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## **Prof. Iain McCall New President of European Society of Radiology**

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Prof. McCall, a Professor of Radiology at the University of Keele in Staffordshire in the United Kingdom, has played a central role in the society for more than a decade, authoring policy documents and contributing to various programmes and committees. His extensive role in a variety of national and international societies, such as the Royal College of Radiologists and the International Skeletal Society, have allowed him to recognise and address the key management challenges that faces the changing landscape of European radiology.

As Editor-in-Chief of IMAGING Management journal, Prof. McCall has played a leading role in promoting the significance of good management practices in the radiology department to deal with the exponential increase in demand for imaging services and the ever-tightening financial resources. Under his stewardship, the journal has grown to Europe-wide distribution to imaging department managers and Chairpersons, addressing the working challenges they face on a daily basis and sharing knowledge and expertise.

During his Presidency of the ESR, he aims to increase patient awareness of imaging, boost communications on a clinical level and ensure that technology does not remove the physical presence of the radiologist. He also aims to work on the visibility of radiology within the European Commission to increase its political influence.

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