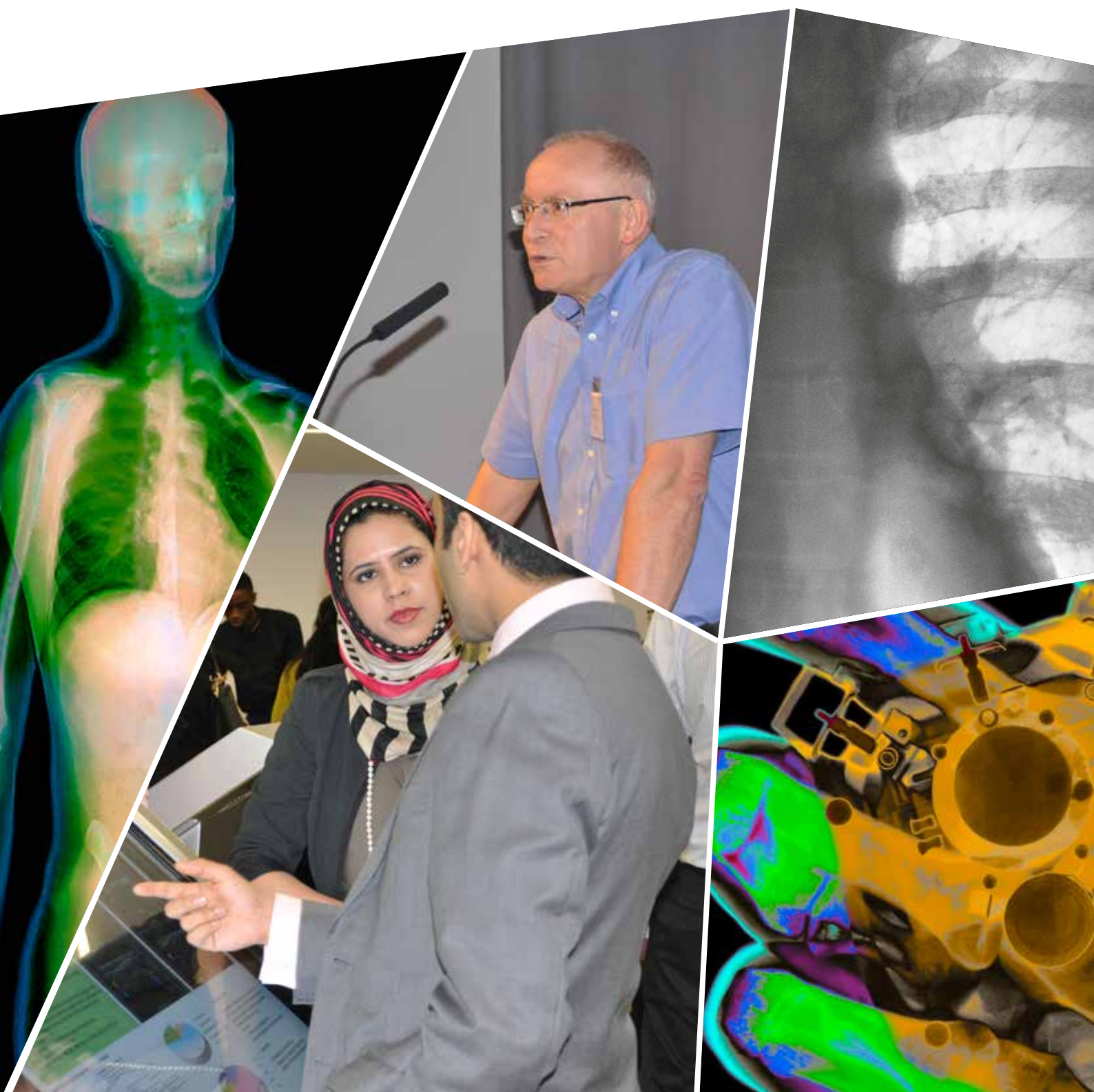


ANNUAL REVIEW 2014–2015

BRINGING TOGETHER THE
RADIOLOGICAL COMMUNITY

BIR

The British
Institute of
Radiology



The British Institute of Radiology is a multidisciplinary membership organisation for everyone working in radiology, radiation oncology and the underlying sciences. We have over 2,000 individual and corporate members.

We provide opportunities to learn and exchange ideas collaboratively and gain new perspectives on technologies and treatments. We do this through high quality education, both in person and online, a range of publications and our active special interest groups, which share best practice and develop our educational programme as well as advise on policy and guidelines.

