

# ANNUAL REVIEW 2015–2016

Bringing together the radiological community

# OUR CORPORATE MEMBERS

**AGFA**   
HealthCare

  
Alliance  
Medical



**Carestream**

 **Cobalt**  
Diagnostic Imaging for Life  
Registered Charity No. 1080790

healthcare  
**dmc**  
Diagnostic Imaging

 **ELEKTA**

 **esaote**

**FUJIFILM**

 **GE Healthcare**

**Guerbet**   
Contrast for Life

  
**iei**  
imagingequipmentltd

  
**INHEALTH**

**INHEALTH** RADIOGRAPHER REPORTING

 **JUSHA**

 **Mallinckrodt**  
Pharmaceuticals

  
**MedaPhor**

**MEDICA**  
GROUP

  
**MidlandLead**  
Healthcare

**PHILIPS**

 **Piramal** | Life Sciences  
knowledge action care

 **RaySafe™**

**SECTRA**

**SIEMENS**  
Healthineers 

**TOSHIBA**

**VARIAN**  
medical systems

  
**WARDRAY**  
**PREMISE**

The British Institute of Radiology (BIR) is a multidisciplinary membership organisation for everyone with a professional interest in radiology, radiation oncology and the underlying sciences. We have over 2,500 individual and over two dozen company members.

We provide opportunities to learn, exchange ideas and gain new perspectives on technologies and treatments for the benefit of the patient. We do this through delivering education, both in person and online, publishing a range of journals and books, and via our special interest groups and regional networks, which share best practice and offer opportunities to connect with like-minded members.

With origins dating back to 1897, the BIR is the world's oldest radiological society. We are a registered charity and are governed by and for our members.

## WE WANT A WORLD IN WHICH THE POTENTIAL OF IMAGING SCIENCE AND RADIATION TECHNOLOGY TO PREVENT, DETECT AND COMBAT DISEASE IS FULLY REALISED.

Patron  
President  
Trustees  
Chief Executive  
Members of the management team

Her Majesty the Queen  
David Wilson MBBS BSc MFSEM FRCP FRCR  
As listed on back inside cover  
Jacqueline Fowler  
As listed on back inside cover

Auditors  
Bankers  
Investment managers  
Solicitors

Sayer Vincent, Invicta House, 108–114 Golden Lane, London EC1Y 0TL  
Barclays Bank plc, 1 Churchill Place, London E14 5HP  
Smith & Williamson, 25 Moorgate, London EC2R 6AY  
Blake Morgan, Seacourt Tower, West Way, Oxford OX2 0FB

Registered office  
Telephone  
E-mail  
Website

48–50 St John Street, London EC1M 4DG  
020 3668 2220  
admin@bir.org.uk  
www.bir.org.uk

Registered charity number:

215869

BJRcase reports

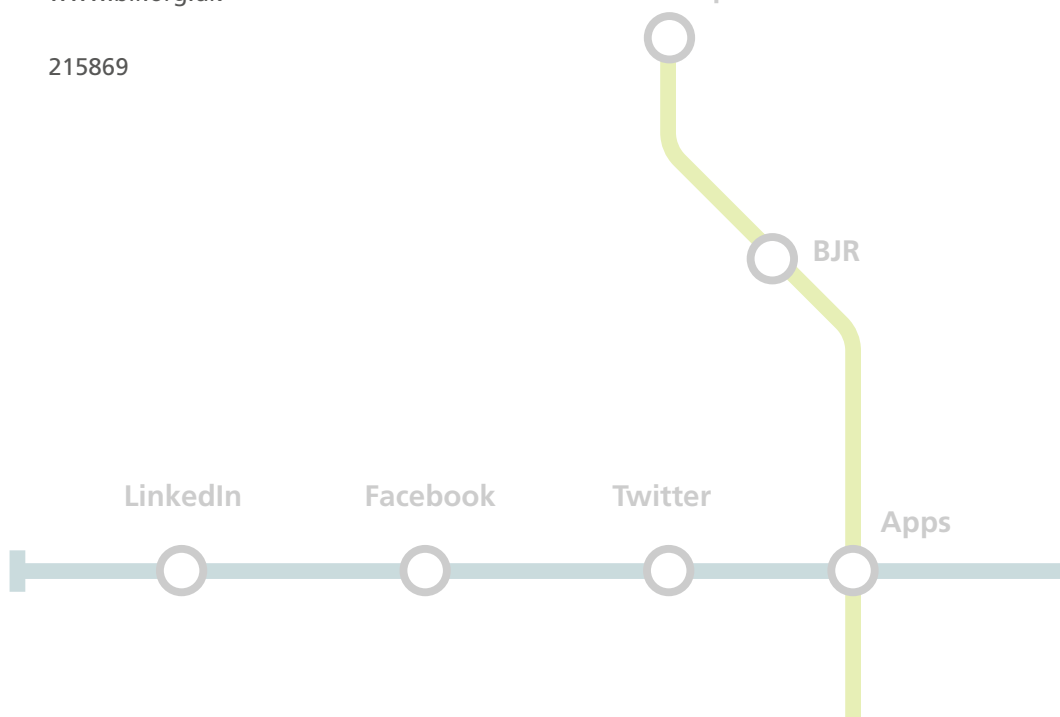
BJR

LinkedIn

Facebook

Twitter

Apps



# INTRODUCTION *by Chief Executive*

Improving knowledge, advancing careers



end of a five-year period of growth. This investment will allow us to support the training and continuing professional development of our members and place the Institute of the future in a healthy and sustainable position.

Members and their professional needs remain at the heart of everything we do. One major success has been the positive reception to our generous membership benefits package, which has helped to increase membership numbers across the key professional groups and, in particular, has led to a 147% rise in radiographer members in the last year. Key to this growth has been the enrolment of large groups of radiographers from our corporate members, InHealth and Cobalt, and we are delighted to welcome them to the advantages of membership.

So wherever you're located, whatever your specialty and whatever stage of your career you're at, I hope that as members you're beginning to experience tangible added value from the investment that we are making, and I look forward to receiving feedback from you about the new benefits on offer.

**Jacqueline Fowler, Chief Executive**

Welcome to the 2015–2016 annual review of the British Institute of Radiology (BIR), which records our key results for the year.

