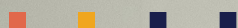


RADIOLOGY HEALTH
EQUITY COALITION



2023 Radiology Health Equity Coalition Impact Report

A Clearer Picture of Health for All

radtheequity.org

Building On Better Outcomes

For thousands of people across America, access to radiology is a matter of life and death. Most of the time, life-changing diagnoses and treatments start with a radiological image. For too many people, however, access to radiology services presents a significant barrier to health and wellness.

To address this dire need, we launched the Radiology Health Equity Coalition (RHEC).

Our goal: To strengthen the ability of clinicians and radiologists to deliver care that follows the six aims of healthcare quality:

- Safe
- Effective
- Patient-centered
- Timely
- Efficient
- Equitable

Just as important, we aim to make radiology services accessible for all, regardless of:

- Race and ethnicity
- Care setting
- Rurality
- Socioeconomic status

By joining forces, we can ensure that far fewer people will be at risk of becoming severely ill or dying from treatable or preventable diseases. Looking back at 2023, we are happy to report on the impact we're making.

RHEC forged partnerships with organizations on the ground to identify and reach underserved communities. We shared knowledge and research about improving health equity in radiology. We connected with influential academic and healthcare groups to amplify our mission even more.

And at 43 organizational members strong — up from nine at our inception — we're just getting started.





Health equity is an issue because healthcare itself is an issue. While we strive to get all patients across the country the care they need most, we also know that certain populations in our communities receive less. Focusing on those populations makes them a healthier part of our community, which is something we all benefit from.”

Melissa Davis, MD, MBA,

Associate Professor of Radiology and Biomedical Imaging;
Vice Chair for Imaging Informatics, Radiology & Biomedical
Imaging at Yale University School of Medicine

Collaborating for Underserved Communities

Last year, we continued to bring together organizations that use diagnostic imaging to:

- Give patients in underserved communities the resources they need.
- Pursue research to identify U.S. locations that lack access to imaging care.

Some of our key partnerships include:

- [Promise Fund of Florida](#)
- [Cancer Action Coalition of Virginia \(CACV\)](#)
- [Florida Lung Health Coalition](#)
- [National LGBT Cancer Network](#)
- [Primary Care Coalition](#)
- [Project Health Equity \(PHE\)](#)



Karen Patti, Chief Operating Officer of The Promise Fund, helped develop the Community Outreach Guide.

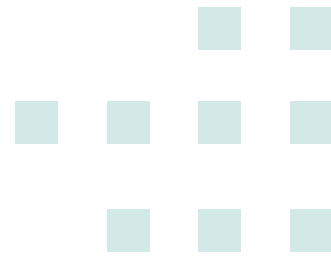
Some partners created content for the RHEC webinar series, while others identified volunteer opportunities at the state, regional and national levels.



Breast cancer is 99% curable and cervical cancer 95% curable when caught early. Why are so many women dying from these diseases? It comes down to too many barriers.”

Karen Patti
Chief Operating Officer,
Promise Fund of Florida





The Coalition in Action

The RHEC and its members focused on concerted advocacy efforts in 2023. Here are some highlights of what we've achieved:

- In May 2023, our Coalition partner the Maryland Radiological Society (MRS), working with MedChi (Maryland State Medical Society), LifeBridge Health and the Medical Imaging Technology Alliance (MITA), helped get legislation enacted that improves lung and breast cancer detection and diagnosis while making the process more affordable.

The new laws require state-regulated insurers to waive patient cost-shares for supplemental diagnostic imaging associated with lung and breast cancers. By July 2024, the Maryland Department of Health must assess current patient awareness campaigns and make recommendations for combating health disparities in cancer screening and care, with an emphasis on traditionally underserved communities.

- RHEC, in partnership with the Radiological Society of Connecticut, addressed the Connecticut General Assembly on the issue of enhancing access and equity for patients with disabilities. We continue our hard work in this important area.



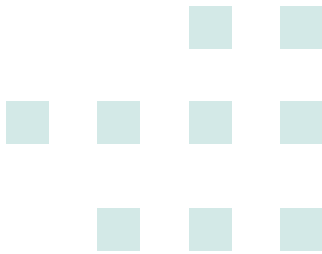
Advancing Awareness for Cancer Screenings

Cancer screening often doesn't reach underserved communities. Last year, we stepped up efforts to create awareness and increase participation in screening to improve outcomes for patients experiencing geographic, racial and economic disparities.


