

## Imaging in Major Public Health Initiatives



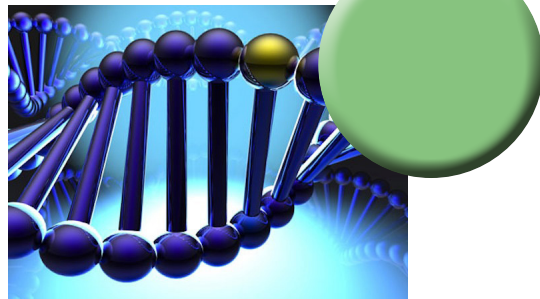
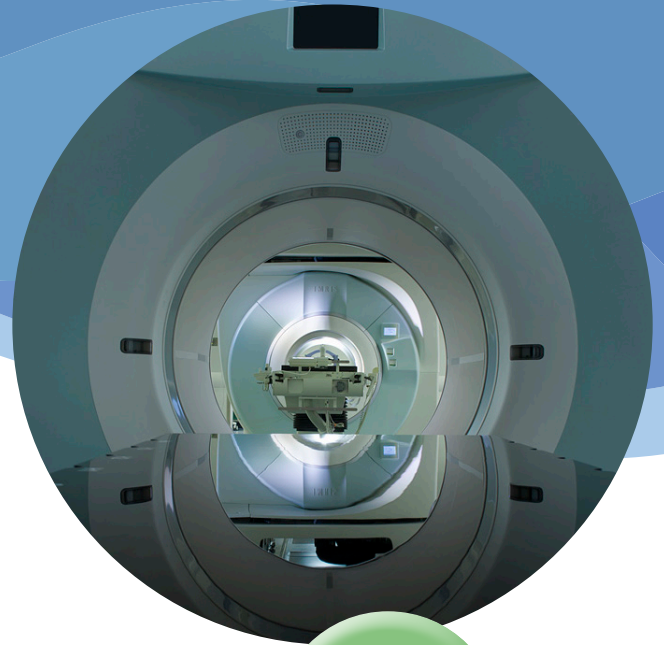
### Cancer Moonshot

Medical imaging plays a central, critical and irreplaceable role in early diagnosis, treatment planning and monitoring of care for cancer patients. The contribution of medical imaging to cancer diagnosis and treatment can be divided into at least two major categories—diagnostic imaging and image-guided treatment and care. The ARR supports the Cancer Moonshot and is working to ensure that imaging is integral to the advancement of this goal.



### The BRAIN Initiative

The BRAIN Initiative provides researchers with an unprecedented opportunity to study and understand the human brain. Imaging is quite literally at the center of efforts to understand the human brain, and advances in radiology research and imaging will accelerate work by researchers across the neurology and neuroscience field. These innovations and treatments, will help in understanding and preventing of brain disorders.



### Precision Medicine Initiative (PMI)

Precision Medicine Initiative is a critical effort aimed at understanding disease treatment and prevention by taking individual variability in genes, environment and lifestyle into broadening the understanding of how patients respond to treatment. Medical imaging is central in broadening the understanding of how patients respond to treatment. Imaging enhances scientific knowledge of health and patient outcomes. The PMI provides researchers and patients with the necessary opportunity to accelerate science and research in the interest of advancing treatment and public health.

*If you are interested in more information or need guidance for next steps, contact Maria Spencer, VP of Public Policy. Email [mspencer@acadrad.org](mailto:mspencer@acadrad.org) or call 202.347.5873.*