The year marked the second of a multi-year plan to invest in new and existing income streams and develop new benefits for our members. This strategy allows for a planned net deficit before achieving a break even position towards the

THE INSTITUTE'S STRATEGIC AIMS	
THE FIVE KEY AIMS OF THE ORGANISATION	KEY ACHIEVEMENTS IN 2015–2016
To support multidisciplinary team collaboration by promoting membership to all those with a professional interest in radiology, radiation oncology and the underlying sciences and, in particular, to develop a strategy around young members that will build the Institute of the future.	<ul style="list-style-type: none"> <li>Individual membership increased by 24% to 2,501, with radiographer members up 147%. Corporate members increased to 26.</li> <li>New membership benefits introduced, including a reciprocal membership arrangement with the American Roentgen Ray Society.</li> <li>New customer relationship management system launched with interactive member portal.</li> </ul>
To deliver an accredited educational programme to meet the training and continuing professional development requirements of our members in a modern and accessible format.	<ul style="list-style-type: none"> <li>37 scientific meetings and educational courses (an increase of 42%) were held across the country with average attendance of 62 delegates.</li> <li>First 'bite-size' evening events held.</li> <li>Growth in attendance of our free-to-access monthly webinars and delivery of our first multi-presenter webinar.</li> <li>Events app launched at our Annual Congress.</li> <li>Course approval scheme launched.</li> </ul>
To consolidate the Institute's position as a leading publishing house for radiology in the UK by developing our portfolio of publications.	<ul style="list-style-type: none"> <li><i>BJR</i> impact factor increased by 32% to 2.026.</li> <li>Number of <i>BJR</i> articles published increased by 29% to 302.</li> <li>First issue of <i>BJR</i> case reports, the BIR's first new journal in 25 years, published.</li> <li>Launch of an innovative online proof-correction tool for <i>BJR</i> case reports authors.</li> <li>First ebook, <i>Radiobiological Modelling in Radiation Oncology</i>, made available for sale as whole book or by chapter.</li> </ul>
To build external relations by developing our profile and influence through products and events and by collaborating with other organisations	<ul style="list-style-type: none"> <li>Patients and Public section of website populated with historic material.</li> <li>New Clinical Intelligence and Informatics special interest group established.</li> </ul>
To develop the Institute's structure and function to enable us to achieve our goals and, in particular, to develop a strong regional presence through the BIR branch network.	<ul style="list-style-type: none"> <li>46% of our scientific meetings and educational courses took place outside London, including our first event in Northern Ireland.</li> <li>Successfully launched a new south-west regional branch.</li> </ul>

# PRESIDENT'S REPORT



Dr David Wilson, President

This is my second and final annual report as President of the BIR. And I'm very pleased to report that it's been another busy year of innovation particularly in the education arena.

Six years ago we asked our members what they most wanted the Institute to provide them with. The overwhelming response was 'education, education, education'. And, in addition, they wanted it delivered in formats that make it easily accessible by being available close to home or online, requiring less time away from the workplace and at very affordable prices. Our strategy since then has been to do just that and I'm delighted that this annual report sets out the progress we have made to date in achieving these objectives for our members. A few recent innovations are:

**Delivering locally** During the year we ran our first event in Northern Ireland. *Stereotactic Ablative Radiotherapy* took place in Belfast and was hugely oversubscribed (see page 7 for more details). We have also expanded our regional offer by establishing a new branch in the south-west of England that ran its first event in April 2016. Our push to run more events close to where members live and work resulted in running 46% of our face-to-face events programme outside London.

**Blended learning** We are complementing our full-day educational events with bite-size evening events and online learning. We have filmed lectures and developed postcasts that are currently free to download. In addition, our established webinar series is now available for hospital trusts and private sector organisations to stream live to their employees. And for those unable to log in for the live

event, it is available on demand at a time to suit you. While most webinars are less than an hour long, in June 2016 we ran our first full-day virtual event, aptly entitled *Virtual Environment in Radiotherapy*.

**Free education** We recently led the development of an online learning programme in collaboration with the British Cardiovascular Society with representation from the Royal College of Physicians' Cardiology Specialist Advisory Committee. Radiation Protection for Cardiology comprises six 30-minute sessions and meets the mandatory requirement for all trainee cardiologists to complete a course in Ionising Radiation [Medical Exposure] Regulations (IR[ME]R), as identified in the Training Curriculum in Cardiology. Since May 2016 it has been freely available to all NHS employees via the e-Learning for Healthcare website.

**MyBIR** In February we launched a new online member portal, which is providing improved access to member-only resources. It facilitates easier registration for educational events and seamless transition to our publications website as well as providing a place for you to store continuing professional development certificates and other evidence of lifelong learning.

All the above would not be possible without the dedication of two groups of people. Firstly, our trustees and other members—regional branch committees, SIG management groups, journal editors and reviewers, course leaders and lecturers to name but a few—who donate their time to participate in the life of the BIR. I am indebted to them for the contribution of energy and ideas that they bring to the organisation. And, secondly, I would like to thank the talented and committed team of staff who are implementing our strategies with such enthusiasm. It is a pleasure to witness the momentum they have all created to develop a modern, relevant and dynamic membership organisation.

I hope that members are being able to take advantage of the new benefits on offer and I would welcome your views on how we can best enhance and augment them.

*Dr David Wilson, President*

Member  
Benefits

Special Interest  
Groups

# MEMBERSHIP

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Advancing skills and knowledge in radiology, radiation oncology and the allied sciences

The BIR is a truly multidisciplinary organisation with membership open to anyone with a professional interest in the subject of radiology, radiation oncology and the underlying sciences. That means that all members of the team can join no matter what discipline, from student up to consultant level.

Two years ago we launched a completely revised and enhanced membership benefits package, devised using the feedback from membership surveys. The new benefits concentrate on the elements that members have told us would enhance their professional lives, and we have continued to add new benefits as they become available.

New discounted rates are now on offer to groups of five or more members of staff from NHS and private hospitals, and company members. A number of NHS hospitals, university departments and private clinics have enrolled groups, and we have welcomed large numbers of radiographers from InHealth and Cobalt.

There are many reasons to join the BIR and there is a wide range of benefits for individuals who choose to join. The full package currently comprises:

## EDUCATION AND ONLINE RESOURCES

- Substantial discounts on approved and CPD-accredited BIR educational events across the UK.
- Free monthly webinars with reflective-learning opportunities.
- Free access to a range of on-demand podcasts and filmed lectures.
- Free access to *Primal Pictures* multimedia 3D anatomy software, an invaluable downloadable teaching and learning resource.
- Assistance with research via the BIR's Information Services Helpline (by telephone and e-mail).
- Links to the latest medical and radiology news resources.
- Research resources.
- Guidance information.
- Study skills kits for students.
- A personal online resource, MyBIR, to store your CPD portfolio and certificates. **NEW**

## PUBLICATIONS

- Free online access to *BJR*, the BIR's flagship multidisciplinary journal.
- Free online access to the entire back catalogue of *BJR* and its predecessor journals, beginning with the *Archives of Clinical Skiagraphy* in 1896.
- Free online access to *Imaging*, an archive of articles up to 2014 from the educational review journal on diagnostic imaging.
- 50% discount on author processing charges to publish in the open access journal, *BJR* *case reports*. **NEW**
- Free online and hard copy subscription to *Health Management* journal and online access to its libraries of journals.
- Free access to medical databases such as MEDLINE and CINAHL Plus to access selected full-text articles in relevant online journals.
- Access to over 60 radiology, diagnostic imaging, medical physics, radiotherapy (**NEW**), nuclear medicine and oncology online journals.
- 25% discount on BIR books.
- 15% discount arrangements on Wisepress publications.

## NETWORKING, CAREER PROGRESSION AND OTHER BENEFITS

- Opportunities to join a range of online multidisciplinary special interest groups (SIGs) to support the sharing of knowledge and to influence the development of good practice.
- Opportunities to join a SIG management committee to support the development of education, events and guidance documents.
- Free optional membership of the International Radiation Protection Association.
- Special discount on membership of the Royal Society of Medicine.
- Special discount on membership of the American Roentgen Ray Society. **NEW**
- Opportunities to apply for a range of bursaries and awards via the BIR's annual prizes and awards programme, much of it sponsored by industry.