BJR is our flagship journal, the oldest in the world, and our newly launched BJRIcase reports is an open access case report journal. They both cover radiology, radiation oncology and all related sciences.

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

VISION

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

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Registered charity number: 215869

INTRODUCTION



Members and their professional needs remain at the heart of everything we do

Welcome to the 2014–2015 annual review of the British Institute of Radiology (BIR), which records our key results for the year.

After the financial instability of recent years, 2014–2015 marked the first year of a three-year plan to invest in new and existing income streams and develop new benefits for our members. This strategy allowed for a planned net deficit during the first two years before achieving a break even position in the third year. However, thanks to lower expenditure and a significant return on the organisation's invested capital, I am delighted to report that the BIR recorded a net surplus position

after only one year. This is a significant achievement and puts us in a position to make strategic investments that will allow us to support the training and continuing professional development of our members.

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 an increase of 19% in radiographer members and 22% in trainees and students. A new "Join Us"

video, special "on the day" rates at events, organisational deals and new international rates have all contributed to the promotion of the package and the rise in numbers.

So wherever you're located, whatever your specialty and whatever stage of your career you're at, I hope that our members are 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

12%

Increase in membership numbers

THE INSTITUTE'S STRATEGIC AIMS

THE FIVE KEY AIMS OF THE ORGANISATION	EXAMPLES OF KEY ACHIEVEMENTS IN 2014–2015
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">• Membership increased by 12% to 2,011, with trainee and student numbers up by 22%.• New membership benefits introduced, including a reciprocal membership arrangement with the Royal Society of Medicine.
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">• 26 scientific meetings and educational courses held across the country with increased average attendance of 67 delegates.• Launch of a series of free-to-access monthly webinars.• New process and standards introduced for approving the Institute's educational activities to ensure quality.
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">• A new journal, BJRIcase reports, launched.• Publication of Imaging Single Best Answer book and app.
To build external relations by developing our profile through products and events and by collaborating with other organisations.	<ul style="list-style-type: none">• Production and release of a short film, Radiology and World War I.• Launch of the BIR/Bayer Make It Better competition and the BIR/Siemens Research Award.
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">• Successfully launched and first event held by new Midlands regional branch.



PRESIDENT'S *Report*

This is my first annual report as president of the British Institute of Radiology (BIR) and I'm delighted to have taken over an organisation that is in such a healthy strategic and financial position from my predecessor, Prof. Andrew Jones. I would like to pay tribute to Andrew for his skilled leadership that has created considerable momentum to develop a modern, relevant and dynamic organisation. The future is looking very positive.

This report provides lots of information about all the benefits available to our members, but I'd like to highlight a few that will become available during the year ahead.

Firstly, our webinar series is gathering a larger audience each month and is now available for hospital trusts and private sector organisations to stream live to their employees. This series forms one way of disseminating the BIR's education programme across a wider geographical area and a bigger audience. Indeed, participants are tuning in from the other side of the world to view our lectures! And for those unable to log in for the live event, it is available on demand at a time to suit you.

We are also experimenting with bite-size evening events and by the time you

receive this report, we will have run our first two in London. This initiative has been launched to provide members with educational opportunities outside of the normal working day, so that, again, they may be more accessible to a larger audience. Our regional branches and special interest groups (SIGs) are playing a major role in helping us to develop this initiative and our other blended learning approaches.

Two other key developments will be launched in the coming months. Firstly, we will be launching a new online member portal, which will provide improved access to member-only resources. It will also facilitate easier registration for educational events and seamless transition to our publications website as well as providing a place for members to store their continuing professional development (CPD) certificates and other evidence of lifelong learning.

We will also be providing other ways for members to provide evidence of CPD. We have developed a reflective-learning form, which we trialled on the webinar series last year. This is being rolled out across other areas of our educational offer so that members can demonstrate what they have learnt across a wider portfolio of learning. We will also launch accredited CPD via multiple choice questions in our flagship journal, BJR.

All of this 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 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 time, energy and ideas that they bring to the organisation. And, secondly, I would like to thank the small but talented and committed team of staff who are implementing our strategies with such enthusiasm. It is a pleasure to work with such a great team.

I'd like to close by mentioning the collaborative relationships we have developed during the year. Our members can now join the Royal Society of Medicine for a special reduced rate. And members of the Indian Radiological and Imaging Association can join the BIR for a heavily discounted fee. On a personal level, I was delighted to cement this relationship with a trip to the IRIA's annual conference earlier this year.

