

## QIBA Communications Committee (QCC) Call

27 August 2021 at 11 AM CT

Call Summary

Primary Notes provided by Dr. Smith

### In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-Chair)

Ichiro Ikuta, MD, MMSc

Kay Pepin, PhD

Gudrun Zahlmann, PhD

### RSNA

Joe Koudelik

Julie Lisiecki

**Moderator:** Dr. Smith

### Update from Dr. Pepin

- Need to reach Hepatologists re: MRE Messaging
- Publish QIBA Profile overview in *Hepatology* journal
- Webinars
- Podcasts (see <http://surfingnash.com>)
- Explainer videos targeted to different actors, e.g., Technologists, Physicists, etc.
- Brief 1-to-2-minute videos that could possibly be repurposed from previous content
- How can this Committee support Kay and the MRE BC?
  - Decide what to start with
  - What format (interview, webinar, publication, etc.)
    - What is best way to communicate with busy physicians?
      - Recorded video testimonials (1-2 min), on twitter
      - Joe will follow-up with QIBA leadership regarding the possibility to make short QIBA intro videos
- PDFF to be the next Profile to promote, becoming the gold standard for liver imaging

### QIBA Education Workshop Update from Dr. Zahlmann

- Working with staff to plan and organize an Educational Workshop at RSNA 2022
- Could incorporate Kay's work above
  - Will present outline/storyboard to this Committee

### Additional notes

- Because of the FDA approval of Aducanumab for the treatment of Alzheimer's Disease, the PET Amyloid BC would like to consider ways to publicize their published manuscript beyond QIBA
  - RSNA staff will post notices on QIBA LinkedIn and QIBA Twitter; other ideas are welcome
- Outreach to the hepatology community was deemed important, as they are less aware of inter-scanner measurement variability and how QIBA could be helpful to their studies related to the NASH trials
- Dr. Pepin recently received FDA funding to study MRE as a screening tool for inclusion in clinical trials
- Outreach to cardiologists is also under consideration
- An "explainer video" for QIBA was suggested, as this could be useful for non-clinical sites interested in QIBA collaboration, e.g., RadSite, community hospitals, etc.
  - Content would include what QIBA is and how to use it
  - Dr. Sunderland was suggested as a subject-matter-expert for a RadSite intro video
- Video or other promotional materials would need to "speak the language" of physicians using certain Profiles
- Targeted editorials could be published in subspecialty journals
  - A white paper on the MRE Profile was suggested with less technical content for broader audience appeal
- Dr. Chalian suggested brief promotional videos (1-to-2 minutes) for Twitter

- Dr. Pepin agreed to try to have some Twitter video clips for review on the next call
- Dr. Zahlmann is also interested in the committee's input on how to best promote partnership with CaliberMRI and other future collaborations

**Next call:** Friday, September 24<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*