- A home insurance scheme via a special arrangement with Lloyd & Whyte.
- Job vacancies online via the BIR's online Jobs Board.
- Receipt of a monthly e-newsletter that rounds up essential BIR news.

## COMING IN 2016–2017

- Online Radiation Protection for Cardiology course in collaboration with e-Learning for Healthcare.
- CPD via multiple choice questions in BJR.
- Book and supporting materials on personal protective equipment.
- Special discount on membership of the Institute of Physics.

## MYBIR -

### MAKING LIFE EASIER FOR MEMBERS

All our BIR members can now log in to MyBIR, an area where you can keep your personal and professional information up-to-date. MyBIR allows you to update mailing preferences, which means we can send event and membership information that is most helpful to your area of work. You will also have a record of your purchases and can track the status of your subscriptions as well as print off receipts and event attendance certificates.

MyBIR also gives you access to BJR and other published resources, online videos of our events, Primal Pictures by Anatomy TV and a range of other benefits exclusive to BIR members.

Ebenezer John, a triage radiographer employed by InHealth, has participated in several webinars and says,

*"Honestly speaking, I think it's simply a great way for me and my team to update CPD and get in-depth and up-to-date knowledge from the international subject matter experts. Personally I like the fact that it's an interactive platform; this keeps the session interesting and allows live feedback and clarification of any point there and then. The 'on demand' facility lets you watch anything you have missed and you can get the CPD point for it at a later stage too. Simply the best thing ever. My sincere thanks to BIR and InHealth for facilitating this for all clinical staff at InHealth".*

## Jobs Board



Dr Jonathan S Lewin, MD, President of ARRS, and Dr David Wilson, BIR President, shake hands over the memorandum of understanding.

## MEMBERSHIP OF THE AMERICAN ROENTGEN RAY SOCIETY (ARRS)

At RSNA 2015, the BIR became a member of the American Roentgen Ray Society (ARRS) Global Partner Society Program, an initiative which brings together societies in the medical imaging community from across the world. We signed a memorandum of understanding, which identifies ways in which our two organisations can support each other to promote our services and offer new educational and career-enhancing opportunities to our respective members. As part of the arrangement, BIR members benefit from free access to an article each month from the *American Journal of Roentgenology* plus complimentary membership of the ARRS for all trainees and discounted membership rates for full members.

## Bursaries

## Awards

# SPECIAL INTEREST GROUPS AND REGIONAL BRANCHES

## Designed and delivered by members

The Institute's membership is drawn from all over the UK and across the world. Our special interest groups (SIGs) and our regional branches are designed to provide support and networking opportunities to members, wherever they are located.

Our SIGs allow members to participate online in educational activities, development of best practice and responses to consultation documents. The SIGs form the backbone of the BIR. Members who would like to be more actively involved have the opportunity to join the management groups (one per SIG) and contribute to

educational developments, reports and publications, and influence national and international policy via regulatory and research documents. During the year our Clinical Imaging and Radiation Protection SIGs collaborated to represent us on the Image Gently Alliance for Radiation Safety in Paediatric Imaging and attended a workshop on European Diagnostic Reference Levels for Paediatric Imaging, our Magnetic Resonance SIG represented us on the MR Safety Working Party, and the Oncology and Radiotherapy SIG issued a statement calling for an increase in radiotherapy funding. In November 2015, we established a new SIG, Clinical Intelligence and Informatics.

We currently have SIGs in the following subject areas:

SIG	CHAired BY
Clinical Imaging	Dr Sri Redla, consultant radiologist and Clinical Director, Princess Alexandra Hospital, Harlow
Clinical Intelligence and Informatics	Dr Andrew Reilly, consultant clinical scientist at the Western Health and Social Care Trust, Londonderry
Magnetic Resonance	Dr Shonit Punwani, consultant radiologist, University College London
Nuclear Medicine and Molecular Imaging	Dr Shaunak Navalkisoor, consultant in nuclear medicine at the Royal Free Hospital. He replaced Dr Gopinath Gnanasegaran in 2015
Oncology and Radiotherapy	Ms Nicola Blackler, Head of Treatment and Planning at Derriford Hospital in Plymouth. She replaced Dr Alexandra Stewart in 2016
Radiation Protection	Mr Peter Hiles, Head of Radiation Physics in North Wales
Young Professionals and Trainees (YPAT)	Dr Nassim Parvizi, academic clinical fellow and specialist registrar in clinical radiology at the Oxford University Hospitals NHS Trust. She replaced Mrs Elizabeth Benson in 2016

*"One of the best things about the BIR is the satisfaction of coming up with an idea for a course and then seeing it come to fruition."*

Elizabeth Benson, former chair of YPAT





*I am a medical physicist, heading up the Radiation Physics Section of the North Wales Medical Physics Department. I try and fulfil the roles of Radiation Protection Adviser (RPA) and Medical Physics Expert (MPE), primarily in the area of diagnostic radiology.*

*I was attracted to the BIR due to its inclusive nature, encouraging involvement from a wide range of professions in the medical field, governing authorities and industry. I had been a member of the BIR for over ten years when I was 'encouraged' to become more actively involved and join a SIG. This proved to be a defining moment, where some of my ideals of cross-working with medical professions and influencing national guidance have*

*become a reality. Some examples would be the close working with cardiologists to produce an e-learning package in radiation protection; talking to a number of professionals to produce guidance on X-ray personal protective equipment (PPE); organising IR[ME]R update meetings and representing the BIR on various government consultation groups.*

*It has been a pleasure to work with a range of interesting folk from across the country and take part in the management group of the Radiation Protection SIG at such a momentous time, as we prepare for the new ionising radiation legislation. Why not join us?*

**Peter Hiles, Chair of the Radiation Protection SIG**

We also have a growing network of regional branches that operate across the UK that support members to network with peers in the world of medical imaging and help to share local innovation and good practice. This year we launched a new South West branch that joined our established branches in the East of England, Midlands, North of England, Scotland, Wales and Wessex. And plans are in place to launch a new London branch in 2017.

The regional branch committees bring together BIR members from across the region to contribute to the development and delivery of local scientific meetings, which are managed by and for members. Regional events are open to members and non-members and, in a sector where time is at a premium, provide great opportunities to gain CPD and network with colleagues locally. In the past year, 46% of our events took place outside London, including our first event in Northern Ireland.

## FIRST EVENT IN NORTHERN IRELAND HAS INTERNATIONAL FLAVOUR

Not only was it our first time in Belfast, but our *Stereotactic Ablative Radiotherapy (SABR)* event was the first time the BIR and the UK SABR Consortium had joined forces to deliver an event devoted entirely to SABR. Held over two days at Riddell Hall in Belfast there were over 150 delegates from across the UK and 11 companies and organisations from the radiotherapy and oncology industry.

International speakers included Professor Suresh Senan (VU University Medical Center, Amsterdam), Professor Robert Timmerman (University of Texas Southwestern Medical Center) and Dr Patrick Cheung (Sunnybrook Odette Cancer Centre, University of Toronto), all of whom received excellent feedback.

