

QIBA Communications Committee (QCC) Call

28 May 2021 at 11 AM CT

Call Summary

In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-chair)

Alexander Guimaraes, MD, PhD

Ichiro Ikuta, MD, MMSc

Kay Pepin, PhD

RSNA

Joe Koudelik

Julie Lisiecki

Moderator: Dr. Smith

Suggestions for sharing success stories:

- Dr. Pepin provided an update re: the storyboard for promoting success stories related to MRE and Dr. Ehman's approach
- Three target audiences were identified for promoting MRE Conformance (Dr. Pepin to draft talking points):
 - Ordering physicians deemed the primary audience, e.g., Hepatologists, not Radiologists
 - Clinical researchers a secondary goal for MRE Profile implementation
 - Pharma will engage if MRE can increase imaging quality, and decrease cost and subject accrual numbers
 - iCROs deemed a third target group
 - Distribution methods need to be identified, e.g., articles, slides, recorded presentations, etc.
- Dr. Pepin suggested three main storyboard areas to focus on:
 - Brief history of QIBA
 - MRE Profile development history; the current MRE success story is powerful and should be promoted
 - Highlighted adoption of Profile in clinical trials (i.e., the real world adoption of the MRE Profile)
- Dr. Pepin to circulate the storyboard for QCC feedback

Benefits and Challenges to Profile Implementation:

- Thirty-second vignettes suggested re: importance of QIBA philosophy; Dr. Ehman suggested to present the story of MRE efforts to date
 - Eventual posting of videos on SoMe suggested
 - Dr. Pepin to follow up with Dr. Ehman
- Dr. Pepin to draft a business benefit/rationale listing all possible benefits of quantitation for QCC discussion; need to convince imaging sites to use the MRE Profile
- Hardware and software upgrades are often needed to perform MRE, this could be a major issue to sites
- MRE tends to be expensive; radiologists do not receive many requests to perform MRE from ordering physicians since there are alternate ways to manage patients
- A clear MRE value is needed since buy-in re: MRE still varies worldwide

Workshops/Educational Outreach

- Focused QIBA workshops with panel discussion at the RSNA Annual Meeting or separately at RSNA headquarters suggested to demonstrate how imaging procedures *should* be done, e.g., cartilage imaging methods (MSK Profile), etc.
 - Dr. Smith suggested an educational video could be part of this workshop
 - Reminder that a proposal for a QIBA workshop would be for the 2022 RSNA Annual Meeting
- Dr. Chalian suggested reaching out to junior members/trainees
 - A video could be targeted toward this group highlighting the value of QIBA and quantitative imaging
 - Could AUR or RSNA be leveraged to help reach out to trainees?

- Staff to look into RSNA outreach efforts
- Dr. Pepin suggest submitting a presentation to the American Associate for the Study of Liver Diseases (AASLD); [abstract submission](#) closes June 18th for their Annual Meeting, Nov 12-15, 2021.

QIBA Success Stories to Promote

- Dr. Guimaraes noted the SLN Profile and conformance approach as a successful example for other BCs to follow
 - SLN BC approached the Prevent Cancer Foundation (PCF) leadership directly due to their advocacy for lung cancer screening
 - SLN demonstrated how the Profile could address/solve lung screening challenges
 - Dr. Mulshine is a powerful clinical advocate for lung cancer screening and could help lead a similar MRE storyboard effort for SLN
 - Dr. Guimaraes suggested forming Task Forces for each QIBA BC to help with outreach and specialized communication needs based on their respective biomarker/Profile, especially for Profiles at Stage 2-3
- The Osteoarthritis Foundation (leadership) was suggested as an option for the MSK BC efforts to promote/demo their Profile and possibly obtain funding for phantom groundwork studies and to help advance the Profile

Ongoing tasks and ideas for additional discussion:

- Dr. Pepin to add talking points for the top three MRE Profile users: Hepatologists, Researchers and iCROs (buy-in from whole body Radiologists would also be of benefit)
- Dr. Smith to follow up with Dr. Zahlmann re: a possible research fellows workshop storyboard
- Encourage QIBA members to put “QIBA” in the title of publications that use Profiles
- Work on actively promoting QIBA publications, and use this as a discussion board topic
- Dr. Chalian to focus on educational outreach
- Dr. Guimaraes to follow up with MRI LinkedIn groups for more details
- Heat map or questionnaire of QIBA community for outreach ideas
- Short video clips (via YouTube) and/or Webinars?
- Consider talking with Dr. Ron Boellaard re: international connections
- Consider inviting Invicro representative to do a promotional video interview re: conformance testing
- Look into an interview with video with representatives from the RadSite Centers of Excellence to ask them how this initiative has improved patient care, reputation, revenue, etc.

Next call: Friday, June 25th 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