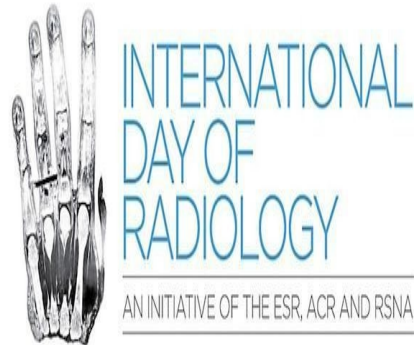




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2013 International Day of Radiology to Focus on Lung Imaging



With just a month to go until the International Day of Radiology on 8 November, radiologists around the world are preparing events and campaigns to help the general public understand the role of medical imaging.

Over 100 societies from all over the world are taking part. This year the IDoR is concentrating on lung imaging, highlighting the important role that radiology plays in the detection, diagnosis and management of a wide variety of lung diseases.

Patient organisations are supporting the initiative by helping inform the public about the importance of imaging in the fight against lung diseases. "IDoR can raise awareness among the public and patients of the different techniques that are available with regards to imaging, which can help determine diagnosis and appropriate treatment of lung conditions. We are happy to work with other health organisations that are trying to empower patients. As imaging can play a role in the diagnosis and treatment of lung disease then it is important to support this initiative," said Monica Fletcher, chair of the European Lung Foundation (ELF).

The European Patients' Forum represents patient groups from all over Europe and is now helping IDoR reach the most important stake holder; the patient.

"IDoR is strongly welcomed by our organisation and all patient groups with a particular interest in medical imaging. This initiative could, moreover, provide an excellent model for other medical societies to replicate," said Nicola Bedington, executive director of the European Patients' Forum.

The ESR Office has also produced two booklets for the occasion, with the help of various world-renowned experts. One booklet was written in close cooperation with the European Society of Thoracic Imaging and will be dedicated to lung imaging, featuring interviews with thoracic imaging experts and patient organisation representatives, as well as articles written by European and American radiologists. A second booklet on the history of radiology was written in cooperation with the International Society for the History of Radiology.

IDoR was launched last year by the European Society of Radiology (ESR), the Radiological Society of North America (RSNA) and the American College of Radiology (ACR). They chose November 8 to commemorate the day Wilhelm Conrad Röntgen discovered the existence of x-rays in 1895. The day is being supported by radiographers, who have been marking the day as World Radiography Day for several years now. The aim of the initiative is to improve the public's understanding of the role played by radiology in healthcare and the expertise required to practise radiology. This will have a positive effect on healthcare, according to Professor Guy Frija, president of the ESR.

"I think that this day has to be considered a first step on the path towards awareness. Talking about the benefits is certainly important, but we also have to promote better use of imaging, not only for safety reasons, but also, and very simply, for improving quality of care," said Frija, who heads the imaging department at the Georges Pompidou European Hospital in Paris.

IDoR has again received the full cooperation and involvement of the International Society of Radiology, as well as umbrella organisations from all continents, including the Asian Oceanian Society of Radiology, the Colegio Interamericano de Radiología, the Royal Australian and New Zealand College of Radiologists, the Radiological Society of South Africa, which also represents neighbouring countries, and the European Federation of Radiographer Societies.

All information about the International Day of Radiology, including the booklets, can be found on the official International Day of Radiology website: www.internationaldayofradiology.com.

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