



IS3R 2023

Berlin/Germany

August 24–26, 2023

**IS3R
Update:
Value-
Based
Radiology**

**Strategic Plan
and Prioritized
Tactics**

COMMENTARY

Value-Based Health Care at an Inflection Point: A Global Agenda for the Next Decade

Stefan Larsson, MD, PhD, Jennifer Clawson, MBA, Robert Howard,
DOI: 10.1056/CAT.22.0332



- **Crisis of Value, Crisis of Evidence, Crisis of Purpose**
 - Institutionalize Outcomes Measurement
 - Align Value-Based Payment with Health Outcomes Improvement
 - Invest in 21st Century Digital Health Infrastructure
 - Embrace 'Systems Leadership'

Value-Based Radiology: Strategic Plan

- Developed in 2021 with two virtual retreats
 - Goals, Objectives
 - Prioritized Tactics
- Long-term envisioned future informed process

VBR Retreat Attendees

IS3R Executive Committee	12
Corporate Members	12
Professional Societies	12
Domain Experts	10
Patient Advocates	2
IS3R Staff	2
Total	50

Value-Based Radiology: Strategic Plan

- Goal Areas
 - Metrics
 - Performance Improvement Initiatives
 - Motivations and Behaviors
 - Patients
 - Radiologists and Referring Practitioners
 - Healthcare Stakeholders (Hospitals, Industry)

<https://is3r.org/app/uploads/IS3R-VBR-Strategic-Plan.pdf>

Strategic Plan Methods

- 5 goals, 3 objectives/goal, 3 tactics/objective
- 45 tactics prioritized based on:
 - **Attractiveness**/alignment with strategic vision
 - **Likelihood** of academia and industry partnerships to achieve the tactic
 - **Uniqueness** of the tactic relative to other competing tactics/programs in the medical marketplace

Proposed Tactics – Highest Priority

Appropriate Use Criteria:

- Expand impact of appropriate use criteria and decision support by seeking greater input from non-radiology specialty societies.

Quality Safety:

- Prevent/reduce duplicate follow-up exams by ensuring secure access to patient imaging and reports within a centre and region / country.

Economics:

- Industry partners expand understanding of imaging equipment purchases with key performance indicators that measure patient outcomes

Proposed Tactics – Highest Priority

Communication:

- Research/training in direct patient communication, and establish database of good radiologist communicators to be made available to mass media
- Develop tool/app to provide patients with disease/imaging specific information, patient-friendly decision support, and report in lay language

Collaboration:

- Radiologists and referrers work in multidisciplinary teams to better understand each other's needs and respond to critical gaps in patient care

VBR Strategic Plan - Implementation

VBR Steering Committee:

- IS3R extraordinary member and continental/international societies were solicited for their interest and participation:

ACR

Jackie Bello

David Larson

AOSR

Evelyn Ho

Nori Tomiyama

ESR

Adrian Brady

Andrea Rockall

RSNA

Rich Heller

Jeff Klein

IS3R

Jim Brink

Geraldine McGinty

IS3R Director, Science & Communication

Herb Kressel

IS3R VBR Steering Committee

- **Inaugural meeting:** August 4, 2023
 - Which professional society programs are most synergistic with our prioritized tactics?
 - How can we better coordinate our collective efforts to advance value-based imaging?
 - How might we better engage our industry partners in these initiatives?

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Tactic 3:

Industry partners expand understanding of imaging equipment purchases with key performance indicators that measure patient outcomes

Proposal

- IS3R VBR Industry Council
 - To liaise with VBR Steering Committee
 - Focused on defining and documenting the value of imaging
 - Legacy techniques
 - New technologies
 - Multiple layers
 - Imaging information
 - Imaging examinations
 - Imaging transactions