

## QIBA Communications Committee (QCC) Call

29 January 2021 at 11 AM CT

Call Summary

### In attendance

Anne M. Smith, PhD (Co-chair)

Majid Chalian, MD (Co-chair)

Alexander Guimaraes, MD, PhD

Timothy Hall, PhD

Gudrun Zahlmann, PhD

### RSNA

Joe Koudelik

Julie Lisiecki

**Moderator:** Dr. Smith

### Introductory Discussion:

- Self-introductions were made
- Dr. Guimaraes explained the need for this new committee to help QIBA better promote itself and the value of quantitative imaging to clinical trials and clinical practice
- The group discussed existing tools, such as the QIBA LinkedIn page, the Endnote list of QIBA references, and the soon-to-be available QIBA Discussion Board
- The QIBA Community is a discussion board that, among other functions, will allow for continuing discussions started during BC calls
  - Dr. Smith asked if this would also work with mobile phones and if there was a separate app
    - Post-call, staff confirmed that the site was mobile responsive, but no app was available
  - Dr. Zahlmann suggested that Drs. Smith and Chalian could start a discussion board thread once usage instructions were distributed

### Mission and Vision:

- A focus for the new committee will be what QIBA delivers with its mission, which centers around the Profiles
- A tailored mission statement for the Communications Committee was discussed
  - Dr. Zahlmann suggested that this might include an educational component
  - Scientific promotional presentations on QIBA could be offered to medical students, clinical sites, iCROs, and at educational conferences in the future

### Draft Communications Committee Mission Statement:

- QIBA Communications Committee will educate and publicize the impact of image quantification on therapeutic and drug clinical trials and patient disease staging and follow-up.
  - The QCC could oversee and organize the educational component

### Other communication tools:

- It was suggested that Facebook might be too personal for the purpose of the QCC
- Linking to LinkedIn Chat boards from other societies related to QIBA members was suggested, e.g., *ISMRM*, *SNMMI*, *RSNA*, etc. in order to collaborate with these groups and publicize QIBA achievements
- Dr. Guimaraes is working on clinical outreach with non-radiology groups, in cardiology, oncology, etc.
  - Dr. Guimaraes to follow up with MRI LinkedIn groups for more details
- Dr. Zahlmann mentioned that there are all types of special interest groups on LinkedIn, including groups for Quantitative Imaging (QI), Clinical Trials, etc.
- Linking to *EANM/EARL*, *EIBALL*, *J-QIBA*, and *Australian colleagues* was also recommended
  - The European Radiology Conference will be held in March, so, connecting now could be helpful
  - Dr. Zahlmann can aid with making connections
- Dr. Chalian supported the use of Twitter as a communication tool that reaches a broad audience, though he noted that establishing any following via Twitter takes time
- Finding a CRO liaison interfacing organization for the clinical trial world was discussed
- Dr. Chalian noted that sometimes simple approaches can be most effective; he joined QIBA after seeing a QIBA kiosk poster at an RSNA annual meeting

**Next Steps:**

- Dr. Guimaraes volunteered to draft the QCC mission statement for group review
- 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
- Dr. Zahlmann to aid in making connections to EANM/EARL and EIBALL, as well as to suggest candidates for clinical trial best practices liaison
- Heat map or questionnaire of QIBA community for outreach ideas
- Short video clips (via YouTube or TikTok)? Webinars?
- Consider talking with Dr. Ron Boellaard re: international connections
- Possibly consider inviting Invicro representative to do a video interview for promotional purposes 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.
- RSNA Staff to distribute PPT slides from Dr. Smith to the group

**Frequency of calls for the committee:**

- Agreed to monthly for now – last Friday of the month at 11 am CT

**Next call:** Friday, February 26<sup>th</sup> at 11 am CT

*Next Steps from Dr. Smith’s PowerPoint slides:*

<b>What</b>	<b>Who</b>
Put QIBA in title of publications that use Profiles, to give more visibility? Do have Library of publications that cite QIBA in Endnote.	Team to discuss
Education Outreach – too many in field don’t know what QIBA is, much less our Vision and Mission	Majid
Clinical Trial Liaison and Group Connections	Gudrun
Heat map or questionnaire of QIBA Community for outreach ideas	Team to discuss
Interview/video <u>Centers of Excellence</u> and how this has improved patient care, reputation and revenue	Ronald Boellaard from NL is a good example for PET, in vicro for CRO and conformance testing