

QIBA Communications Committee (QCC) Call

29 April 2022 at 11 AM CT

Call Summary

In attendance

Anne M. Smith, PhD (Co-chair)

Maria Athelougou, PhD

Michael Boss, PhD

Ichiro Ikuta, MD, MMSc

Annette Schmid, PhD

Daniel Sullivan, MD

Guhrun Zahlmann, PhD

RSNA

Julie Lisiecki

Moderator: Dr. Smith

The following topics were discussed:

- QIBA presentations at SNMMI in June
- Collaborative QIBA relationships with EIBALL and ISMRM
- Possibility of sharing QIBA videos at society meetings and other audiences
- Ideas for other ways to use the video series once complete
- Speaker preparation tips

Next steps:

- Speakers were asked to review the videos submitted : no additional editing can be accommodated for completed videos
- Finalized videos will be hosted on the [RSNA YouTube channel](#) and links will be added to the QIBA wiki, LinkedIn, and Twitter
- Promotion of videos at society meetings was suggested by Dr. Boss
 - Dr. Boss to reach out to Drs. Golay (ISMRM) and Nordstrom (QIN)
- Dr. Zahlmann envisions a certain sequence for the videos to tell a story, especially if used in a loop video for the QIBA Kiosk at the RSNA annual meeting
- Future videos for consideration, e.g., biomarker committee stories for Amyloid, DWI, MRE, etc.

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
QIBA, historical perspective (a child of RSNA)	Dr. Sullivan	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)
- 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
- Dr. Pepin to lead the MRE storyboarding activity and provide an update for the next meeting

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. Chalian](#) to promote use of MSK Profile at upcoming medical conferences
- [Dr. Zahlmann](#) to follow up with Dr. Athellogou and Mr. Buckler re: software vendor outreach

Next call: Friday, May 20th 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