

## QIBA Communications Committee (QCC) Call

25 June 2021 at 11 AM CT

### Call Summary

#### In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-chair)

Ichiro Ikuta, MD, MMSc

Gudrun Zahlmann, PhD

#### RSNA

Joe Koudelik

Susan Stanfa

**Moderator:** Dr. Smith

#### Promoting success stories: review of Dr. Pepin's MRE Storyboard

- Promotion of MRE Conformance to include additional audiences: referring Gastroenterologists, Radiologists, Radiology Trainees, CROs/Pharma Trial Sponsors, Healthcare Business Administrators
- White papers and overview articles were added to the list of distribution methods
- Discussion of how to publicize resources, e.g., YouTube video
  - Need to target audience beyond the RSNA/QIBA membership; the "QIBA Network" (volunteers) could help spread the word
  - Innovation and activity are needed on social media during major conferences, e.g., posting on LinkedIn during GI conferences, radiology conferences, etc.
  - QIBA network to be leveraged, e.g., QIBA Wiki, QIBA Newsletter, etc., as an initial distribution channel
  - Suggestion to use PINTAD for CRO/Clinical Trial outreach
- Discussion re: ways to demonstrate how a Profile supported the clinical realization of a quantitative imaging biomarker and how this changed Healthcare, from clinical trials, to clinic, to improved patient outcomes, to a better business model
  - Summarize how QIBA supported MRE standardization, stressing the importance of BMs which are leading to CPT codes in some situations
  - Give examples of how the Profile is used in the clinic; need to determine number of clinics that are using MRE, and whether they are conformant to the MRE QIBA Profile
- Adoption of Profile in practice to be highlighted
  - Suggestion re: interview with Dr. Sudhakar Venkatesh (Mayo Clinic, MN) on how the QIBA Profile has improved adoption of liver MRE, highlighting how the site adopted it, the value, and what the major challenges were
  - Why a site should demonstrate conformance to the Profile to be explained; find out how Mayo is using it and whether conformance was demonstrated through completion of checklist requirements
- Adoption of Profile in Clinical Trials to be highlighted
  - Suggestion to reach out to Dr. Obuchowski for comments on impact on clinical trials if all sites were to demonstrate conformance to a QIBA Profile, e.g., reduction in sample size
  - Video with Drs. Obuchowski and Pepin to be considered explaining the "QIBA Concept"
  - Need data/proof regarding the benefit of quantitative imaging (QIBA) to move beyond statistical models
  - Suggestion to identify one or two sponsors and ask them whether a QIBA Profile could help with site qualification (if so, to what extent); importance of the quantification measure for a trial to be outlined
- Messaging according to audience
  - Healthcare Business Administrators would value data showing that MRE decreases the need for liver biopsies (a QIBA goal), and the cost this potentially saves, including the surgical cost risks such as infection, negative reaction to anesthesia, etc.
  - To determine whether the quantitative patient follow-up saves money by either showing treatment is working (patient continues treatment), or not working (a different strategy needs to be employed)
    - Typical costs of treatment for this clinical indication to be determined; if MRE is <10% the cost of the treatment, a business case for quantitative MRE patient follow-up may be developed

- Adding a Healthcare Business/Cost Expert to the QCC may be helpful
- To determine whether offering this latest innovation will result in an increase in patient referral to their Healthcare Site
- Updated MRE Storyboard document to be circulated

#### **FDA approval of Aduhelm and PET Amyloid BC updates**

- This drug has not yet been approved in Europe
- Aduhelm is indicated for mild impairment from Alzheimer's and slows down disease progression, i.e., it is not a cure; PET-Amyloid quantitative imaging may be a practical approach to assess Amyloid burden pre-and post-treatment
- Whether QIBA efforts can be accelerated via implementation of PET-Amyloid Profile in clinical trial is to be determined
- Dr. Wahl, to serve as SNMMI president in July 2021 and is a QSIC member working on the MOU
- Two new PET-Amyloid BC members: Javier Arbizu, MD, PhD (Clínica Universidad de Navarra, Spain) and Dean F. Wong MD, PhD (Mallinckrodt Institute of Radiology, Washington University in St Louis)
- Updates to the PET-Amyloid Profile to be made based on site feasibility feedback; a vote for advancement to Stage 3: Technical Confirmation will be needed by the BC and CC

**Next call:** Friday, July 30<sup>th</sup> at 11 am CT (monthly, last Friday of the month)

*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*