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## **Academy Executive Summary FY18**

### **Academy Advocacy Efforts for the Imaging Research Community:**

Ensuring support for vital medical imaging research, through Academy advocacy efforts and collaboration, is challenging even in the most supportive environment. To ensure that policymakers and their staff have a fundamental understanding of the value and impact of medical imaging research and technology, education and advocacy is paramount. The Academy has been leading this charge on your behalf for more than 20 years. Academy President Dr. Hricak and I are honored to share a few examples of the efforts that we are able to execute with your substantial engagement and support:

- To gain their support for overall funding, we pursued our advocacy work on Capitol Hill, presenting to members of the House and Senate Appropriations Committees and other Members of Congress with important information on the broad array of imaging research funded by several institutes at NIH, with particular focus on the National Institute for Biomedical Imaging and Bioengineering (NIBIB). Further, the Academy ably maintained its solid relationship of support with the Office of Science and Technology Policy (OSTP) in the White House.
- The Academy continues to strongly advocate for a \$2 billion increase in funding for NIH in the House and Senate for FY19. This is a key annual Academy priority. These efforts to date have resulted in the House Appropriations Committee vote to disregard the President's proposed FY19 budget, which froze NIH funding below the proposed congressional FY18 funding (FY18 budget was not yet approved in March when the President's budget was submitted) and provide instead an increase of \$1.25 billion to NIH. The House Labor/HHS bill, which contains the NIH funding, has not been voted on by the whole House, as it's waiting to see what action the Senate will take in late August. Last month, the Senate Appropriations Committee approved a \$2 billion increase for NIH. The Academy is advocating for the higher Senate number.
- We garnered endorsements from Academy members (both imaging societies and industry) to add to an [Ad Hoc Group for Medical Research letter](#), ultimately supported by more than 200 organizations, that was delivered to Capitol Hill and advocated for increased funding to NIH, in direct opposition to the cuts proposed by the current Administration. This provided a strong and forceful showing of the imaging community at-large in a collaborative and very public forum.

- We convened experts from the medical imaging, pathology, cardiology, AI communities and diverse government agencies for a one-of-a-kind collaboration focused on advancing the concept of a “diagnostic cockpit,” through which technical advances in imaging technology and data analysis would enable superior medical diagnoses, patient care, and outcomes. This workshop held on the campus of the National Institute of Standards and Technology (NIST) in May 2018 continued the momentum of the Interagency Working Group on Medical Imaging (IWGMI) report and the initiative to [build the diagnostic cockpit of the future](#). This meeting was a natural continuation of the discussion that resulted from the Scientific Symposium “Building the Diagnostic Cockpit of the Future” hosted by the Academy in September 2017.
- Academy leadership and senior staff (Drs. Hricak, Schnall, Seltzer, Meltzer, and Ms. Nolan, Academy Senior Director, Government & Strategic Affairs) combined to leverage their considerable expertise and influence and met with congressional offices to discuss NIH funding, NIBIB funding, facilities and administrative costs and the Interagency Working Group on Medical Imaging (IWGMI).
- The Academy hosted the [9th Annual Medical Imaging Technology Showcase on Capitol Hill](#) (Showcase). Keynotes were made by Congresswoman Anna Eshoo (D-CA), and two patient speakers who have directly benefitted from the advancement of imaging technology. Arranged around the room were fourteen highly interactive or demonstrative medical imaging technology displays, showcasing amazing advancements that highlighted the impact of federal funding on imaging research, particularly from the NIBIB. In addition to several government agencies, more than 25 academic radiology research departments, industry partners and patient advocacy groups were active participants.



***Congresswoman Anna Eshoo (D-CA)., original co-sponsor of NIBIB and a dedicated supporter of medical imaging research, gave welcoming remarks to open the Showcase.***

- The Academy hosted a [congressional educational briefing](#) to highlight NIBIB research, as well as key information from the Academy’s Scientific Symposium “Building the Diagnostic Cockpit of the Future” to Members of Congress and their staff with keynote Congresswoman Anna Eshoo.
- Academy staff continues to meet regularly with congressional offices to discuss the value and importance of imaging research to biomedical science, diagnosis, treatment and outcomes and the key NIH and NIBIB funding support to further advancements.
- Submitted [Academy written testimony](#) to the House and Senate Appropriations Committees in support of NIH and NIBIB budget increases.
- Academy Executive Director, Renee Cruea, continues to serve on the Steering Committee for the Association of American Medical Colleges [Ad Hoc Group for Medical Research \(Ad Hoc\)](#). Ad Hoc is a coalition of over 300 patient and voluntary health organizations, medical and scientific societies, academic and research organizations, and industry that support enhancing the federal investment in the biomedical, behavioral, and population-based research conducted and supported by the NIH. Through this group, Renee has met with Appropriations Committee leadership and the Office of Management and Budget (OMB) to discuss imaging research and funding. Further, with Ad Hoc Steering Committee members, Academy Senior Director for

Government & Strategic Affairs, Martha Nolan met with NIH Institute Directors and their key program staff to discuss key priorities including imaging research.

