



100 YEARS
RSNA®

The Evolution of Our Community

2 0 1 3 A N N U A L R E P O R T



FOR NEARLY 100 YEARS

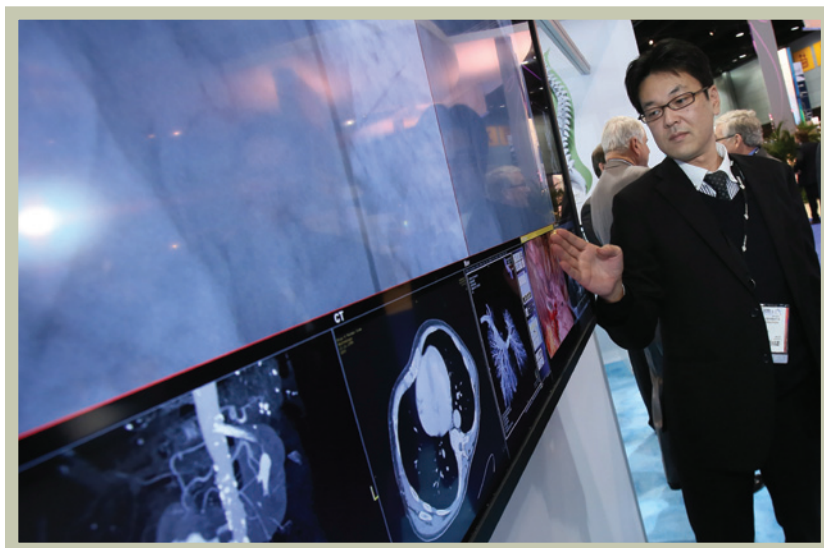
RSNA has helped drive the discoveries, innovations and initiatives that advance medical imaging. You are part of this community, and as we continue to drive advancement into the next century, this is our story.

WE HOST THE PREMIER FORUM FOR MEDICAL IMAGING

RSNA 2013, the 99th RSNA Scientific Assembly and Annual Meeting, demonstrated the greatest international presence to date and welcomed a record number of RSNA members. More than 54,000 people came to RSNA 2013, themed “The Power of Partnership.”

“Radiologists who join with colleagues and patients to deliver the best health-care possible are demonstrating the

true power of partnership and the value of the specialty,” said RSNA President Sarah S. Donaldson, M.D., during her President’s Address. “It’s my vision to have partnerships internally with other radiologists, externally with our colleagues outside of radiology and jointly with our patients, who are our most important partners.”



1964

⌚ "This convention period . . . will be crammed with the splendor, excitement and satisfaction of a postgraduate institute of education unparalleled in radiology."

– Robert P. Barden, M.D.
1964 RSNA President



THE PROGRAM

📅 The program included 410 courses, 2,775 scientific formal and informal presentations and 2,223 education exhibits. More than 83,000 diagnoses were submitted for Cases of the Day during RSNA 2013.

THE ATTENDEES

👤 Professional attendance reached 26,569. Thirty-seven percent of professional attendees came from outside North America—a record high for RSNA! Attendees represented more than 130 countries.

THE TECHNICAL EXHIBITION

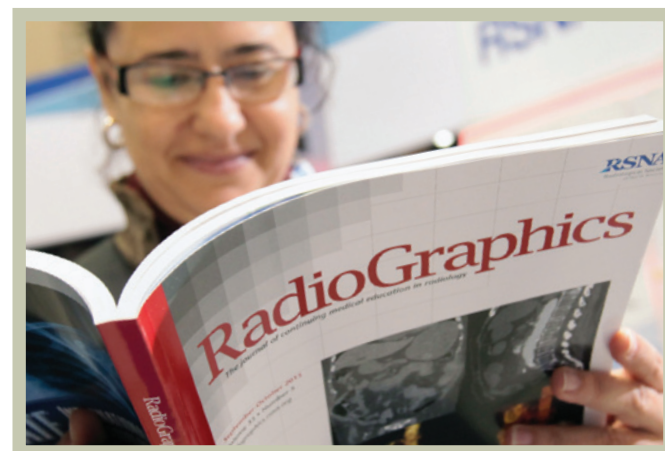
🔬 RSNA 2013’s technical exhibition featured 662 companies demonstrating products, services and software systems from 30 countries. Exhibits occupied 437,675 square feet of space, located in two halls in McCormick Place for a more seamless visitor experience. 104 companies exhibited at the RSNA annual meeting for the first time.