The educational content organised by Dr Gerry Hanna, a consultant oncologist at Queen's University Belfast, was highly praised by delegates. One delegate commented,

*"Very informative event with a good variety of speakers covering a wide selection of topics which has greatly enhanced my knowledge".*

Other aspects of the event included a poster exhibition and a formal dinner, providing delegates, speakers and exhibitors with the opportunity to network in a relaxed environment.



Professor Robert Timmerman, University of Texas Southwestern Medical Center

# EDUCATION



Information Services  
Helpline

## Working and learning together

The BIR's educational objective is to deliver educational activities that are more easily accessible, by being delivered locally or made available online. This blended learning approach has seen the development and delivery of a range of educational options from which members can select those most appropriate to them.

Our scientific meetings have been specially designed by experts to provide training in hot topics for a range of professionals, and are delivered both in London and, increasingly, across the UK. In 2015–2016 we ran 37 courses averaging 62 delegates across the UK. Among the highlights and 'firsts' recorded throughout the year were:

**Bite-size evening events** Responding to our members' request to deliver education outside normal working hours, we launched a series of evening 'bite-size' events with *An Evening with Professor Laszlo Tabar: A New Era in the Diagnosis and Treatment of Breast Cancer*. This new format—a couple of hours of lectures followed by a networking reception with drinks and canapés—proved very popular and was repeated later in the year with *The Curious World of Radiology* with such diverse speakers as Hugh Turvey (the BIR's Artist-in-Residence), John Taylor (Curator, Department of Ancient Egypt and Sudan, British Museum) and Pek van Andel (Experimental Researcher, University of Groningen).

### **'Hands on' workshops in collaboration with DMC Imaging**

To provide more interactive courses, we partnered with corporate member DMC Imaging to launch a series of workstation-based workshops, which offer a restricted number of participants the opportunity to review a wide selection of cases and learn with experts in the field. The series launched in September 2015 with a course on diffuse lung diseases, followed in February by one on hepatobiliary imaging. Both courses sold out very quickly and more are planned for 2016–2017 and beyond.

**Annual Congress** The 2015 Annual Congress was held for the second consecutive year at the Royal College of General Practitioners and attracted 200 delegates, who were given the choice of two parallel streams. Exhibition space sold out, 91 poster abstracts were accepted and the event launched the BIR's first events app, which was downloaded by almost all the delegates. The app allowed them to view 'my agenda' and the delegate list, ask the speakers questions, download e-posters and use social media. It also allowed the organising team to use push notifications to update delegates on what was happening and send out specific reminders.

**Webinars** There has been an overwhelmingly positive response to our monthly webinar series. These offer participants the flexibility to undertake CPD-accredited education without the need to travel and the choice of watching the event live or on demand afterwards, wherever they are located. A number were streamed live in NHS Trusts. Those watching live are able to ask the speaker(s) questions, participate in polls and interact with each other via the chat room. Our 2015–2016 series included several international speakers and our first multi-presenter webinar, *Proton and Particle Radiotherapy*, delivered by Dr Adrian Crellin, Hazel Pennington and former BIR President, Professor Stuart Green.

*"I like the fact that I can be relaxed watching it in my office, with a high level of teaching at a convenient time, so making it easy to do CPD."*

*Webinar participant*

*"I found all speakers professional, well informed, inspirational and a joy to listen to. They covered highly relevant topics with a knowledge of current challenges not only to consultants but to juniors like us which was very uplifting. The venue was very impressive and comfortable and everything felt incredibly professionally organised but with an approachable and friendly atmosphere."*

*Lecture-based event participant.*



*I am a third year radiology registrar at St George's Hospital. I first heard about the BIR when I attended the **Top Topics for Interview** day, hosted by the Young Professionals and Trainee (YPAT) SIG. Following the meeting I joined the BIR and registered my interest in the YPAT.*

*I was fortunate to have been invited onto the management committee and have been an active SIG member including being elected as co vice-chair of the YPAT. I am also a member of the Education and External Affairs committees.*

*As a multidisciplinary organisation, the BIR allows you to meet and collaborate with a diverse range of professionals which I have particularly enjoyed. As a member of the YPAT management group I have found the management*

*experience rewarding, particularly being able to shape and influence BIR direction and activities.*

*The organisation welcomes and fosters interest from its members and I have been encouraged to develop educational projects with the support of the education team and education committee. These include developing a number of educational videos which will be a valuable resource for members and complement the existing BIR educational portfolio. For this project I was awarded the prestigious Philips Trainee Award for Excellence 2016.*

*I would encourage members to get involved in the organisation and have thoroughly enjoyed my time at the BIR.*

**Dr Joshua Shur, radiology registrar, St George's Hospital, London**



Our new events app on a mobile device



Annual Congress networking



Dr Owen Arthurs delivering a webinar



Lazslo Tabor speaking at our first London bite-size event



First multi-presenter webinar in July 2015



E-posters at the Annual Congress



The BIR DMC Imaging "Hands On" series.

*"I like the fact it starts a discussion amongst various people from around the world and really liked the interactive side to it, distance learning with the feeling of live participation."*

Webinar participant

# 2015-2016 STATISTICS

## MEMBERSHIP

**2501**  
MEMBERS



## EDUCATION

**37**

**+42%**



FACE-TO-FACE  
EVENTS



**31**   
ORGANISATIONS  
LIVE-STEAMED OUR WEBINARS

**735**

LIVE WEBINAR  
PARTICIPANTS

**+141%**



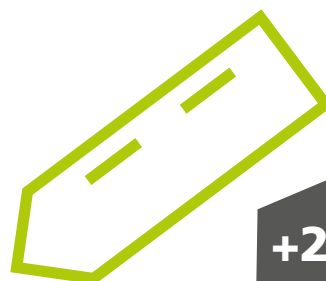
 **4,300**  
WEBINAR  
ON-DEMAND  
VIEWINGS

## PUBLISHING

2.026

BJR IMPACT FACTOR

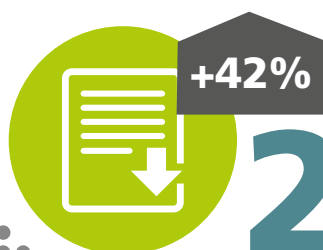
+32%



+29%

302

PUBLISHED  
BJR ARTICLES



+42%

266,721

BJR ARTICLE DOWNLOADS

## EVENTS



LONDON	17
MIDLANDS	4
NORTH	4
EAST	2
WESSEX	2
SCOTLAND	2
WALES	2
N IRELAND	1





## Keeping up with cutting-edge research

The BIR is an independent publisher of *BJR*, *BJR* case reports and *DentoMaxilloFacial Radiology*, the last of these on behalf of the International Association of DentoMaxilloFacial Radiology. We also publish a number of book titles.

*BJR*, the BIR's flagship journal, grew in size by 29% during the year to keep pace with the quality of submissions, and its impact factor increased by 32% to 2.026. We also published three special features: *Advances in Radiotherapy*, *Nanoparticles for Diagnostic Imaging*, and *Radiotherapy and Interventional MSK Procedures*.

