

QIBA Communications Committee (QCC) Call

20 May 2022 at 11 AM CT

Call Summary

In attendance

Anne M. Smith, PhD (Co-Chair)

Majid Chalian, MD (Co-Chair)

Ichiro Ikuta, MD, MMSc

Kay Pepin, PhD

RSNA

Joe Koudelik

Julie Lisiecki

Moderator: Dr. Smith

The following topics were discussed:

- QIBA videos
- Promotion of videos

Next steps:

- QIBA videos are now available via a [QIBA YouTube Playlist](#) on the [RSNA YouTube channel](#), [QIBA LinkedIn](#), [Twitter](#), and the [Wiki](#).
- As new videos are received, they will be added to the [QIBA YouTube Playlist](#)
- Dr. Smith encouraged everyone to “like” and share videos with followers on LinkedIn/Twitter, and to consider sharing at upcoming professional conferences
- Link and informational piece will be included in the June issue of the *QIBA Newsletter*
- Dr. Chalian will be giving a presentation at the [Society of Academic Bone Radiologists \(SABR\)](#) on “*The QIBA Profile for MRI-based Compositional Imaging of the Knee Cartilage*,” where he will introduce QIBA and share information regarding the videos
- Dr. Pepin is working on some videos by actor for MRE, and Dr. Ehman will produce a video as well.
- Suggestions welcome for other ways to use the video series once complete
- Remaining speakers to record videos by May 31st

Remaining videos to be recorded:

Topics for remote presenters	Speaker	Format
*What is a Profile?	Dr. Boss	Voice over ppt
Clinical significance of quantitative imaging	Dr. Chalian	Voice over ppt
iCRO perspective	Dr. Schmid	Interview
Actual QIBA Profile Success Story (MRE)	Dr. Ehman / Pepin	TBD

Action items

- All speakers to submit video recordings using the provided “Gather Voices” software link by May 31st
 - Videos to be 2-3 minutes in length (approximately 300-350 words)
- Dr. Pepin to lead the MRE storyboarding activity and provide an update for the next meeting
- Dr. Chalian to promote use of MSK Profile at upcoming medical conferences
- Dr. Zahlmann to provide notes / outline re: her vision for educational ideas for the 6/17 discussion
- Julie to resend speaker reminder

Ongoing action items (please strike if complete)

- Dr. Pepin’s MRE promotion work to be shared as an example for other committees re: educational campaign
- Dr. Pepin to invite imaging CRO contacts re: their perspective and how they use QIBA Profiles in clinical trials
- Dr. Smith and Zahlmann to work on a matrix / plan for future educational/promotional videos as a QIBA internal marketing campaign for mature Profiles soon/ready for use, e.g., FDG-PET, PET-Amyloid
- Dr. Zahlmann to follow up with Dr. Athellogou and Mr. Buckler re: software vendor outreach

Next call: Friday, June 17th at 11 am CT

Reference: About QIBA page: 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

Video preparation tips:

- [All speakers](#) are asked to watch the 14-minute [YouTube video for TED talk speakers](#) distributed by Dr. Smith
- [All speakers](#) are also asked to review [RSNA's PI&C sample speaker video](#) and speaker tips