

London, England, 25 January 2011

BJR News

Today a new, and very innovative way, for the radiological and wider health community to stay in touch arrives with the launch of the *BJR News*. This new magazine from the influential stable of The British Institute of Radiology provides information in bite-sized chunks for busy professionals who want to keep up to date but do not always have time to read complete articles from academic journals. *BJR News* also offers industry news and information on upcoming courses, views and events and aims to become the first choice information source for professionals across the radiological community. The first issue features articles on the possibility of exposing patients to higher but less-frequent doses of radiotherapy and the implications of the current worrying growth in obesity rates in the UK for the health services.

The stylish magazine format of the launch issue sets the tone for future issues and features a highlight article in the *Idea Watch* section on "Fractionation in radiotherapy" by Alastair Munro of the University of Dundee. He asks whether we are brave enough to embrace this opportunity to innovate, save money and improve the patient experience by increasing radiotherapy doses and thereby reducing the number of times patients will be required to undergo treatment. Read his views and comments on this controversial and radical position and get involved in the debate. (<http://viewer.zmags.com/publication/e9f8f9b9#/e9f8f9b9/16>)

The current obsession with gastric-band surgery, made popular by celebrities like Sharon Osborne revealing newly slimmed-down bodies on television and in magazine articles, has major health care implications. How do we provide a proper scanning service to this growing group of patients? With the growth of obesity estimated to be 12 million adults in 2010, this will become of increasing concern and put pressure on the already stretched and pressured NHS. Read the article by researchers at the Department of Imaging at the Imperial College Healthcare NHS Trust in the *Review Article* section on how they are dealing with this growing challenge. (<http://viewer.zmags.com/publication/e9f8f9b9#/e9f8f9b9/26>)

The *BJR News* supplements the BIR's flagship academic Journal, *The British Journal of Radiology*, now primarily in electronic-only format and still the UK's top radiology Journal with the highest impact factor. *BJR News* will bring out six editions in 2011 and go to monthly publication in 2012. An online version is available free of charge on the website of the BIR and printed copies are available on request.

Notes to Editors:

About The British Institute of Radiology (BIR)

The British Institute of Radiology (BIR) is an independent member-based charity bringing together all the professions in radiology and allied medical and scientific disciplines to share knowledge and educate the public, thereby improving prevention and detection of disease and management and treatment of patients. The BIR is the oldest radiological society in the world. The origins of the BIR can be traced back to a first meeting held in 1897 to form "The X-ray Society". The BIR runs educational meetings for members and the wider radiology community and publishes the respected *BJR*.

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About The British Journal of Radiology:

The *British Journal of Radiology (BJR)* is the official peer-reviewed monthly research journal of The British Institute of Radiology. The peer-review system ensures that only work of the highest academic standing is accepted for publication. It is a multidisciplinary journal covering all clinical and technical aspects of diagnostic imaging, radiotherapy and oncology, medical physics and radiobiology. *BJR* is essential reading for radiologists, medical physicists, radiotherapists, radiographers and radiobiologists. The journal publishes original Research Papers from leading centres internationally. It also contains Editorials, Commentaries, Review Articles, Case Reports, Short Communications, Pictorial Reviews, Letters to the Editor, Book Reviews, and a Case of the Month feature.

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About the BJR News:

BJR News is the bi-monthly news magazine from the British Institute of Radiology (BIR). It is available to its members and the entire radiological community. It contains a lively and insightful mix of news and opinions from leaders in the field, who address key concerns and developments across the radiological disciplines

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For more information please contact:

Tina Giddings
Marketing and Fundraising Coordinator
The British Institute of Radiology,
36 Portland Place, London, W1B 1AT.

020 7307 1400

Tina.giddings@bir.org.uk
www.bir.org.uk