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. It's an exciting time to be president.

Dr David Wilson, President

1.3m

Number of BJR
online page views



600%

Increase in
"Likes"



66%

Increase in followers

Follow us @BIR_News
@BJR_Radiology

MEMBERSHIP

What does it mean for you?

The British Institute of Radiology (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.

In 2014 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.

Online resources

Members benefit from access to a wide array of resources. These include:

- MEDLINE, CINAHL Plus, PubMed and other database resources specific to the medical and scientific communities
- approximately 60 journals covering diagnostic imaging, oncology, medical physics, nuclear medicine and radiology, plus links to nearly 2,500 free medical journals
- books, including the Merck Manual Medical Library and oncology and radiology resources
- links to the latest medical and radiology news
- research resources
- guidance information
- study skills kits for students.



'Join Us' video

Publications

- Free online access to BJR, the BIR's flagship multidisciplinary journal.
- Free online access to Imaging, an archive of articles up to 2014 from the educational review journal on diagnostic imaging.
- 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 and hard copy subscription to Health Management journal and online access to its libraries of journals.
- 25% discount on BIR books.
- Discount arrangements specific to BIR members on Oxford University Press (20%) and Wiley (15%) publications

The BIR's members have free access to Anatomy.TV by Primal Pictures, which offers benchmark 3D interactive human anatomy, physiology and clinical content that is widely accepted as the best in class and is used by thousands of health science educators, students and practitioners worldwide to teach, learn and practise. Members can download free-of-charge stills, video clips and animations for education, research and presentation purposes.



Educational resources

- Substantial discounts on accredited BIR educational events across the UK.
- Free monthly webinars with reflective-learning opportunities. NEW
- Free access to a range of on-demand podcasts and filmed lectures. NEW
- Assistance with research via the BIR's Information Services Helpline (by telephone and e-mail).
- Free access to Primal Pictures multimedia 3D anatomy software, an invaluable downloadable teaching and learning resource.

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 scientific meetings and guidance documents.
- Free optional membership of the International Radiation Protection Association.
- Special discount on membership of the Royal Society of Medicine. 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
- Job vacancies online via the BIR's online Jobs Board.
- Receipt of a monthly e-newsletter that rounds up essential BIR news.
- A home insurance scheme via a special arrangement with Lloyd & Whyte.

COMING IN 2016

- Heavily discounted rates to publish in the new open access journal, BJRIcase reports.
- Continuing professional development (CPD) opportunities via the BIR's online learning portal.
- A personal online resource to store your CPD portfolio and certificates.
- CPD via multiple choice questions in BJR.

"I joined the BIR to take advantage of free online resources like Primal Pictures. It's fantastic, a great resource. Everyone should use it."

DR RAJESH GOTH, CONSULTANT RADIOLOGIST, INDIA

SPECIAL INTEREST GROUPS AND REGIONAL BRANCHES

by members, for 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, discussion forums, 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. 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
Magnetic resonance	Dr Shonit Punwani, consultant radiologist, University College Hospital, London
Nuclear medicine and molecular imaging	Dr Gopinath Gnanasegaran, consultant physician in nuclear medicine, Guy's and St Thomas' Hospital NHS Foundation Trust, London
Oncology and radiotherapy	Dr Alexandra Stewart, consultant clinical oncologist, Royal Surrey County Hospital, Guildford
Radiation protection	Mr Peter Hiles, Head of Radiation Physics in North Wales
Young professionals and trainees	Mrs Elizabeth Benson, clinical scientist, King's College, London

The radiotherapy and oncology SIG has joined with the radiobiology SIG this year to integrate our shared interests. We have run several well-attended education events on diagnostic radiology for advanced head and neck planning, state of the art radiotherapy, and radiotherapy workforce challenges jointly with the RCR and the Society and College of Radiographers. We

are working to raise the profile of advanced radiotherapy nationally and have published a review of techniques and funding in the Science in Parliament¹ journal.

¹ Radiotherapy – the state of the nation, The Journal of the Parliamentary and Scientific Committee, Science in Parliament, Vol 71, No 4. Autumn 2014.

