Growing Interest in Image Wisely®

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Disclosures

- Laura Bancroft –
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- Other individuals – None
Background

- Image Wisely® is a joint initiative of
  - ACR®
  - American Association of Physicists in Medicine
  - RSNA®
  - American Society of Radiologic Technologists
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

- Reviewed monthly pledge data from 2017-2018 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
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!

<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>
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<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.
Interest in Imaging 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.
  - Content to accomplish education requirement 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)