

QIBA Communications Committee (QCC) Call

29 October 2021 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

Gudrun Zahlmann, PhD

RSNA

Joe Koudelik

Julie Lisiecki

Moderator: Dr. Smith

The following topics were discussed:

- General explainer videos targeted to different audiences, e.g., technologists, physicists, community hospitals, and QIBA marketing for LinkedIn and Twitter
- Introduction to QIBA videos / interviews to be obtained at RSNA 2021 (if possible, w/ QIBA logo backdrop)
- QIBA Education Workshop being planned for RSNA 2022

Action items

- RSNA Staff to follow up with Meetings to determine feasibility/costs for video capture of interviews at RSNA 2021
- Dr. Pepin to lead the MRE activity
- Dr. Zahlmann to take the lead on the QIBA overview video; may recruit video narration help from Drs. Sullivan, Boss, or the QIBA Executive Committee
- RSNA staff to compile a list of known QIBA attendees for the QIBA Working Meeting (Dec 1)
 - To include BC SMEs with Profiles at *Consensus* or *Technically Confirmed*

Next call: special day and time: Monday, November 15th at 2 pm CT

Reference: QIBA videos on the QIBA wiki Education page: <http://qibawiki.rsna.org/index.php/Education>

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