Our first new journal in 25 years, *BJR* case reports, an international case report journal of radiology, radiation oncology and all related sciences, was launched in 2015. The journal uses a continuous publication model and is published online only on the BIR Publications website, [www.birpublications.org/bjrcr](http://www.birpublications.org/bjrcr). We are committed to the dissemination and re-use of research outputs, and as part of the BIROpen initiative, the articles are open access, allowing unrestricted access as well as commercial or non-commercial re-use of content, with proper attribution. As an introductory offer, we waived all author processing charges (APCs) for articles submitted in 2015 and were delighted to receive in excess of 450 articles during the year. APCs were introduced for all accepted articles submitted from 1 January 2016; BIR members get a 50% discount on the standard APC fee.

We created our first e-book for sale. *Radiobiological Modelling in Radiation Oncology*, edited by Professors Bleddyn Jones and Roger Dale, is available to purchase either as the whole book or by individual chapter.

**Finally, to streamline our production processes and improve access to our journals, we did the following during the year:**

- We visited the copyeditors and typesetters of our journals in India and worked with one of them, Exeter Premedia, to develop an online proof-correction tool that allows authors to apply their own corrections directly to the text rather than send us a list of points on a marked-up PDF.
- A mobile version of the publishing platform went live in November 2015 and is now delivering an enhanced experience for users who wish to access journal content on a mobile device.



*I am a professor of radiation biology and Deputy Director at the Centre for Cancer Research and Cell Biology (CCRCB), Queen's University Belfast, and have recently been appointed as the Editor-in-Chief (Scientific) of BJR. I had been an Associate Editor*

*since 2004 and Senior Editor (Radiobiology) since 2010. My research interests in radiation biology are focused on developing biological models for delivering advanced radiotherapies and understanding radiation risk.*

*My interactions with the BIR go back a long way as, after joining the Gray Laboratory (then headed by former BIR President, Professor Jack Fowler) in my first post-doctoral position work, I attended a joint one-day meeting between*

*the BIR and the Association for Radiation Research. I delivered a short talk and vividly remember it as the meeting started with a video address (unusual then) from the then BIR President, Professor Roger Berry. Since then I have contributed to the BIR by working on the Radiation Protection and Radiation and Cancer Biology committees.*

*In 2015 it was a great privilege to talk at two of the BIR's educational meetings, Functional Imaging in Radiotherapy and Stereotactic Ablative Radiotherapy, both exciting and fast-moving areas.*

*I am looking forward to working with the BIR's members and its excellent publishing team to continue the development of BJR.*

*Professor Kevin Prise, BJR Editor-in-Chief (Scientific)*



# UKRC AND UKRO



An interested delegate visits our exhibition stand at UKRO

*We attend a number of national and international conferences each year to promote the work of the BIR and network with our members. Most notably, we attend and are partners with the Society and College of Radiographers and the Institute of Physics and Engineering in Medicine in the development and delivery of the UK Radiology Oncology Conference (UKRO) and the UK's premier imaging conference and exhibition, the UK Radiology Congress (UKRC). The 2015 events were notable for the following highlights:*

- At UKRC, we held a symposium, *Discover Nuclear Medicine and Hybrid Imaging*, jointly with the British Nuclear Medicine Society, an exhibition-based workshop on asset management, and participated in the schools programme, led by Hugh Turvey, our Artist-in-Residence, and Nick Woznitza, one of the BIR's trustees.
- Professor Sir Muir Gray, recipient of the BIR Toshiba Mayneord Award, delivered the opening plenary lecture at UKRC to an audience of approximately 400 people. Entitled *From Quality to Value – Population and Personalised Imaging*, his lecture centred on how to transform care with the aim of increasing value for individuals and populations.
- The Frank Ellis Lecture, jointly presented by the BIR and the Royal College of Radiologists, was delivered for the final time at UKRO by Professor Jeff Michalski, Professor of Radiation Oncology, Washington University School of Medicine in St Louis. He spoke on how imaging has evolved and affected the delivery of radiotherapy.



Professor Jeff Michalski delivers the Frank Ellis Lecture at UKRO



BIR trustee, Nick Woznitza, demonstrates the process of imaging to the schools session at UKRC

# PARTNERING WITH INDUSTRY

The BIR differs from many of its fellow membership organisations by offering membership to industry on an equal footing with individual members. Our enhanced 'subscriber package' had attracted 26 industry members by the end of the financial year.

The BIR welcomes organisations of all sizes with an interest in radiology, radiation oncology and the underlying sciences to demonstrate their corporate social responsibility by joining the BIR. Membership of the BIR gives companies and not-for-profit organisations direct contact with clinicians, scientists and other professionals in the field, networking and relationship-building opportunities, gateways to influence policy at the highest level and the facility to raise brand awareness through various sponsorship offers. In addition to bespoke options, the range of benefits includes:

## NETWORKING AND INFLUENCING

- Free membership for two company nominees, who receive all the benefits of an individual member.
- Opportunity for company nominees to join online SIGs.
- Opportunity to join the management groups of the SIGs and initiate and develop educational events, publications and position papers, contribute to consultation documents and influence policy.
- Invitation to an annual networking event.

## EDUCATION INVOLVEMENT

- Collaboration in the development of face-to-face events, from concept to delivery.
- Priority opportunities to suggest a topic or speaker for a webinar.
- Priority opportunities to sponsor webinars. **NEW**
- Special rates for exhibiting at BIR events, promotional literature in delegate packs, use of logo in promotional materials and e-bulletins.
- Support for or participation in the BIR's development of a 'portfolio' programme of education.
- Eligibility for 'platinum' level sponsorship.

## ADVERTISING AND PROMOTION

- Logo and company profile included on the BIR's website along with weblink.
- Contact details included in *BJR*.
- Inclusion of logo in the BIR's annual report.
- Logo on the BIR's digital screen, displayed in reception and used at events across the UK.
- Invitation to contribute to the BIR's blog, promoted through social networking channels.
- Opportunity to include company news via the BIR's website and e-newsletter (10,000 recipients). **NEW**
- A minimum 25% off advertising on the BIR's website and digital screen, BIR Publications website (around 450,000 page views per month) and e-newsletter
- Priority sponsorship of BIR books, *Best of BJR* and eTOCs (*BJR*'s table of contents notifications).
- Promotion on the BIR's social networking channels. **NEW**
- A framed membership certificate for display in public areas.
- A corporate subscriber logo for use on letterheads, promotional materials and websites.

