Growing Interest in Image Wisely®

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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)
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

Cumulative Image Wisely® Pledges, 2017-Q1 2019

- 2017
- 2018
- 2019

Pledges

Month

1 2 3 4 5 6 7 8 9 10 11 12

17500 27500 37500 47500
Results (cont.)

- 2017 total exceeded by August 2018.
- 2019 Q1 pledges exceeded 2018 total pledges!

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

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