten things up, make recommendations (RSNA PI&C staff)
- In-person videoing will take place April 6-7 at SC Meeting
- Remote videoing will need to be coordinated with speakers and RSNA
  - RSNA will reach out to the remote speakers
- Complete all videos **by April 15**
- Potentially another speaker meeting after scripts are submitted

Topic	Speaker	Confirmed?
QIBA, historical perspective (a child of RSNA)	Dr. Sullivan ( <a href="#">remotely</a> )	yes
What/who is QIBA?	Dr. Hall	yes
How to do quantitative imaging -> Profiles	Dr. Smith	yes
Clinical significance of quantitative imaging	Dr. Chalian ( <a href="#">remotely</a> )	yes
QIBA Profile conformance	Dr. Zahlmann	yes
What does a biomarker committee do?	Dr. Boss	yes
How can I join QIBA? <b>or</b> Why I joined QIBA? ( <b>Which topic?</b> )	Dr. Chung	yes
industry (HW / SW) perspectives	Mr. O'Donnell	yes
iCRO perspective	Dr. Schmid ( <a href="#">remotely</a> )	yes
Actual QIBA Profile Success Story (MRE)	Dr. Ehman ( <a href="#">remotely</a> )	yes

### Updates from Dr. Pepin (via email):

- 1) Dr. Ehman has agreed to record a short introductory video to the series I am creating for our Profile. He has not yet created this, but he will introduce liver MRE, comment on the Profile claim and why this is important for the field, and briefly describe how the Profile is a fantastic resource.
- 2) I am working on the additional videos highlighting the checklist items for each actor. I have also not been able to record these yet but will do it soon and add them to the Dropbox location.
- 3) I have also reached out to a couple other individuals (Radiologist, someone from Pharma) to see if they could contribute short videos as well but have not heard back. I will email them again today.

### Action items

- **All speakers:** Individual scripts for in-person videos requested from all speakers to RSNA PI&C staff (via Julie) by **March 25<sup>th</sup>**
  - Videos to be 1-2 minutes in length; 2-3 bullet points per speaker
- **All speakers** are asked to watch the 14-minute [YouTube video for TED talk speakers](#) distributed by Dr. Smith
  - The 3 most important ingredients in a talk:
    - Audience
    - Speaker (provide personal examples / anecdotes)
    - Transformation (goal to get audience to care about QIBA)
- **All speakers** are also asked to review [RSNA's PI&C sample speaker video](#) and speaker tips
- **Lynn Antonopoulos** to check with **Shelley Taylor** re: video format, e.g., Zoom, "Gather Voices software," RSNA annual meeting format, or other, and deadline for scripts
- **Dr. Pepin's** MRE promotion work to be shared as an example for other committees re: educational campaign
- **Dr. Smith** and **Zahlmann** to work on a matrix / plan for future educational videos as a QIBA internal marketing campaign for mature Profiles soon/ready for use, e.g., FDG-PET, PET-Amyloid
- **Dr. Chalian** to promote use of MSK Profile at upcoming medical conferences

### Ongoing action items (please strike if complete)

- **Dr. Pepin** to lead the MRE activity and provide updated video clips by next meeting
- **Dr. Pepin** to invite imaging CRO contacts re: their perspective and how they use QIBA Profiles in clinical trials
- **Dr. Zahlmann** to follow up with Dr. Athellogou and Mr. Buckler re: software vendor outreach
- **Dr. Zahlmann** to take the lead on the QIBA overview video; may recruit video narration help from Drs. Sullivan, Boss, or the QIBA Executive Committee
- **Dr. Zahlmann** to send QIBA Education Session outline to Drs. Chalian and Smith for reference; guidance for the AI/DL/ML community is needed

**Next call:** TBD, and Friday, April 29<sup>th</sup> at 11 am CT

**Reference:** QIBA videos on the QIBA wiki Education page: <http://qibawiki.rsna.org/index.php/Education>;  
About QIBA page: [http://qibawiki.rsna.org/index.php/About\\_QIBA](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*