## EXAMPLES OF BESPOKE OPPORTUNITIES

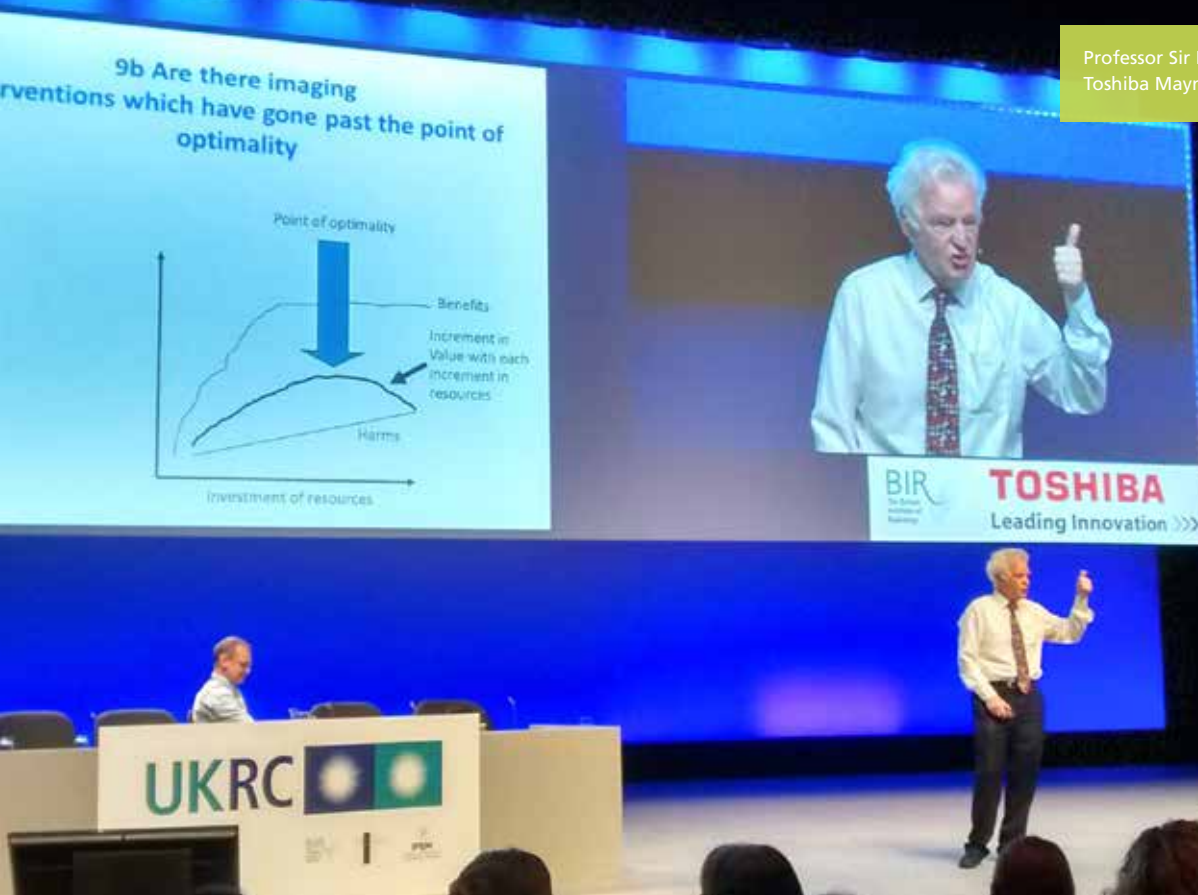
- Sponsor an eponymous award or travel bursary.
- Special member rate to purchase *BJR* from the beginning, the digital archive of *BJR* dating back to 1896.
- For companies with their own education programme, special member rates to put programmes through the BIR's course approval process and gain a 'BIR Approved' logo.
- Discounted group rate to enrol staff as individual members of the BIR with all the benefits that membership confers.

Events



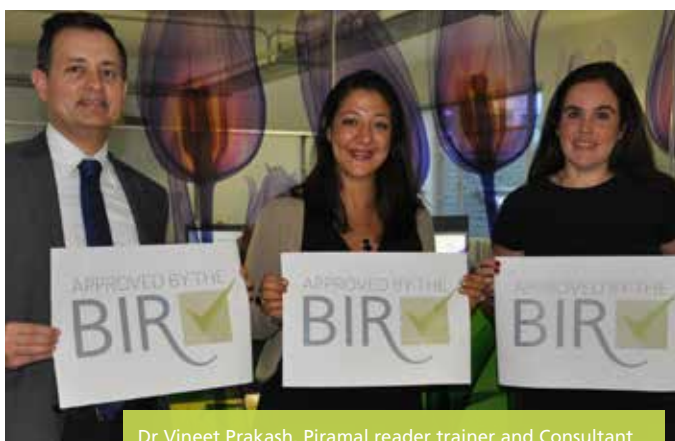
Peter Sharpe, Chief Executive of Cobalt, with Jennifer Edie, the BIR's joint Head of Education.





Toshiba Medical Systems fully relate to and agree with the vision of the BIR, as mentioned in the BIR vision statement, "A world in which the potential of imaging science and radiation technology to prevent, detect and combat disease is fully realised". That is why we feel our values are aligned and in that context working together in the field of education, and engaging with the community, and young people at the start of their career, is vitally important. We are proud members of the BIR and furthermore, delighted to work with them towards common goals. The future holds many exciting possibilities, and none more so than in the field of education and informatics, bringing people and solutions together. Working with the BIR as a key strategic partner is crucial to Toshiba Medical Systems delivering enhanced capability in the field of radiology.

**Mark Hitchman, Managing Director, Toshiba Medical Systems Ltd**



Dr Vineet Prakash, Piramal reader trainer and Consultant in Radiology and Nuclear Medicine, Royal Surrey County Hospital, Dr Sarah Adibi, the BIR's joint Head of Education, and Michelle Van der Walt, Market Development Manager NW Europe, Piramal Imaging Ltd.

We are pleased to have developed and launched a course approval scheme, which sets out a process and a strict set of standards for approving the quality of educational activities for both the BIR's own courses and, from 2016, for courses run by other providers. The standards criteria relate to content, learning outcomes, teaching methods, and experience and skills of the presenters. The process ensures that there are procedures in place to seek feedback on quality and educational value. The first corporate member to take advantage of this was Piramal, which gained approval for its PET reader training course to help detect beta-amyloid plaques in patients with cognitive impairment.

Blended  
Learning

Webinars

# PRIZES AND AWARDS

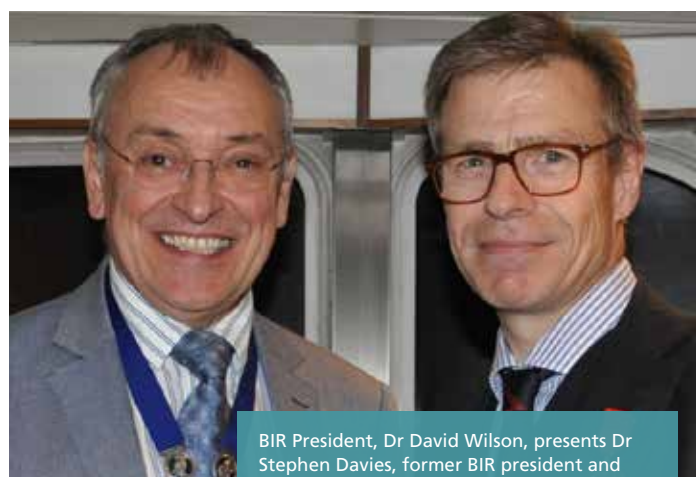
The Institute offers a number of prizes and awards each year. The 2015 recipients were:

