



The **ACADEMY**

Coalition for Imaging &
Bioengineering Research (CIBR)

Advocating for Medical Imaging Research Funding on Capitol Hill

The Coalition for Imaging & Bioengineering Research (CIBR), a division within the Academy, is a collaboration among stakeholders within the imaging research community. CIBR members include research departments, imaging societies, patient advocacy groups and imaging equipment manufacturers, who collectively advocate on behalf of strong and consistent federal investment in biomedical imaging research.

Value of Membership to Industry

Advocate & Educate. Innovate. Engage. Participate.

ADVOCATE & EDUCATE Members of Congress and their staff, illustrating the value and impact medical imaging technology has on patient care and the economy. We work to create and maintain support for federal investments in medical imaging research at the National Institutes of Health (NIH) and across government agencies.

INNOVATE through the development of initiatives such as the “**Diagnostic Cockpit of the Future**” (**DxCP**), to improve diagnostic accuracy and precision. Our goal is to facilitate the development of a plan to improve and advance, through research, medical imaging and acceleration of technology. By convening multiple government agencies, industry, and academic radiology leaders, along with experts from cardiology, pathology, neurology and genomics, this initiative seeks to address pressing challenges and opportunities faced in today’s complex world of clinical diagnosis. By elevating the profile of medical imaging technologies, we ensure their value and impact are broadly recognized, we facilitate collaborations, we highlight our position as content experts, and we provide critical input on behalf of the imaging community as it relates to the future of molecular diagnostics and precision medicine.

ENGAGE in our grassroots efforts. Funding directly impacting industry includes academic industrial partnerships as well as instrumentation grants. We provide the opportunities to engage in efforts that effect real change.

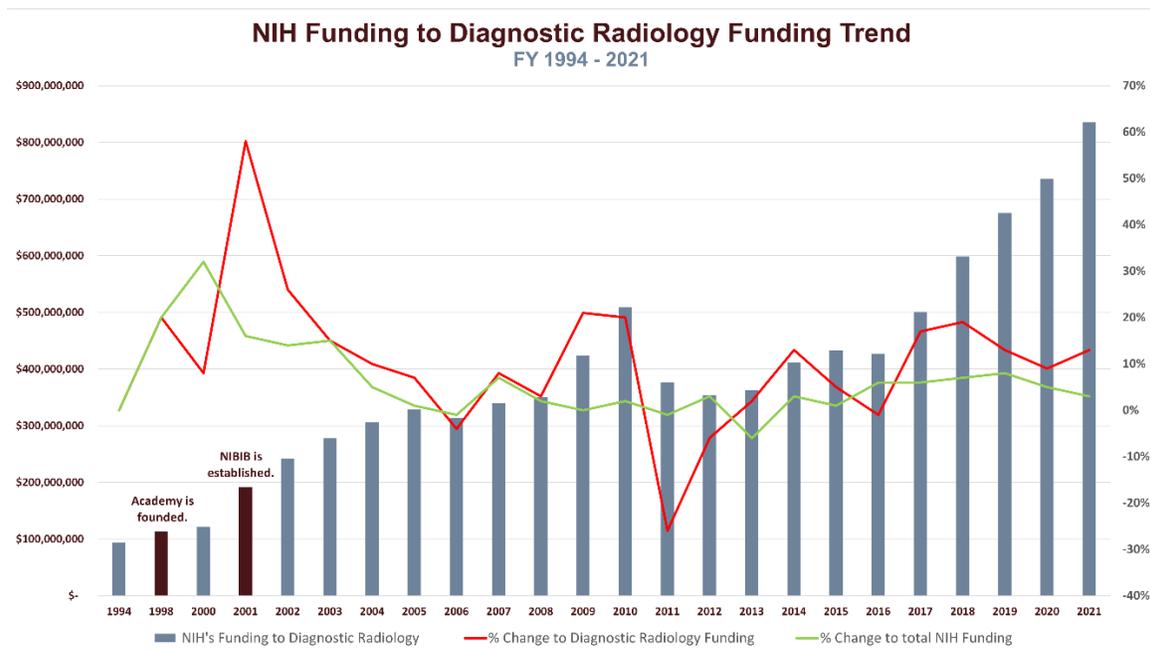
- **Return on Investment:** Federal funding directly impacts industry by affecting academic-industrial partnerships. Industry partners can participate in key initiatives that implement real change, change that can be seen in this recent posting in the [*Wall Street Journal*](#).
 - **Advocacy** for NIH increased funding **results** in more **instrumentation grants**. This can include the **NIH S10 grants** to academic institutions/universities, which then leads to **significant purchases** from industry of their latest technology and upgrades.

PARTICIPATE in the Academy’s high-profile events throughout the year, including our annual Medical Imaging Technology Showcase and the Leadership Research Round-table Discussion. Our events engage academic, industry and government agency representatives to discuss issues that impact all stakeholders present, as well as provide vital opportunities to collaborate in a pre-competitive space. Other opportunities include:

- **A seat at the table** for important discussion around imaging research, policy and trends as a member of the Academy’s CIBR Steering Committee.
 - This Committee meets twice a year, at our annual Spring Advocacy Events in DC and during the RSNA.
 - Rotating position on the Academy Board for industry.
- **Networking connections** with Academy members, including the **Academic Council**, the **Council of Distinguished Investigators**, and the **Council of Early Career Investigators in Imaging**.
- **Positive value and brand benefit**, as your company collaborates with this Coalition, an enormous perceived value before lawmakers, patients, and academia.

IMPACT TO YOUR BOTTOM LINE - Tangible Advocacy Results

While overall research funding has decreased significantly over the past 20 years, including years of flat funding to NIH, radiology research funding is still increasing. Radiology Departments received more than \$500,850,376 in NIH funding in 2017 (17% increase). Increased funding for academic radiology departments through CIBR advocacy benefits the academic community, industry collaborative research and, ultimately, patients.



Established in 2008 as a division of the Academy for Radiology & Biomedical Imaging Research, CIBR represents over 200-member organizations and ensures that medical imaging research is represented across federal agencies who have a vested interest in major biomedical initiatives at NIH such as the Biden Cancer Moonshot, the BRAIN Initiative and All of Us.

CIBR Steering Committee

Chair:

Hedvig Hricak, MD, PhD

Chair of Radiology, Memorial Sloan Kettering Cancer Center

Members:

Erin Angel, PhD

Executive for Clinical Research, U.S. & Canada, GE Healthcare

Christian Eusemann, PhD

Vice President, Collaborations, North America, Siemens Healthcare

Ilya Gipp, MD, PhD

Medical Officer, Philips

Jessica Foley, PhD

Chief Scientific Officer, Focused Ultrasound

Q.Y. Ma, PhD

Chief Operating Officer, Time Medical Systems, Inc.

Rich Mather, PhD

President, Canon Medical Research, USA, Inc.

Lenny Reznik, MBA

Vice President, Marketing Enterprise Imaging and Information, Agfa Healthcare

John Sabol, PhD

Clinical Research Manager, Konica Minolta Healthcare

Bram Stolk, MBA, PhD

Vice President, Strategic and Corporate Accounts, United Imaging