THE VIRTUAL MEETING

📺 5,707 individuals registered for the RSNA 2013 Virtual Meeting, to catch up on sessions at their own pace or tune in from across the world.

THE LATEST DISCOVERIES AND TECHNIQUES UNFOLD ON THE PAGES OF OUR PUBLICATIONS

More than 14 million full-text online downloads were recorded for *Radiology* and *RadioGraphics*, which unveiled a re-design around users' needs—with richer image viewing, smarter article navigation, easier access to CME tests and more.



1923

🕒 The seminal issue of *Radiology* explored topics from the diagnosis and treatment of cancers to standardization versus individual optimization for radiation dose.

1981

🕒 *RadioGraphics* editor William J. Tuddenham, M.D., wrote, "Like other newborns, *RadioGraphics* is small, but we hold great hope for its future despite its size."

OUR EDUCATIONAL RESOURCES ARE THE FINEST IN THE WORLD

RSNA rolled out a new, tablet-friendly interface designed to meet the educational needs of physicians who are increasingly on the go. Since the system was implemented in August 2013, we saw a jump in monthly enrollments—which totaled 127,361 by year's end.

Across the globe, professionals cite RSNA's education—including online education and journals—as our most valuable resource. RSNA continued to offer international outreach programs, including the International Visiting Professor Program, which sends teams of professors to lecture in developing nations, and the Derek Harwood-Nash Fellowship Program, which helps international academic scholars study at North American institutions.

We also introduced RSNA Scan: Year in Review, which bundled popular and essential educational offerings, including Cases of the Day, RSNA journal articles and refresher courses, onto a convenient USB drive.

In anticipation of new board certification requirements for medical physicists, RSNA and the American Association of Physicists in Medicine (AAPM) are each contributing \$560,000 for physics residencies. Three institutions were awarded funding beginning in 2013: Memorial Sloan-Kettering Cancer Center in New York, the University of Alabama at Birmingham and the University of Wisconsin in Madison.

1974

🕒 The Society was given permission by the American Medical Association's Council on Medical Education to award credit hours for its CME activities.

1986

🕒 RSNA founded what is now the Committee on International Radiology Education (CIRE).

1993

🕒 The Board of Directors established a Learning Center to develop educational materials in new electronic formats such as compact discs and the Internet.

WE DRIVE DEVELOPMENT OF INFORMATION TECHNOLOGY

The RSNA Image Share network, which empowers patients to manage their medical imaging records, began enrolling patients at three new large community radiology sites in 2013—in addition to its existing five sites.

RSNA is also a founding member of Integrating the Healthcare Enterprise (IHE®), a movement to improve communication among software systems. We host the North American Connectathon, the largest interoperability testing event in health information technology, where more than 180 systems were tested in 2013.

RSNA has built a growing library of structured radiology report templates, using RadLex® and other standard terminologies, enabling more effective reports. More than 200 templates are available at radreport.org. These templates have been downloaded or viewed over 800,000 times and are available in Chinese, Portuguese, Spanish and Turkish language versions.

2013 also marked the first comprehensive release of the RadLex Playbook, which provides standardized names for radiology procedures. In September RSNA completed a project, funded jointly by the Department of Defense (DoD) and the National Institute of Biomedical Imaging and Bioengineering (NIBIB), that included mapping Playbook procedure names at DoD healthcare facilities. The DoD is using RadLex terms as “charge-masters”—items that are billable to health insurance providers.

With these informatics projects and others, RSNA is developing tools to help radiologists provide the highest-quality patient care.

1976

🕒 An Opinion article in *Radiology*, by Ronald A. Seltzer, M.D., emphasized the merits of automated radiology reporting.

1992

🕒 The RSNA annual meeting featured the first public demonstration of a standard for digital imaging and communications in medicine (DICOM), developed by the ACR and the National Electrical Manufacturers Association. DICOM is now the universal standard.





WE SPARK THE NEWS ABOUT THE ISSUES AFFECTING OUR PROFESSION

RSNA News is much more than a member newsletter. 2013 stories addressed topics such as the promise of functional MR imaging for evaluating mental illness, the finding that failure to order imaging studies is not a major driver of malpractice, and the challenges radiologists face in an era of subspecialization. At RSNA 2013, that same timely relevance appeared in the *Daily Bulletin*, the official newspaper of the annual meeting.

RSNA promotes news in mainstream media as well. Through stories about radiology research and clinical practice in broadcast, print, radio and online media, RSNA reached the public with 13 billion impressions.