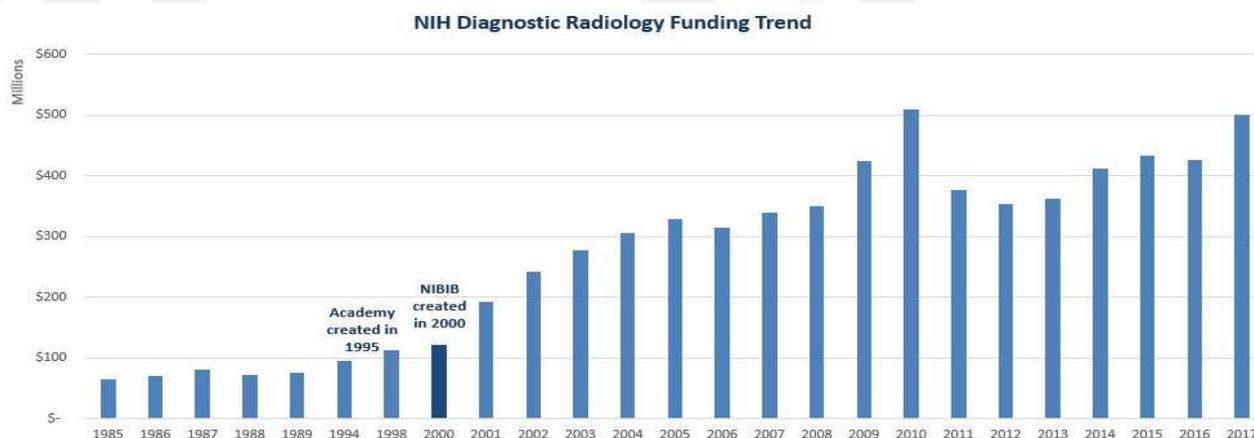
- The Academy continues to collaborate with the [Coalition for Health Funding \(CHF\)](#), the oldest and largest nonprofit alliance working to preserve and strengthen public health investments in the best interest of all Americans. Their 100-member organizations represent more than 100 million patients, health care providers, public health professionals, and scientists.
- During the Medical Imaging Technology Showcase, Academy leadership, the Academy Council of Early Career Investigators in Imaging (CECI<sup>2</sup>) and Academy industry partners made over 75 congressional visits as part of Capitol Hill day. They discussed research in the academic pipeline, advocated for increased NIH funding, and continued to build the Academy's presence in Washington. It wonderfully introduced young investigators to the important role that advocacy plays in ensuring support for NIH from the legislative and executive branches.

### Industry Engagement:

- A position was created this year on the Academy Board for an industry representative. Jacob "Bram" Stolk, PhD, VP and GM for Global Research at GE Healthcare, holds the inaugural position and has taken on a large leadership role in presenting the views of our valuable industry partners.
- The Academy hosted the second Coalition for Imaging & Bioengineering Research (CIBR) "Roundtable". Representatives from academia, industry, the White House Office of Science and Technology Policy, NIBIB and Congresswoman Eshoo's office met for a half-day discussion on how CIBR and the imaging community could combine their knowledge on the topics of AI and machine learning outcomes research, and to investigate the role radiology plays in population management initiatives. This discussion was led by Academy and CIBR leader Steven Seltzer, MD, and Rich Mather, PhD, of Canon Medical Research USA, with the participation of 15 industry partners and 15 academic researchers.
- Our industry members attended the Academy CIBR 2018 NIH Tour, which included a presentation by Dr. Brad Wood, Chief Interventional Radiologist and Director of the Center for Interventional Oncology at the NIH Clinical Center, a tour of the Center and then a meeting with NIBIB Acting Director, Jill Heemskerk, and her program staff, who made presentations. This gave those attending invaluable insight into the inner workings of NIH, their research pipeline and priorities.

### Engagement with Academic Departments:

- The total amount of NIH dollars going to Contact PIs having primary appointments in Diagnostic Radiology Departments has increased 17.40% in FY 2017 as compared to FY 2016 (\$500,850,376 vs \$426,629,827).



