

QIBA Communications Committee (QCC) Call

30 April 2021 at 11 AM CT

Call Summary

In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-chair)

Maria Athelougou, PhD

Alexander Guimaraes, MD, PhD

Robert Miyaoka, PhD

Kay Pepin, PhD

Gudrun Zahlmann, PhD

RSNA

Fiona Miller

Joe Koudelik

Julie Lisiecki

Moderator: Dr. Smith

Discussion:

- Questions for discussion were focused on how to get sites to use QIBA Profiles, tangible benefits, possible barriers, and ways QIBA can gain greater visibility
- Barriers to Profile adoption in the clinical environment are time and workflow issues
 - Any additional steps are seen as delays or cost increases related to patient throughput
- In clinical trials, cost increases, or anything that jeopardizes accrual, are often rejected
 - Incentives and benefits are necessary
 - Benefits need to be identified for companies, clinical teams, and clinical trialists
 - Understanding of confidence intervals may allow for a reduction in the sample size, which is a proven method and potential incentive for pharma
 - Clinical trials are expensive, difficult, and challenging; anything that can reduce time and costs is deemed beneficial
- Dr. Guimaraes is exploring cardiology strategies for imaging biomarkers which could eventually lead to CPT codes separate from routine clinical imaging for specific imaging biomarkers
 - This may be appealing to clinicians who utilize imaging biomarkers outside of radiology
 - An incentive is necessary to generate revenue for departments to utilize QIBA Profiles
 - Dr. Obuchowski's method that demonstrates how to decrease the patient / subject sample size is a powerful incentive
- Dr. Zahlmann suggested a focus on cardiology and MRE examples of success stories
 - Dr. Guimaraes to identify point/key people in the cardiology domain
 - MRE has a separate CPT code for the functional assay of liver stiffness, an imaging biomarker than can be standardized across various platforms

Suggestions for sharing success stories:

- Highlight specific cardiac and MRE sites that have demonstrated successful quantitative imaging
- Use interviews, YouTube videos
- Utilize the QIBA wiki to improve the education section with easy-to-read information and videos or more visual information with less text
- An interview with Dr. Ehman with links to QIBA and educational materials may be helpful
- Dr. Pepin mentioned that she refers people to use the MRE Profile and that the MRE BC actively seeks to increase engagement with the Profile
 - Trying to get people to think of QIBA as "the place" to go for information related to quantitative imaging is key and would increase utilization of Profiles
 - Plan to target radiology residents and education
- Dr. Pepin agreed to draft a storyboard for the next QCC call to outline some ideas for this messaging of success stories related to MRE and Dr. Ehman's approach
 - She will focus on the nuts and bolts of how to implement the QIBA MRE Profile and specifically *why* people should be using the Profile as well as bite-sized content targeted to Profile actors
 - Dr. Smith to send Dr. Pepin details re: the EARL effort and link to website
- Dr. Chalian suggested focusing on different subspecialties

- He explained that his residents have been tasked with reviewing QIBA Profiles for MSK-related details that could be used in MSK imaging across modalities
- He believes that engagement of residents is key and noted that his residents were very enthusiastic about quantitative imaging and QIBA
- Dr. Zahlmann agreed with the suggestion that QIBA should update Wikipedia entries with additional detail for its respective modalities

Workshops

- Dr. Chalian suggested offering a QIBA workshop at the RSNA Annual Meeting or separately at RSNA
 - Per Dr. Guimaraes, any RSNA workshop for the RSNA Annual Meeting would need to be proposed for 2022, as the scientific program for 2021 has been finalized
- Dr. Zahlmann mentioned a recent 1-day [EIBALL workshop](#) that she attended and suggested that QIBA consider hosting a similar one for research fellows
 - Topics included imaging and clinical biomarker validation
 - Could be a QIBA/EIBALL/J-QIBA collaboration during RSNA 2022
 - Dr. Guimaraes mentioned that Europe has nationalized health systems that seek quantitative methods to reduce costs, whereas there is a fee-for-services model in the U.S.; so, a different focus would be needed

[EARL](#) example

- Dr. Smith mentioned EARL as a model to promote multi-center nuclear medicine and research
- EARL strives to standardize phantom scans; a central site can be charged from 1 – 2,000 euros per year for qualification as a standardized site in Europe
- [EARL accreditation](#) is a proven incentive for clinical trial qualification

General

- Dr. Zahlmann suggested publishing links / news on the wiki homepage, e.g., the ‘Meet-the-Expert’ poster sessions, EARL updates, news happenings, etc.
- Need for more basic information (**how-to**) in easier-to-digest visual representations to explain QIBA efforts

Ongoing tasks and ideas for additional discussion:

- [Dr. Pepin](#) to draft a storyboard re: QIBA / MRE successes for the next call
- [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, May 28th 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