LECTURE	DESCRIPTION	RECIPIENT
Sir Godfrey Hounsfield Memorial Lecture	Established in memory of Sir Godfrey Hounsfield and his pioneering work in computed tomography. The lecture is normally given at the BIR's annual congress and attracts a stipend of £1,000.	Professor Habib Zaidi
Mayneord Memorial Lecture (sponsored by Toshiba)	Founded in memory of Professor W V Mayneord CBE FRS, past president and honorary member of the BIR. The lecture is given at UKRC and is awarded a stipend of £1,000.	Professor Sir Muir Gray
Frank Ellis Award	Following a legacy from the estate of Dr Frank Ellis, the lecture was created in 2007 and was delivered at UKRO jointly with the RCR. The Ellis lecturer is nominated jointly by the Presidents of the RCR and the BIR, following nomination by Officers. A medal is awarded.	Professor Jeff Michalski
Research Award (sponsored by Siemens Healthineers)	In memory of Sir James Mackenzie Davidson, this pump-priming award of £1,000 provides initial financial support for research in the fields of radiology, radiotherapy, oncology, radiography or medical physics.	Dr Luke Dixon, Dr Sue Copley and Professor Geoff Parker
Make it Better Service Award (sponsored by Bayer)	The award is given to the group of people who have demonstrated the best improvement in an aspect of service delivery by making it more effective, or have improved patient experience.	Dr Elspeth Whitby, Dr Marta Cohen, Dr Amaka Offiah and Dr Ashok Raghavan
Barclay Medal	Founded in 1952 in memory of Dr Alfred Ernest Barclay, the Barclay Medal is in the form of a medal and £500. It is awarded annually to the person, whether or not a member of the Institute, whose contribution to <i>BJR</i> has been a piece of original research of special merit (medical or scientific), contributing to the science and practice of radiology.	Dr Tilman Emrich
Early Career Investigator Award (previously Young Investigator's Award)	This award of £250 plus a certificate is aimed at encouraging early career workers in the general areas of diagnostic imaging, radiotherapy and related topics to carry out and publish research.	Dr Hatem Alkadhi
Dr Prafulla Kumar Ganguli Award	The Dr Prafulla Kumar Ganguli Award is funded from a legacy left by Dr Ganguli. The award of £250 is made to the author of the best original case report published in <i>BJR</i> case reports during the previous calendar year.	Dr John Hilton
Trainee Prize For Excellence (sponsored by Philips)	An award of £750 for the best educational resource that can be made available via the BIR's website to its multidisciplinary trainee membership.	Dr Mark Rodrigues, Dr Zeshan Quereshi and team
Student Prize (sponsored by Philips)	An award of £250 to provide assistance for attending a radiology or radiation oncology training event.	Miss Cherry Sit

Dr Stephen Davies was presented with the BIR's Distinguished Service Medal (DSM) at our annual networking event for corporate members in October 2015.

President of the BIR 2010–2012, Stephen led the organisation during one of the most challenging times in its history and facilitated a strategic change of direction to set it up as a sustainable and fit-for-purpose organisation in the 21st century. Under his leadership, the BIR began a transformation that continues to this day with the aim of creating a dynamic multidisciplinary membership organisation that delivers relevant educational material to support those working in the field of radiology, radiation oncology and the underlying sciences.

The DSM is the BIR's highest award and was presented to Dr Davies in recognition of his vision and commitment to the organisation and in gratitude for his dedication during his period in office.



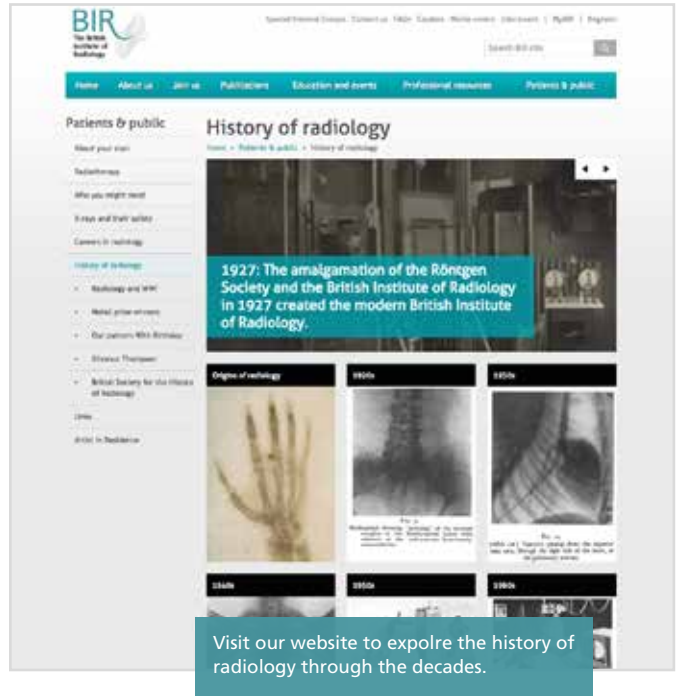
BIR President, Dr David Wilson, presents Dr Stephen Davies, former BIR president and current Director of Clinical Governance at Medica, with the Distinguished Service Medal.

# ENGAGING WITH THE WIDER COMMUNITY

The history of radiology section on the BIR's website is an ongoing project to publicise the history of radiology, the BIR and the work of its members. The aim is to educate the public about the organisation and also to inspire future generations of scientists. Sections currently published are:

- History of radiology: reflects on the history of the Institute, developments in X-rays, radiology, radiography, radiotherapy, radiobiology, medical physics and diagnostic imaging over the decades, from 1920–1990s.
- Radiology and WW1: commemorates the First World War and looks at the emergence of battlefield radiology and the immense sacrifice of the radiation martyrs.
- Nobel Prize Winners: achievements of BIR members.

Dr Adrian Thomas, the BIR's Honorary Historian and Chair of our History Working Party, has very kindly offered his services to this project and has been behind selecting the content from BJR, which highlights key dates and events.



During the year, the BIR and the Institute of Physics and Engineering in Medicine (IPEM) confirmed their long history of collaboration in a memorandum of understanding (MoU) which agreed ways of working for the benefit of both organisations.

The MoU established that both organisations, which have a considerable overlap in membership, would engage in collaboration where mutual benefit may be optimised by such collaboration, to maintain trust and engage in open communications. It reflects the desire of both organisations to work even more closely when they share objectives and is in the interests of physicists working in medicine. The MoU also aims to minimise the risks of either organisation accidentally working against the interests of the other.

LinkedIn

Facebook



# FINANCE

The Institute recorded a net deficit of £403k for the 12 months to 31 March 2016 in comparison to a net surplus of £203k for the 12 months to 31 March 2015. At an operating level, the Institute recorded a deficit of £113k in comparison to a deficit of £159k in the previous year.

The incoming resources for the 12 months to 31 March 2016 were £1.67 million compared with £1.49 million in the 12 months to 31 March 2015. The principal sources of revenue are publishing (£957k), education (£381k) and membership (£190k).

The outgoing resources for the year were £1.78 million for the 12 months to 31 March 2016 compared with £1.65 million for the 12 months to 31 March 2015. The principal areas of expenditure were publishing (£871k), education (£632k) and membership (£241k).

The Institute is experiencing a period of growth and development, during which it is investing in existing and new income streams and developing new benefits for members. The strategy allows for a planned net deficit during this period.

