



IMAGE WISELY®

Radiation Safety in
Adult Medical Imaging

Growing Interest in Image Wisely®

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- 4- Mayo Clinic, Rochester, MN
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Disclosures

- None.

Background

- Image Wisely®: Joint initiative of
 - American College of Radiology (ACR)
 - Radiological Society of North America (RSNA)
 - American Association of Physicists in Medicine (AAPM)
 - American Society of Radiologic Technologists (ASRT)



Background (cont.)

- Mission: Lowering the amount of radiation used in medically necessary imaging studies and eliminating unnecessary procedures.
- Website – <https://www.imagewisely.org/>
 - Contains information on radiation dose-related news and literature and various educational materials.
- Pledge
 - Allow imaging professionals, referring practitioners, facilities, association and education programs to commit to align with mission
 - Beginning 2017, began annual pledge renewal

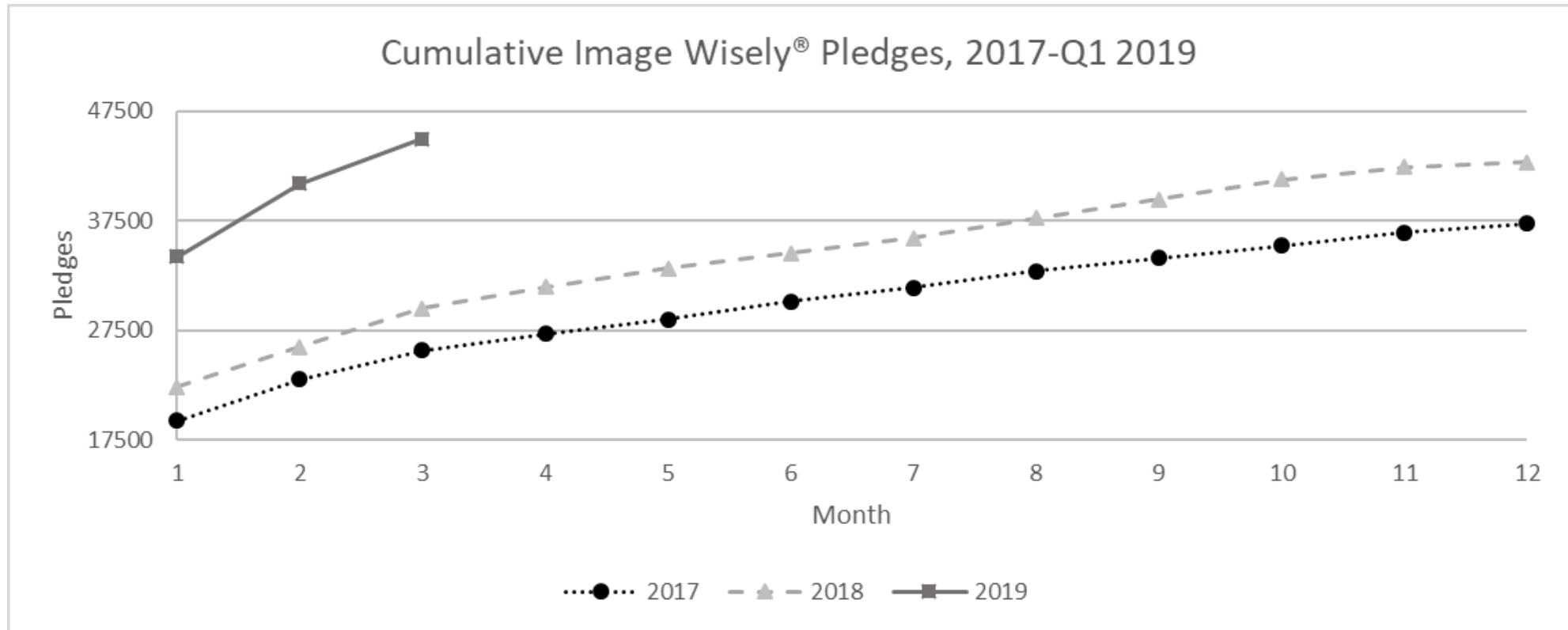
Purpose

To review Image Wisely® pledge data from recent years. Establishing current pledging patterns will prove helpful in identifying how best to serve imaging professionals going forward.

Methods

- Monthly pledge data from 2017-2018 reviewed by pledge type and as a composite of Imaging Professional, Associations, and Referring Physicians.
- Total pledges, monthly pledge count trends and running totals were calculated, as were percentage of annual total and differences from year to year.

Results



Results (cont.)

- 15.1% increase in total 2018 pledges, 42,883 versus 37,243 in 2017.
- 2017 total exceeded by August 2018.
- 2019 Q1 pledges exceeded 2018 total pledges!

Pledges	2017	2018	2019	% Change, YOY
January	19,205	22,349	34,277	16.4, 53.4
Q1	25,679	29,473	45,050	14.8, 52.9
Year	37,243	42,883	--	15.1, n/a

Table 1. Image Wisely® Pledges by year for January, first quarter, and year. Percent change from 2017-2018 and 2018-2019 (YOY = year over year). 2019 Q1 data shown.

Results (cont.)

- Imaging professionals (radiologists, technologists, medical physicists) account for 99% of pledges.
- 1% comes from associations and referring practitioners.

Discussion

- Interest in Image Wisely® is growing.
- We have established baseline pledge data for future investigations.
- Subsequent investigations can focus on traffic on the newly developed webpage to identify which resources are most utilized.

Discussion (cont.)

- With the standards changes from the Joint Commission, further increase in pledge activity is expected.
 - Working on more content to help meet ongoing education requirement(s) in Fluoroscopy
- Content will be curated to best serve imaging professionals, referring practitioners and patients.

Links

- Website – www.imagewisely.org
 - Radiation Safety Cases for CME credit
 - Radiation Safety Pearls
 - Journal and News Articles
- Facebook – <https://www.facebook.com/ImageWisely/>
 - Monthly Image Wisely® Facebook Live Discussions
- Twitter – [@ImageWisely](https://twitter.com/ImageWisely)