**DR ALEXANDRA STEWART,
CHAIR, ONCOLOGY AND
RADIOTHERAPY SIG**



I am a consultant radiologist at Princess Alexandra Hospital (Harlow), a busy district general hospital. I have had various management roles and am presently the Associate Medical Director for the Trust. I joined the BIR in 2006, on a

recommendation from a colleague. When I joined the BIR I was also the Royal College of Radiologists' (RCR) Tutor and part of the East of England Radiology Training Committee, which gave me an insight into radiology trainee needs. Dr Nicola Strickland, then Chair of the Clinical Imaging Committee, was one of my mentors as a trainee at Hammersmith Hospital, and encouraged me to join this committee. I then acquired first-hand knowledge of the functioning of the BIR and its multiprofessional involvement.

I subsequently took over the Chair of the Clinical Imaging Committee in 2012 and was actively involved in the restructuring process at the BIR, especially the creation of new SIGs. The Clinical Imaging SIG has since expanded and we have incorporated

new members into the SIG's management group. This has now transformed into a dynamic group of professionals from varied backgrounds, who are taking an active role in the various activities of the BIR, including organising various scientific meetings covering a wide range of topics..

The BIR has certainly broadened my horizons and I find my involvement with it very stimulating. It gives me great satisfaction that I am able to give back something to my fellow radiology professionals. The members of the Clinical Imaging SIG are an active and vibrant group, always welcoming new members and open to new and innovative ideas!

SRI REDLA, CHAIR, CLINICAL IMAGING SIG

We also have regional branches operating in several areas of the UK that support members to network with peers in the world of medical imaging and help to share local innovation and good practice. The regional branch committees contribute to the development and delivery of local

scientific meetings, which are managed by and for members. The events programme is a reflection of the professionalism, expertise and motivation of the individuals who donate their time to the committees. The regional branch events are open to both members and non-members and,

while members are automatically assigned to a region, they can attend any branch meeting at a discounted rate anywhere in the UK. We currently have branches in the East of England, Midlands, North of England, Scotland, Wales and Wessex.



I've been a lecturer for ten years and I was a senior radiographer at Sandwell and West Birmingham NHS Trust for 12 years

(six full time and six part time along with working full time at the university). My special interests are trauma radiography and renal imaging and I am currently completing my MSc in Radiography. I initially thought that the BIR was

purely for radiologists until I attended a conference and the BIR was present. I joined and haven't looked back. As part of my job it is expected that we keep up-to-date with current practice and the BIR has helped with this with its easy access to journals and current research. I've been a member for three years and have recently joined the newly established Midlands branch as a committee member. This allows me to have input into events that are relevant to all professions, therefore making them truly interprofessional.

There are many advantages to being a member of the BIR, not least that it is

helping with my research and finding resources. It is difficult to interact with all professions, and being a member of the BIR has enabled me to have the platform to discuss ideas and share knowledge with other professionals, which helps with both my teaching and current practice. I would recommend BIR membership to both my students and colleagues as it is truly a multidisciplinary organisation.

HELEN HOPKINS, SENIOR LECTURER IN DIAGNOSTIC RADIOGRAPHY, BIRMINGHAM CITY UNIVERSITY

YOUR MULTIDISCIPLINARY

education partner for life

The British Institute of Radiology's (BIR's) educational objective is to deliver educational activities that are more easily accessible, by being either 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 face-to-face events have been specially designed by experts to provide training in hot topics for a range of imaging professionals, and are delivered both in London and, increasingly, across the UK. In 2014–2015 we ran 26 events across the UK, attracting an average of 67 delegates. These one- and two-day meetings remain an important source of continuing professional development (CPD), and highlights during the year included several sell-out events and joint partnership delivery with complementary organisations such as the Royal Society of Medicine and the British Nuclear Medicine Society.

We re-launched the BIR Annual Congress, which attracted over 200 radiologists, radiographers, physicians, oncologists and medical physicists from across the world and speakers from the UK and elsewhere in Europe, Brazil, India and the USA. There were two parallel sessions, optimising the ability for delegates to pick and choose seminars from a range of topics including infectious diseases, cardiovascular imaging, pulmonary diseases, musculoskeletal, neuroimaging and gastrointestinal radiology. Reflecting back on the history of radiology specialities was a recurring theme throughout the two days, alongside in-depth analysis of current and future developments in clinical practice. An innovation for this conference was electronic posters, which gave 75 researchers the opportunity to display their work digitally and gave delegates the

opportunity to have one-to-one interaction with presenters in the e-poster sessions.

During 2014 we also launched a programme of free monthly webinars, which allow participants to interact with key subject specialists to pose questions and hear the answers. A chat room is available for participants to exchange views and ideas with peers from across the world. The live webinars take place on set dates and times, but are also available to watch on demand afterwards. They can also be streamed within the hospital environment. Participants gain continued professional development points for attending the live webinar or by viewing on demand and completing and submitting a self-reflection form.