Some of our initiatives for 2023 include:

- PSA campaigns:
 - **Lung Cancer Screening Public Service Announcements (PSAs):** During the first four weeks of a five-month lung cancer screening campaign for underrepresented communities, radio PSAs aired 1,211 times across 146 stations, reaching an audience of 37 million. The advertising value of a free PSA audience equaled nearly \$250,000
 - **Mammography Saves Lives PSAs:** During the first nine weeks of a three-month mammography screening campaign for underrepresented communities, radio PSAs reached 156 million listeners. This included free and paid airings across U.S. stations, valued at nearly \$300,000. Additionally, 402 bonus airings were secured through paid placements.
- The Coalition joined the American Cancer Society's National Lung Cancer Roundtable (NLCRT), aligning with around 170 organizations nationwide dedicated to proactive prevention, screening and early detection of lung cancer.
- ACR® and the Coalition partnered with the NLCRT and GO2 for Lung Cancer (GO2) for the **second annual National Lung Cancer Screening Day ("National LCS Day") on Saturday, Nov. 11, 2023**. This lifesaving event helps to screen more individuals and raise awareness about lung cancer screening.







Lung Cancer Screening Day



Lung Cancer Screening Day

November 11, 2023





A significant increase in registered facilities in 2023 compared to 2022

759 facilities in **47** states and Puerto Rico in 2023
 compared to 328 sign ups and 34 states in 2022

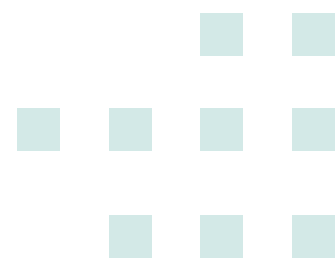
AMONG THE 2023 FACILITIES

- 74%** were new to LCS Day
- 26%** participated in the inaugural 2022 LCS day
- 41%** were already open on Saturday
- 31%** opened specifically for LCS Day
- 28%** were LCS advocates

Type of Facility	Count (% of Facility Type)
Hospital System	407 (59.5%)
Other	75 (11.0%)
Hospital System/Medical Practice Collaboration	68 (9.9%)
Comprehensive Cancer Control Program/Coalition	43 (6.3%)
Medical Group Practice	38 (5.6%)
Advocacy Organization	35 (5.1%)
Integrated Delivery System	16(2.3%)
Veterans Healthcare Facility	119 (16%)
Network of individual practices (e.g. IPA)	1 (0.15%)

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Joining Forces for Cancer Equity

Last year, the Harvey L. Neiman Health Policy Institute® (HPI) and RHEC teamed up to establish the Cancer Equity Atlas (CEA) project. The main goal was to reveal communities with disparities in cancer screening, treatment and outcomes, and to detect the local factors that cause barriers to equity. The data gathered will show where specific programs and policies can best improve access and equity in underserved or marginalized communities.

“The RHEC is instrumental in advising this project and identifying opportunities,” said Elizabeth Rula, PhD, Executive Director of the HPI. “Having access to the expertise and network of the RHEC will help us raise awareness and engage stakeholders, including community leaders, health systems and policy makers, in recognizing and implementing solutions that make a difference.”

HPI also landed critical support from Amazon Web Services (AWS) Health Equity Initiative, through which they can leverage the AWS resources for the project’s success. AWS’s \$40 million, three-year commitment is helping build the IT infrastructure to identify underserved targets for equitable policies and programs that lead to better health outcomes.

In 2024, the CEA will provide an interactive dashboard that generates insights about integrated healthcare and community data, leveraging HPI’s vast healthcare data.



This spring, we are excited to release our first set of interactive maps that display how local social determinants of health relate to cancer disparities.”

Elizabeth Rula, PhD
Executive Director,
Harvey L. Neiman Health Policy Institute

Providing Outreach That Connects

Community health outreach connects people and organizations with the resources they need to improve health outcomes and community well-being. To advance health equity, we help providers focus their outreach on people affected by regional, racial and economic related healthcare disparities.

In 2023, Coalition members shared ideas and spread the word. Some collaborations and educational resources included:

- [Our three-part webinar series](#), Advancing Clinical Research Diversity and Representation, covered innovative approaches to community and other stakeholder partnerships as well as improvements in workforce diversity and research equity.
- [Our Community of Practice Webinar Series](#) delved into innovative community partnerships, workforce diversity and research equity.

October's segment, "Approaches to Mitigating Breast Cancer Disparities Using Community Health Workers/ Patient Navigators," featured insights from Promise Fund members:

- o Nancy Brinker, Founder
- o Karen Patti, COO
- o Lissette Lahoz, Director of Community Engagement and Patient Navigation

In July's segment, "[Disparities in Uterine Fibroid Treatment](#)," Dr. Pratik Shukla, Interventional Radiologist at Rutgers University, shared concrete and actionable approaches for raising awareness for uterine

fibroid embolization (UFE) among underserved populations in Newark, NJ.