These stories—as well as stories generated by individual attendee experiences—spread rapidly over social media. RSNA received more than 431,000 Facebook impressions and the #RSNA13 hashtag reached 25 million Twitter impressions during the week of the annual meeting.

1991

🕒 RSNA News was launched to "provide a forum for member comment and reflect the spirit of volunteerism that is essential to the success of all RSNA activities."

WE CHAMPION PERSONALIZED, PATIENT-CENTERED MEDICINE

“Patient-centered radiology” is now a major focus for medical imaging professionals. RSNA continued its Radiology Cares campaign, which is designed to help radiology professionals become more comfortable interacting directly with their patients, and to help patients become more comfortable with their radiology experiences.

In addition, RSNA continued to promote the Image Gently and Image Wisely campaigns, which encourage optimal use of ionizing radiation to diagnose and treat children and adults. More than 20,680 professionals have now taken the Image Wisely pledge.

8,906,580 page views of the RSNA/ACR public information website *RadiologyInfo.org* demonstrated that patients are looking to us for answers. *RadiologyInfo.org* now features information on over 130 tests and procedures, presented in easy-to-understand language—in English and Spanish—with images and videos.



1999

🕒 *RadiologyInfo.org* was launched to inform and educate the public about radiologic procedures and the role of radiologists in healthcare, and to improve communications between physicians and their patients.

WE FOSTER MEASURABLE OUTCOMES IN IMAGING RESEARCH

RSNA was awarded a \$1.25 million, one-year contract from the National Institute of Biomedical Imaging and Bioengineering (NIBIB), with the option of extending the initiative for a second year, to support research groundwork for the Quantitative Imaging Biomarkers Alliance (QIBA™). Part of the funding has been earmarked for 13 projects that will be conducted to characterize the performance and sources of variability associated with quantitative imaging. Planning and development of digital reference objects (DROs), physical phantoms and profile field testing are underway and will continue in the months ahead. To date, NIBIB has awarded \$3,665,000 to RSNA for QIBA activities.

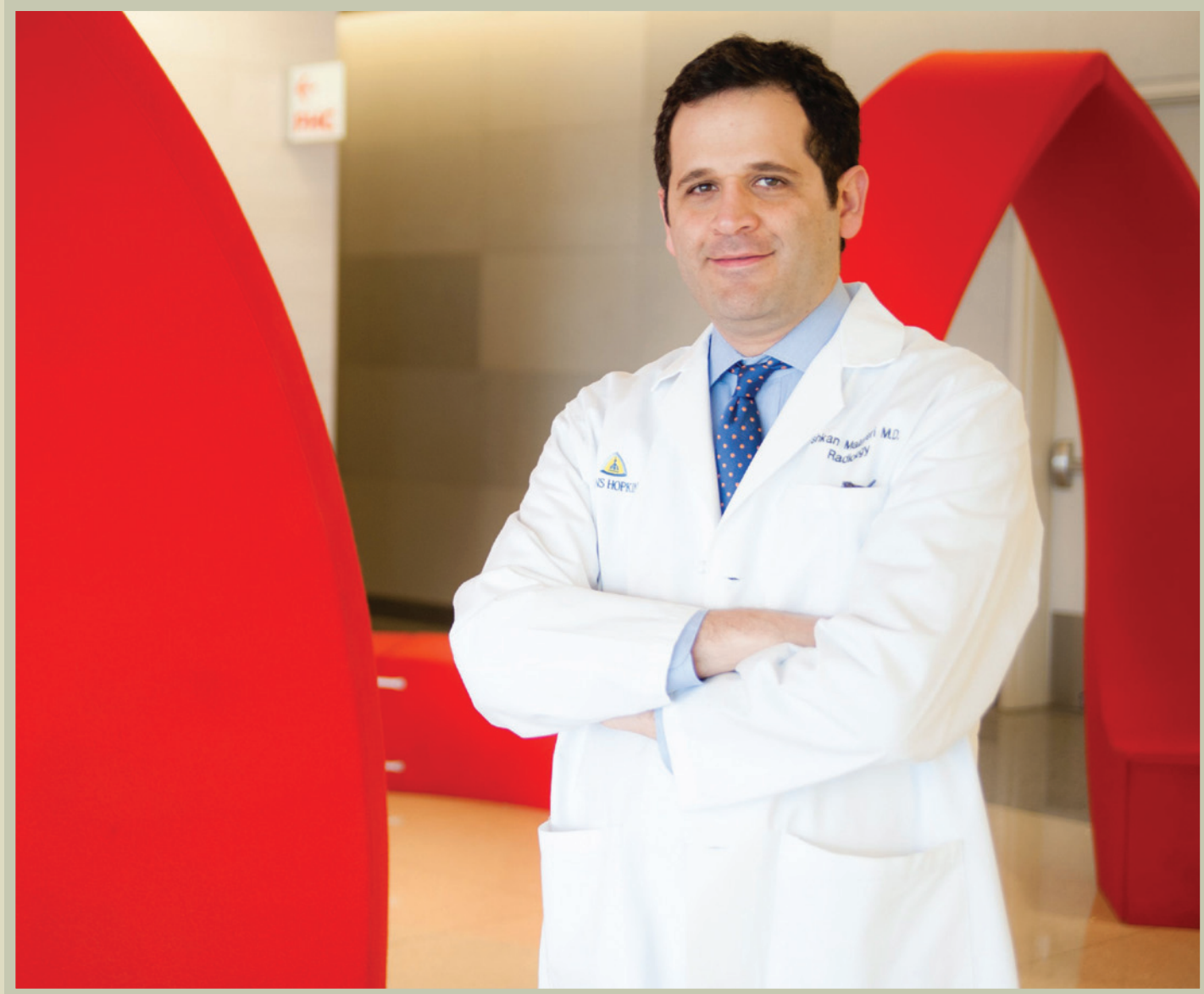
RSNA reaches out to its talented scientific community, offering programs and workshops where investigators can learn how to pursue federal funding and develop essential research skills. Programs include Writing a Competitive Grant Proposal, Advanced Course in Grant Writing, NIH Grantsmanship Workshop, RSNA Clinical Trials Methodology Workshop and Introduction to Academic Radiology.