In addition to the Education Committee overseeing all the educational content developed and delivered by the BIR, our Accreditation Committee developed a new process and standards for approving the BIR's educational activities. This is a very exciting development for the Institute and will ensure that members can access educational content that has been quality assured.



"Very useful educational topics. Having a range of speakers from different backgrounds helps give different perspectives on various clinical conditions."

ANNUAL CONGRESS, OCTOBER 2014

"Best poster displays I've seen at any meeting."

ANNUAL CONGRESS, OCTOBER 2014

"Displaying my e-poster online also meant it was accessible to all members of the e-poster community. This led to a medical imaging magazine reading my poster and then approaching me to supply an article for their publication."

ANNUAL CONGRESS, OCTOBER 2014



I am a fifth year radiology registrar in the London Deanery, about to embark on higher training in musculoskeletal radiology.

I first became aware of the BIR as a junior doctor, during my core surgical rotations. My mentor, an interventional radiology consultant who knew of my interests

in the specialty, introduced me to the Institute. The diverse number of courses on offer, the calibre of the speakers and the reasonable fees impressed me. For a cash-strapped trainee looking to further their knowledge and broaden their horizons, that was significant. I was also able to expand my network and meet some inspirational leaders.

What pleased me even more was the relaxed and welcoming attitude of the Institute and how it makes a special effort to engage with trainees. So when I obtained my registrar position I knew I had to get involved and was lucky enough to be voted in as a committee member. Since then, I've been part of an inclusive and dynamic team of people who take pride in fostering an accessible and multidisciplinary approach to radiology education, healthcare management and

academia, and I see at first hand how the Institute is growing in confidence and prominence.

In recent years I have been given the opportunity to organise national trainee-focused conferences and help shape the direction of the Institute, which has been an immensely rewarding experience. Personally, I think the BIR has a lot to offer, whatever your career stage, and would wholeheartedly encourage getting involved.

HARDI MADANI, RADIOLOGY REGISTRAR, MEMBER OF THE YOUNG PROFESSIONALS AND TRAINEES SPECIAL INTEREST GROUP AND EXTERNAL AFFAIRS COMMITTEE.

"Hugely valuable and inspiring. I found the content extremely helpful and it has given me a great deal of insight into the application process, as well highlighting areas of radiology to research further."

THE FUTURE OF RADIOLOGY IN THE NHS: TOP TIPS FOR INTERVIEWS,
NOVEMBER 2014

"I have come away with several ideas to revamp our own errors meeting, and renewed interest in setting up an electronic web-based internal cancer review."

RADIOLOGY ERRORS AND NEGLIGENCE, FEBRUARY 2015



"Compared to an equivalent presentation at a conference, there was no travelling or getting up early. This has to be part of why the presenter seemed more relaxed and it was easier to follow. Also, all the attendees are able to ask questions at the same time. Finally, the chance to replay is great."

WEBINAR ATTENDEE



85% of attendees rated our webinars as excellent or good educational value in **100%** of our 2014–2015 programme.

49% Growth in number of
BJR articles

26% Increase in BJR
impact factor



READY, STEADY, PUBLISH!

The British Institute of Radiology (BIR) is a small independent publisher of BJR, BJRI 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 an astounding 49% during the year to keep pace with the quality of submissions. We published special issues on forensic radiology and brachytherapy. And we made the entire back catalogue, BJRI from the beginning, available for sale (and free of charge for members to access), dating back to 1896 and BJR's predecessor journals, beginning with the Archives of Clinical Skiagraphy.

The year has been notable for the launch of the BIR's first new journal in 25 years, BJRI case reports, an international case report journal of radiology, radiation oncology and all related sciences. The journal uses a continuous publication model and is published online only on the

BIR Publications website, birpublications.org. Articles undergo the same rigorous peer-review and uphold the same high-quality publication standards as BJR. We are committed to the dissemination and re-use of research outputs, and as part of the BIROpen initiative, the articles will be open access, allowing unrestricted access as well as commercial or non-commercial re-use of content, with proper attribution. As an introductory offer, we are waiving all article publication charges for articles submitted in 2015.