- ACR Voice of Radiology blog piece: [Breaking Imaging Barriers](#).
- Articles and contributions in the RSNA News and RSNA suite of journals.
- **GO2 Foundation Centers of Excellence Summit**, Oct. 12–14, 2023: Exhibited and distributed Coalition resources to 250 conference attendees such as:
 - o Oncologists
 - o Radiologists
 - o Pulmonologists
 - o Nurse navigators
 - o Healthcare administrators
 - o Cancer researchers
- **RSNA Meeting**, Nov. 26–30, 2023, Chicago: Shared and distributed specialized Coalition resources among 400 conference participants, including medical students, radiologists, radiation oncologists, technologists and industry suppliers.



Expanding Coalition Members and Partners

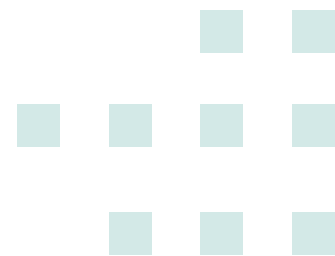
The RHEC is committed to serving a highly diverse group of medical imaging professionals, such as our newer member the American Society of Radiologic Technologists (ASRT). Radiologic technologists possess a versatile skill set and serve a wide range of patient demographics, in line with RHEC values. The ASRT prioritizes community, cross-team collaboration and supports the synergy of individual autonomy and universal humanity that connects us all.

The Coalition has grown to include 43 active member organizations, encompassing national radiology/radiation oncology societies, state radiology societies, specialty societies and community health organizations.



Medical imaging and radiation therapy professionals represent a diverse group of specialists with an equally versatile skill set serving all patient demographics. The American Society of Radiologic Technologists prioritizes being community based on this fundamental value. The Radiology Health Equity Coalition empowers the ASRT to support the synergy of individual autonomy without dismissing the universal humanity connecting us. The ASRT's engagement with this initiative is not only an intentional commitment to healthcare delivery, but more specifically, being an active part of our community starting with our service line."

**Brandon A. Smith, MBA,
MSRS, RT (R)(VI), CIIP**
ASRT President



Expanding Coalition Members and Partners

Mobilization Team

- The American Association of Physicists in Medicine (AAPM)
- The American Board of Radiology (ABR)
- The American College of Radiology (ACR)
- American Medical Association Radiology Section Council
- American Society of Radiologic Technologists (ASRT)
- The Association of University Radiologists (AUR)
- NMA Section on Radiology and Radiation Oncology
- The Radiological Society of North America (RSNA)
- Society of Chairs of Academic Radiology Departments (SCARD)
- The Society of Interventional Radiology (SIR)
- The Society of Nuclear Medicine and Molecular Imaging (SNMMI)

Coalition Partners

- American Society for Radiation Oncology (ASTRO)
- The Academy for Radiology & Biomedical Imaging Research (The Academy)
- The Association of Program Directors in Radiology (APDR)
- The American Society of Neuroradiology (ASNR)
- The American Roentgen Ray Society (ARRS)
- The Council of Affiliated Regional Radiation Oncology Societies (CARROS)
- The Florida Radiological Society (FRS)
- Georgia Radiological Society (GRS)

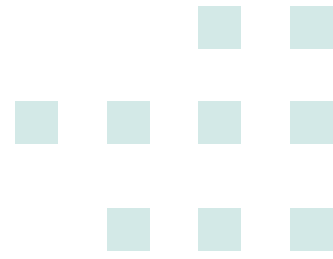
- Hawaii Radiological Society (HRS)
- Maryland Radiological Society (MRS)
- Massachusetts Radiological Society (MRS)
- MetroHealth
- Michigan Radiological Society (MRS)
- Minnesota Radiological Society (MRS)
- Missouri Radiological Society (MORADS)
- The New York State Radiological Society (NYSRS)
- The Ohio Radiological Society (ORS)
- The Pennsylvania Radiological Society (PARAD)
- The Radiology Business Management Association (RBMA)
- The Radiological Society of Connecticut (RSC)
- The Society for Advanced Body Imaging (SABI)
- Radiological Society of Puerto Rico (SOCRAD)
- The Society for Pediatric Radiology (SPR)
- The Southeastern Angiographic Society (SEAS)
- Virginia Radiological Society (VRS)
- Washington State Radiological Society (WSRS)
- Wisconsin Radiological Society (WRS)

Radiology Academic Departments

- Montefiore Radiology Department
- The Mallinckrodt Institute of Radiology (MIR)

Community Health Partners

- [Promise Fund of Florida](#)
- [Cancer Action Coalition of Virginia \(CACV\)](#)
- [Florida Lung Health Coalition](#)



Expanding Coalition Members and Partners

Community Health Partners (continued)

- [National LGBT Cancer Network](#)
- [Primary Care Coalition](#)
- [Project Health Equity \(PHE\)](#)

Our influential, member-driven organizations can:

- Designate a liaison to the Coalition.
- Identify as Coalition Partners on the Coalition website and in Coalition materials.
- Gain access to Coalition content and marketing materials.
- Contribute funds for Coalition programs.
- Attend and participate in periodic Coalition meetings and training opportunities.
- Advise the Mobilization Team in areas such as identifying health equity opportunities in communities.
- Share member experiences in addressing health disparities for Coalition communications.
- Publicly support Coalition statements and positions as approved.
- Spread and champion Coalition programs and engagement opportunities with their communities.