- The Academy delivered legislative updates to all department Chairs related to research funding, opportunities for grassroots engagement and NIBIB grant opportunities.

- This year, 12 radiology departments were represented at our Showcase and events through our Council of Early Career Investigators in Imaging (CECI<sup>2</sup>) program. They attended more than 20 one-on-one meetings with NIH program staff at 9 Institutes and Centers and met with more than 75 Congressional Offices to discuss research at their institution.
- We continue to provide the opportunity for Chairs to nominate from within their departments for several coveted honors and events, that include:
  - The **Academy Council of Early Career Investigators in Imaging** travel stipend award which provides for the CECI<sup>2</sup> awardees to come to DC, meet with NIH staff, congressional representatives and participate and present their research at our Showcase on Capitol Hill. This is a fast-growing and increasingly successful advocacy arm of the Academy. View all of this year's CECI<sup>2</sup> and their [research posters](#) and read about their experiences [here](#).
  - The **Council of Distinguished Investigators Awards**, which inducted 19 new members this year and currently numbers 254 members total. Find the full member list [here](#).
  - Participation as a presenter in our **Imaging Shark Tank session** at RSNA in November, where the audience learns from experts who routinely invest or work with researchers searching for venture capital. This provides an exciting and interactive forum to pitch ideas and offers CME credit for those attending. Nominations are due soon! Please find more information and the nomination form [here](#).
  - A PowerPoint presentation, available upon request, that provides an effective way for all department Chairs to not only educate their fellow department members about the work that the Academy is engaged in, but to also provide concrete examples for Academic leaders and Deans of the benefits and value of Academy membership.

### **Imaging Societies:**

- Since its founding in 2001, the Academy's membership has expanded from just 28 members to over 200. However, the original 28 imaging societies have been our continual backbone of support.
- Each society has a seat on the Academy Board and is actively engaged in every event and enterprise that we implement, including internal initiatives such as our strategic planning and government relations strategy.
- The Academy continues to participate fully in the annual meetings of the Imaging Coalition of Executive Directors (ICED), created in 2013. This has led to a significantly increased level of communication and collaboration between the societies.

### **Patient Advocacy Groups:**

- Academy leadership and staff held conference calls with several Academy patient advocacy members to learn about their research priorities, provide that information to our researchers, and make this information available to our members.
- The Academy provided patient speakers from CIBR to present their imaging experiences and perspectives at the annual meeting of the International Society for Magnetic Resonance in Medicine (ISMRM). Their presentations had a powerful impact on the audience, which led to a full discussion with many questions and insights.
- Our member patient advocacy groups attended the Academy CIBR 2018 NIH Tour, mentioned above.
- Eight patient groups were provided a stand-alone booth at the Medical Imaging Technology Showcase to tell their own stories of the impact that imaging research had on their disease or illness focus. (Each of the Academy's CIBR patient advocacy groups are invited to attend any and all of the Showcase events.) Their participation gave the most powerful insight to Members of Congress and their staff, making the importance of imaging research funding real and vital for them.
- We provide regular newsletters and updates to patient groups on Academy advocacy activities and efforts.

**A note from Academy Executive Director, Renee Cruea** – “The act of advocacy can be carried out in many ways. I can describe the research, provide examples of its economic impact, collaborate with the broader

community on behalf of NIH funding, and facilitate meetings between congressional representatives and Academic Researchers from residents up to the Chairs. However, the most impactful way to advocate for imaging is for that story to come from patients who benefit most from what this community makes possible. Each year the Academy's events are successful largely because of this quality of our patient engagement. When standing in a room in the Senate office building, filled with nearly 250 Members of Congress, congressional staffers, academic leaders, government employees and researchers, the impact of these stories is clear. Advocacy impact is often difficult to measure, and you sometimes aren't sure what the ripple effects may be but telling personal stories help make the connection needed. These stories stick. Here is a brief description of our two patient advocate speakers from 2017. I encourage you to read their personal remarks made at our annual event on our website."

- Patients Telling Their Stories:

Patient advocate Ms. Marlo Gottfurcht Longstreet, Founder and President of the Tanner Foundation, begun in memory of her 11-year-old son, Tanner who died from a glioblastoma in 2013.

[\(Marlo's remarks\)](#)



Melissa Kopolow McCall with the Hydrocephalus Association spoke about her daughter diagnosed with hydrocephalus as a result of a brain bleed due to premature birth. [\(Melissa's remarks\)](#)