2007

🕒 RSNA launched QIBA™ to unite researchers, healthcare professionals and industry stakeholders in advancing quantitative imaging and biomarkers as partners.

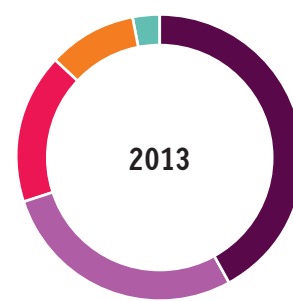
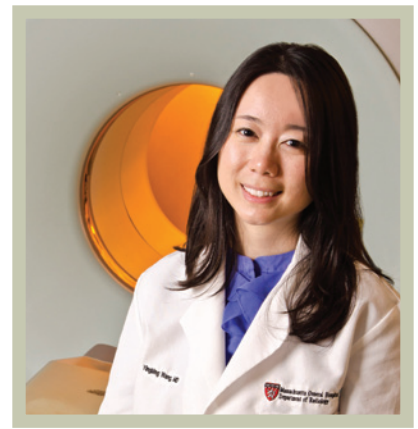




WE INVEST IN RADIOLOGY'S FUTURE

In 2013, the RSNA R&E Foundation funded a record \$3 million in research and education grants, and received major contributions from individual and corporate donors. Martin R. Prince, M.D., Ph.D., made a commitment to

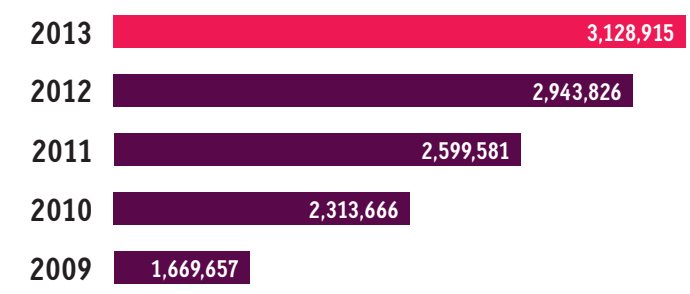
donate \$600,000, and Vanguard companies Agfa Healthcare, Toshiba America Medical Systems, Siemens Healthcare and Hologic made new commitments to the program.



GRANT DOLLARS DISTRIBUTED BY TYPE

- 42% Junior Faculty and Career Development
- 28% Resident and Fellow Trainees
- 17% Education
- 10% Seed and Pilot Studies
- 3% Medical Students

GRANT DOLLARS AWARDED BY YEAR



The Foundation is deeply grateful for the support of our community. THANK YOU for Funding Radiology's Future®.

Gifts between October 1, 2012 – September 30, 2013

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\$5,000 or more

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Mary & Allen F. Turcke, M.D.

VISIONARIES IN PRACTICE

Annual gifts from private practices and academic institutions.