We don't have enough doctors and people are just trying to survive, so we hope to create new models. An ideal scenario is others in the Coalition working to help us address these issues on a national scale."

Laeton Pang, MD
President, Hawaii Radiological Society

Fostering Leadership in Health Equity

For advancing healthcare equity in radiology, it's vital that we enable leaders to develop while serving in the initial phases of their professional journeys as residents, fellows and other roles. These emerging leaders bring fresh perspectives, innovative ideas and a deep commitment to addressing disparities in medical imaging.

We strive to support emerging leaders through:

- Advocacy and education
- Community engagement
- Long-term positive change

Mentoring Medical Students: With a PIER internship (Pipeline Initiative for the Enrichment of Radiology) through ACR, first-year medical students from minority backgrounds at institutions across the U.S. can explore a radiology specialty.

After a summer course introducing them to a subject, students complete research with a mentor, then have the opportunity to present their findings to the Radiology Radiation Oncology Section at the annual meeting of the National Medical Association in late July or early August.

Student scholars receive a stipend from PIER for their summer internship as well as continued mentorship and support leading up to their radiology residency application. 109 students have completed the internship since 2017.

Residents Lead in Communities Crushing Cancer (CCC):

In November 2023, over 70 radiology residents from eight programs across Massachusetts engaged with patients, their families and community members about the importance of early screening for breast, lung and colorectal cancer.

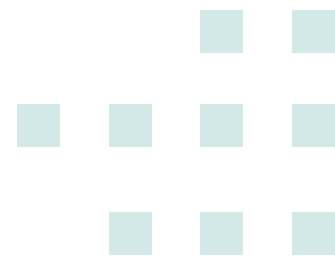
In collaboration with the Resident and Fellow Section of the Massachusetts Radiological Society and an RHEC member, residents shared their knowledge, provided informational brochures and connected patients to resources. Resident feedback was overwhelmingly positive.



Our creative nonviolence is the ability to amplify our patients' voices, which often go unheard. As a fourth-year medical student at the University of Alabama at Birmingham, I believe the role of emerging leaders in health equity is to be brave, sit up and speak out."

James Iheke





Reaching Milestones With the Mobilization Team

Since our founding, the Coalition leveraged the expertise and core competencies of each member group.

Within that framework, our **Mobilization Team** has proved crucial for initiatives such as:

- Contributing funds.
- Approving Coalition frameworks.
- Defining operational plans.
- Identifying and approving Coalition strategy and goals.
- Seeking input from Coalition partners.

For 2023, Mobilization Team financial contributions alone totaled over \$120,000. These helped fund Coalition programs such as marketing and outreach projects, event opportunities, and educational resources.



We're not going to solve the issue of access to healthcare without gathering around the table and having open conversations — the Coalition is the best avenue for that.”

Bob Still
Executive Director, Radiology Business Management Association (RBMA)

Looking Forward to Improved Health Equity



Align outreach and synergize efforts with more community health partners



Advocate for improved health equity at the local, state and federal levels



Expand diversity in clinical trials to benefit marginalized communities



Help patients gain optimal access to healthcare resources and care

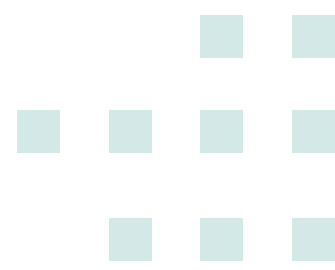


Create stronger connections for healthier communities



As a certifying body, the ABR sees their partnership with the Coalition as a crucial extension of the social contract — to provide the best care possible to the broadest range of the population.”

Brent Wagner, MD
Executive Director, American Board of Radiology

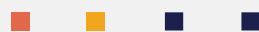


Radiology Health Equity Coalition Mobilization Team



JOIN THE EFFORT

RADIOLOGY HEALTH EQUITY COALITION



radthealthequity.org



Commit to Act

Pledge to join the community advancing health equity in radiology.



Submit Resources

Share resources to help your colleagues achieve equity in their practice.



Spread the Word

Talk with your colleagues and community partners about how radiology can advance equity in healthcare.



Grow

Utilize solution-oriented tools to bring more of the community into your practice.

