
RSNA Press Release

RSNA in Brief—Q3 2016

Released: November 1, 2016

To keep you informed about its current activities, the Radiological Society of North America (RSNA) will be distributing brief quarterly updates. For more information about any of these activities or to interview a spokesperson, contact RSNA Media Relations staff.

International Day of Radiology

November 8th marks the fifth International Day of Radiology (IDoR) and the 121st anniversary of Wilhelm Conrad Roentgen's discovery of X-rays. This year the day is dedicated to breast imaging, emphasizing the important role that radiology plays in the detection, diagnosis and management of breast cancer and other diseases of the breast.

IDoR is jointly sponsored by RSNA, the American College of Radiology (ACR) and the European Society of Radiology (ESR). The 2016 initiative is also supported by the Society of Breast Imaging and the European Society of Breast Imaging.

Last year, more than 140 radiology-related professional societies from around the world celebrated IDoR. The involvement of the radiation protection campaigns [EuroSafe Imaging](#) and [Image Wisely](#) reflects another key objective of the sponsoring societies: to raise awareness of the necessity of optimizing radiation exposure in patients.

Visit [IDoR2016](#) to learn more.

RSNA 2016

RSNA's 102nd Scientific Assembly and Annual Meeting will be held Nov. 27 – Dec. 2, 2016, at McCormick Place Chicago. New features include:

- **Connections Center**

The RSNA Services area has been redesigned to enhance the attendee experience. The new Connections Center will encompass all of the important services RSNA offers, plus the networking and lounge functions that our attendees desire, including the Discovery Theater, expanded lounge seating and digital support.

- **Discovery Theater**

Located within the Connections Center, the Discovery Theater will feature musical performances, informational and education presentations and social media engagements. The stage will be surrounded by casual seating options, where attendees can relax and listen to music, watch a presentation or network

with colleagues.

- **Machine Learning**

Machine learning offers radiologists another advanced tool to complement their diagnostic skills and improve efficiency. This year's meeting will feature a variety of events related to machine learning, including a hands-on workshop, a Controversy Session, and the "Eyes of Watson" demonstration of IBM's Watson technology platform. At the demonstration, attendees will select cases on a variety of imaging topics, make their diagnoses, and then observe Watson's real-time processing with visual representation.

To learn more about the meeting, visit [RSNA Meeting Central](#). To register as media, visit the [RSNA Newsroom](#).

RSNA Image Contest

The [RSNA Image Contest](#) returns for RSNA 2016. During the month of October, viewers are invited to vote for their favorite images in any of the following categories: Best Photo, Radiology Art, Most Unusual Case and Best Medical Image. Winning images will be displayed at the RSNA annual meeting.

Strategic Radiology Donates \$800,000 for RSNA Research Seed Grants

Strategic Radiology (SR), a consortium of 26 practice groups, representing more than 1,400 radiologists from around the U.S., has committed \$800,000 to fund 20 Strategic Radiology Research Seed Grants through the RSNA Research and Education (R&E) Foundation. SR is the second Visionaries in Practice donor to fund a named grant award via the Foundation's Inspire-Innovate-Invest: The Campaign for Funding Radiology's Future®.

RSNA Annual Meeting Radiation Dose Exhibits on *Image Wisely*

A curated series of [radiation dose and safety education exhibits](#) from the RSNA 2015 annual meeting can be accessed from [Image Wisely®](#), an initiative of the RSNA, ACR, AAPM and ASRT to raise awareness and provide educational resources for medical professionals on the use of ionizing radiation in adult medical imaging examinations. New exhibits are added monthly. The latest exhibit, added last month is [Picking the Best Energy Level in CT Imaging: What the Radiologist Needs to Know](#).

Think A-Head Campaign Support

The RSNA Board has endorsed the "Think A-Head" campaign of the Image Gently® Alliance. The new initiative will promote awareness of considerations in imaging minor head trauma in children and seeks to establish patient size-specific imaging techniques and protocols for head CT.

New Quality Improvement Storyboard Award

Quality Improvement (QI) Storyboard presenters at RSNA 2016 will be eligible for a new award established by the RSNA Board to recognize outstanding hard-copy entries. The QI Storyboard poster walk introduced in 2015 will be available again in 2016 with two times planned.

RSNA 2016 Media Registration – Skip the Lines!

Advance [media registration](#) for RSNA 2016 is encouraged. Please complete and submit the [Media Advance Registration & Housing Form](#) to register as press.

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RSNA is an association of more than 54,000 radiologists, radiation oncologists, medical physicists and related scientists, promoting excellence in patient care and health care delivery through education, research and technologic innovation. The Society is based in Oak Brook, Ill. ([RSNA.org](#))