Platinum (\$75,000)

Advanced Radiology Services Foundation, Grand Rapids, MI
Austin Radiological Association, Austin, TX

Silver (\$25,000)

Catawba Radiological Associates, Inc., Hickory, NC

Bronze (\$10,000)

Advanced Diagnostic Imaging, P.C., Nashville, TN
Advanced Medical Imaging Consultants, P.C., Fort Collins, CO
Asheville Radiology Associates, Asheville, NC
Atlantic Medical Imaging, Galloway, NJ
Birmingham Radiological Group, Birmingham, AL
Charlotte Radiology, Charlotte, NC
Diversified Radiology of Colorado, P.C., Lakewood, CO
Eastern Radiologists, Greenville, NC
Foundation Radiology Group, Pittsburgh, PA
Greensboro Radiology, Greensboro, NC
Jefferson Radiology, Hartford, CT
Johns Hopkins Medicine, Baltimore, MD
Mecklenburg Radiology Associates, Charlotte, NC

Mountain Medical Physician Specialists, Salt Lake City, UT
Northwest Radiology Network, Indianapolis, IN
Quantum Radiology, P.C., Atlanta, GA
Radiological Associates of Sacramento Medical Group, Inc.,
Sacramento, CA
Radiology Associates of North Texas, P.A., Fort Worth, TX
Radiology Associates of South Florida, Miami, FL
Radiology Associates, P.A., Little Rock, AR
Radiology Imaging Associates, P.C., Englewood, CO
Radiology Ltd., Tucson, AZ
Raleigh Radiology, Raleigh, NC
Riverside Radiology and Interventional Associates,
Columbus, OH
Southeast Radiology, Ltd., Upland, PA
Southwest Diagnostic Imaging, Phoenix, AZ
St. Paul Radiology Foundation, St. Paul, MN
TRA Medical Imaging, Tacoma, WA
University of Pennsylvania Health System, Philadelphia, PA
University Radiology, East Brunswick, NJ
Wake Radiology Consultants, P.A., Raleigh, NC

EXHIBITORS CIRCLE

Annual gifts from companies.

Platinum (\$10,000)

NetApp
Primordial

Gold (\$5,000)

Amirsys
Medical Insight A/S
Medicalis
Olea Medical
Resonance Technology, Inc.
Vital Images, Inc.
Viztek

Silver (\$2,500)

Intelerad Medical Systems
MedInformatix, Inc.

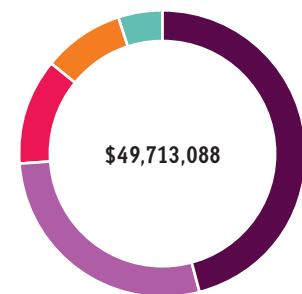
VANGUARD COMPANIES

Companies supporting endowments and term funding.



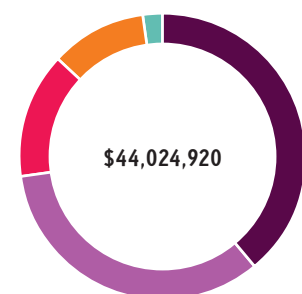
WE STAND WITH YOU AS A PROFESSIONAL NETWORK AND A FISCALLY STRONG SOCIETY

RSNA's investments ensure that we can continue to provide you with the finest resources in the years to come.