A major success has been the positive reception to the enhanced membership benefits package, (including a new reciprocal arrangement with the American Roentgen Ray Society), which has helped to increase membership by 24%. Two key achievements have been the increase in radiographer members and the warm reception to our new group membership deal.

We held 37 educational courses across the country during the year—an increase of 42%—with average attendance of 62 delegates. These one-to-four-day meetings remain an important source of continuing professional development; highlights include our first 'bite-size' evening events, the launch of a series of 'hands-on' courses in collaboration with DMC Imaging and an increase in providing added value in the form of an online element for 67% of our face-to-face courses. We were also delighted that 46% of our courses took place outside of London via our increasing regional presence. Highlights included the establishment of a new regional branch in the south-west of England and our first course in Northern Ireland; *Stereotactic Ablative Radiotherapy* was a sell-out in Belfast.

Our monthly webinar programme, which allows participants to interact with key subject specialists, went from strength to strength with two webinars oversubscribed for the 'live' event and an increasing number of hospitals choosing to stream them for their staff. We delivered our first multi-presenter webinar (on the subject of proton therapy) during the year.

We are also pleased to have developed and launched a course approval scheme, which sets out a process and standards with a set of criteria relating to content, learning outcomes, teaching methods, and experience and skills of the presenters, for approving the quality of educational activities for both the BIR's own courses and, from 2016, is available for courses run by other providers.

The Institute's flagship journal, BJR, grew in size by 29% to keep pace with the quality of submissions, and published three special issues on advances in radiotherapy, nanoparticles for diagnostic imaging and interventional MSK procedures. The impact factor rose 32% to 2.026.

The year was also notable for three other major publishing firsts:

- The introduction of author processing charges for *BJR* case reports, an international case report journal of radiology, oncology and all related sciences, which allows authors to make their articles available via open access from the date of publication.
- The publication of our first e-book, *Radiobiological Modelling in Radiation Oncology*, which is available to purchase as a whole book or by chapter.
- The development of an online proofing tool in collaboration with a third party supplier to help streamline the production process.

A major investment for the Institute has been the development and implementation of a new customer relationship management (CRM) system in February. This was the culmination of over two years' work and, once bedded in, should result in a more seamless experience for members and greater access to a wider range of resources because of increased functionality.

## BJR case reports

BJR



# STATEMENT OF FINANCIAL ACTIVITIES

## YEAR ENDED 31 MARCH 2016

	2016 £'000	2015 £'000
<b>INCOMING RESOURCES</b>		
Publishing	957	910
Education	381	272
Membership	190	172
Voluntary income	0	1
Other Income	144	139
<b>Total incoming resources</b>	<b>1,672</b>	<b>1,494</b>
<b>RESOURCES EXPENDED</b>		
Publishing	863	783
Education	626	565
Membership	242	245
Costs of raising voluntary income	0	0
Governance costs	18	24
Investment management fees	36	36
<b>Total resources expended</b>	<b>1,785</b>	<b>1,653</b>
<b>Net outgoing resources for the year</b>	<b>(113)</b>	<b>(159)</b>
<b>Net gain (loss) on investments</b>	<b>290</b>	<b>362</b>
<b>Net movement in funds</b>	<b>(403)</b>	<b>203</b>
<b>Funds at 1 April 2014</b>	<b>5,340</b>	<b>5,137</b>
<b>Funds at 31 March 2015</b>	<b>4,937</b>	<b>5,340</b>

## BALANCE SHEET AS AT 31 MARCH 2016

	2016 £'000	2015 £'000
Tangible fixed assets	267	238
Investments at market value	4,884	5,210
<b>Total fixed assets</b>	<b>5,151</b>	<b>5,448</b>
<b>Current assets</b>	<b>570</b>	<b>645</b>
<b>Current liabilities</b>	<b>(784)</b>	<b>(753)</b>
<b>Net assets</b>	<b>4,937</b>	<b>5,340</b>

## Trustees' Statement

These summarised accounts contain information from the statement of financial activities and the balance sheet for the year ended 31 March 2016, but are not the full statutory report and accounts. The auditors, Sayer Vincent, have issued an unmodified report on the full financial statements and on the consistency of the trustees' annual report with those financial statements, which were approved by the Council on 24 June 2016 and have been submitted to the Charity Commission. The summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Institute. For further information, the full statutory report and accounts can be downloaded from the Institute's website at [www.bir.org.uk](http://www.bir.org.uk).



Dr. David Wilson, President  
Signed on behalf of the trustees

24 June 2016

# OBJECTIVES

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The table below outlines the main objectives for the British Institute of Radiology for the financial year 2015–2016 with performance against target.

2015-2016	
OBJECTIVE	ACHIEVEMENT
Increase membership to 3,000 (individual) and 28 (corporate).	Part achieved. Membership rose by 24% to 2,501. Corporate members rose to 26.
Deliver a minimum of 35 educational events attracting an average of 62 delegates.	Achieved. 37 educational events were delivered, attracting an average of 62 delegates.
Increase the number of articles published in BJR by 10%.	Achieved. The number of articles published grew by 29% to 302.
Launch a new customer relationship management system across the organisation by September 2015.	Achieved. A new customer relationship management system with enhanced functionality was launched on 1 February 2016.
Establish one new regional branch.	Achieved. A new south-west regional branch was established with its launch event taking place in April 2016.

The BIR's annual budget and plan for 2016–2017 was approved in March 2016 by its Council. Each objective is supported by more detailed key performance indicators.

## OBJECTIVES 2016–2017

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- To increase membership to 3,500 (individual) and 33 (corporate).
- To deliver a minimum of 40 courses across the UK and develop blended learning activities.
- To develop *BJR* and create content slices for educational purposes.
- To upgrade the hardware and software of the organisation.

# TRUSTEES AND STAFF

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## Council

The Council is the governing body of the Institute. It normally comprises 12 trustees, six representing the Institute's traditional member base and six appointed for their expertise in subject areas pertinent to governance and the Institute's strategy. Of the 12, six are appointed to specific "officer" positions. Trustees are normally appointed for three years. Members of Council at 31 March 2016 were:

<b>President</b>	Dr D Wilson
<b>President Elect</b>	Mr A Rogers
<b>Vice Presidents</b>	Dr S Harden
	Dr J Phillips-Hughes
	Dr E Whitby
<b>Hon. Treasurer</b>	Mr M Patterson
<b>Hon. Secretary</b>	Mr M Dunn
<b>Ordinary members:</b>	Ms R Rafiyah Findlay
	Mr P Harrison
	Dr S Kleinert
	Dr J Moore
	Mr C Sloane
	Mr N Woznitza

Mr M Little and Mr J Sanderson retired on 30 September 2015. New trustees who joined on 1 October 2015 were Ms R Rafiyah Findlay, Dr S Harden and Mr N Woznitza.

## Management team

The following members of the management team were in office at 31 March 2016:

Chief Executive	Ms J Fowler
Head of Education	Dr S Adibi/Mrs J Edie
Finance & Operations Manager	Mrs M Howlett
Head of Publishing	Miss S Anderton
Communications Manager	Mrs C Cross