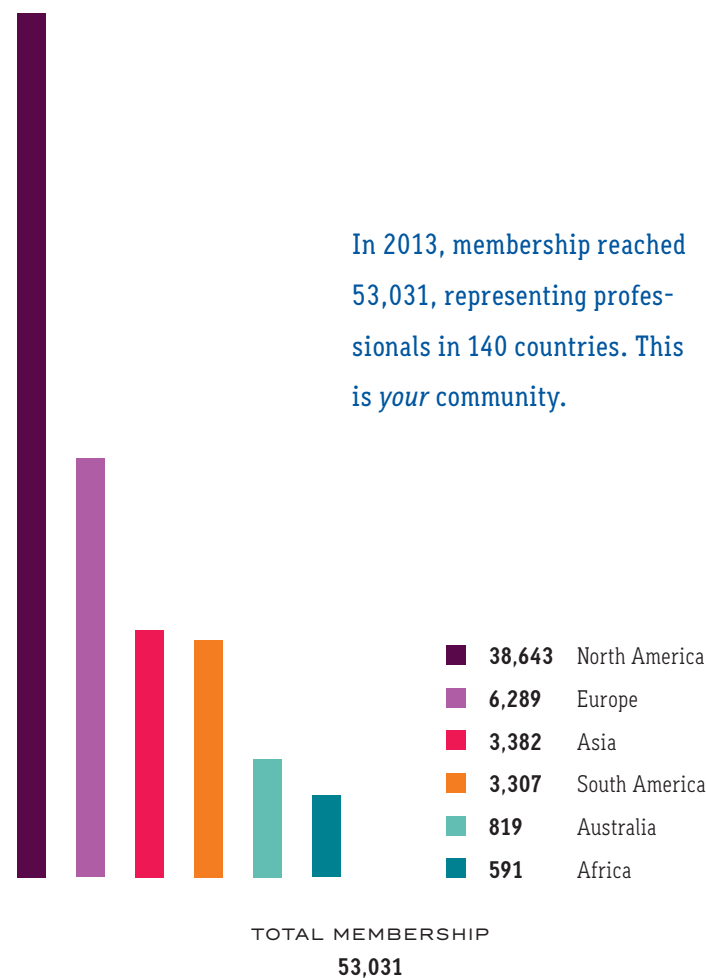
TOTAL REVENUE

46%	Annual Scientific Assembly
28%	Publications and Education Materials
12%	Investment Earnings
9%	Membership
5%	Contribution



TOTAL EXPENSES

39%	Publications and Education Materials
34%	Annual Scientific Assembly
14%	Membership Services
11%	Research and Education Foundation
2%	Depreciation



In 2013, membership reached 53,031, representing professionals in 140 countries. This is *your* community.

STATEMENT OF FINANCIAL POSITION

YEAR ENDING JUNE 30, 2013

ASSETS

Cash and Short-Term Investments	\$4,796,258
Receivables and Other Current Assets	4,544,057
Long-Term Investments	102,052,913
Property, Furniture and Equipment	22,561,232
Total Assets	\$133,954,460

LIABILITIES AND NET ASSETS

Accounts Payable and Short-Term Debt	\$3,040,577
Deferred Revenue	14,087,180
Long-Term Debt and Other Long-Term Liabilities	3,472,614
Net Assets:	
Unrestricted:	
Undesignated	50,649,553
Designated-Research and Education Foundation	38,586,905
Restricted:	
Temporarily Restricted	2,012,655
Permanently Restricted	22,104,976
Total Net Assets	113,354,089
Total Liabilities and Net Assets	\$133,954,460

STATEMENT OF ACTIVITIES

YEAR ENDING JUNE 30, 2013

REVENUE

Membership Services	\$4,748,384
Publications and Education Materials	13,738,493
Annual Scientific Assembly	22,901,574
Investment Earnings	5,766,124
Contributions	2,558,513
Total Revenue	\$49,713,088

EXPENSES

Membership Services	\$6,191,561
Publications and Education Materials	17,205,681
Annual Scientific Assembly	14,898,579
Research and Education Foundation	4,683,811
Depreciation	1,045,288
Total Expenses	\$44,024,920

Excess of operating revenue over operating expenses	\$5,688,168
Federal and state income tax expense	(39,535)
Non-operating income	(\$1,387,357)
Increase in net assets before unrealized gain (loss) on investments	\$4,261,276
Unrealized gain (loss) on valuation of investments and interest rate swap	\$1,110,505

Increase in Net Assets	\$5,371,781
Net Assets at beginning of year	\$107,982,308
Net Assets at end of year	\$113,354,089

2013-2014 BOARD OF DIRECTORS

Pictured left to right, back row:

Ronald L. Arenson, M.D.

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Richard L. Ehman, M.D.

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James P. Borgstede, M.D.

Liaison for International Affairs

Richard L. Baron, M.D.

Chairman

William T. Thorwarth, Jr., M.D.

Liaison for Publications and Communications

Front row:

Valerie P. Jackson, M.D.

Liaison for Education

N. Reed Dunnick, M.D.

President

Vijay M. Rao, M.D.

Liaison for Information Technology and Annual Meeting



2013-2014 R&E FOUNDATION BOARD OF TRUSTEES

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Executive Director

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Assistant Executive Director for Publications
and Communications

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Assistant Executive Director for Science and Education

Steven T. Drew

Assistant Executive Director for the Scientific Assembly
and Informatics

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Assistant Executive Director for Marketing
and International Affairs

Sally A. Nikkel

Assistant Executive Director for Finance and Administration

Barbara H. Jarr

Director of Board Affairs

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