We also published a new book, Imaging Single Best Answer, a convenient, easy-to-use learning resource aimed at trainee radiologists taking the Royal College of Radiologists' Final FRCR (Part A) Exam. This is the third revision book we have produced for this exam; this latest edition contains completely new questions in the single best answer format. There are six chapters, each containing 75 questions and full answers with references, the same number as in each exam the candidate will sit. The book has been edited by Simon Ostlere and Rajat Chowdhury, with the chapter authors

being young consultants across the UK who had relatively recently taken the exam; all questions were validated by a panel of expert consultant radiologists.

As part of our commitment to providing innovative education tools to the radiology community, we are delivering the book in print and as an app on both the iOS and Android platforms. This is the first app the BIR has produced. The app replicates the book in its question and answer format. There are two modes in which the user can answer questions: test mode, where they are presented with 15 questions where answers are revealed immediately after answering; or exam mode, where they are presented with 75 questions and a two-hour time limit to replicate the exam, with answers revealed only at the end in review mode. For both modes, the user can choose to be presented with questions from a single module or from across the whole question bank.





We've given away thousands of our BJR family of logo bugs at conferences and exhibitions, and this year launched a competition to see which far flung destinations they might travel to. These are being shared at #BJRTravelBug on Twitter.



I'm a professor of radiology at the University of Foggia, doing my clinical work

at the Scientific Institute Hospital, Casa Sollievo della Sofferenza, in San Giovanni Rotondo in Italy. I also teach at the Catholic university, Our Lady of Good Counsel, in Tirana, Albania. My principal area of interest is musculoskeletal radiology, with particular focus on metabolic bone disease, rheumatologic diseases and forensic radiology.

I recently became Editor-in-Chief of the BIR's new journal, BJRcase reports, having been a reviewer for BJR for many years. My background includes editorial activity in the USA as well as in European journals,

so my recent and rewarding experience with BJRcase reports is a great opportunity to take a principal role. Based on my experience, I believe that editorial activity represents a good chance for professional development and so I encourage and recommend my fellow radiologists to get involved. It's both a pleasure and an honour to collaborate on the editorial content of the BIR's journals.

**PROF. GIUSEPPE GUGLIELMI,
EDITOR-IN-CHIEF,
BJRcase REPORTS**

"We are passionate about supporting young researchers for whom case reports are often their first venture into publishing and anticipate that BJRcase reports will become a valuable educational resource for the radiology community."

SOPHIA ANDERTON, HEAD OF PUBLISHING, BIR

PARTNERING

with industry

President Dr David Wilson with BIR/Bayer Make It Better Award winners Ashok Raghavan, Amaka Offiah, Marta Cohen and Elspeth Whitby, and Bayer Healthcare representatives, Ute Kallenbach and Zoe Morton.



'Bayer is delighted to sponsor the BIR and foster a close working partnership with one of the leading radiological societies in the UK. Sharing similar visions, we are able to develop initiatives that truly unlock the development and sharing of best practice in radiology and to inspire innovative patient care. The BIR and Bayer both vigorously support education and personal development as strong drivers to achieve our

vision, which makes working together easy and leads to a truly fruitful collaboration. One great example of this collaboration is the newly established "Make it Better" Service Award, which acknowledges improved service delivery or enhanced patient experience. The quality and quantity of applications surpassed even our boldest expectations. The breadth

*of entries, ranging from initiatives that decreased patient no-shows to "Minimally Invasive Autopsy Services" is a clear indication of the innovation potential existing in our field of specialty."*²

**ANDREAS ACKERMAN,
BUSINESS UNIT HEAD,
BAYER UK & IRELAND
RADIOLOGY**

² L.GB.COM.06.2015.11493 Published by kind permission of Bayer Healthcare

The British Institute of Radiology (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” has attracted 23 industry members to date, including three new partners in the past year: DMC Imaging, Jusha and Piramal.

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:

Universal benefits

General

- NEW A framed membership certificate for display in public areas.
- A corporate subscriber logo for use on promotional materials and website.

- Contact details included in BJR.
- Inclusion of logo in the BIR's Annual Review.
- Two company nominees with all the benefits of an individual member.
- Opportunity for company nominees to join online special interest groups (SIGs) and SIG management committees.
- Invitation to an annual networking event.
- Annual meeting with senior staff of the BIR to review relationship.

Advertising and promotion

- Logo and company profile included on the BIR's website along with weblink.
- Logo on the BIR's digital screen, displayed in reception and used at events across the UK.
- Special rates for advertising on the BIR's website, in BJR and on the digital screen.
- Contribute to the BIR's blog, promoted through social networking channels.
- Priority sponsorship of BIR books, the monthly e-newsletter [distributed to 10,000 professionals, Best of BJR, eTOC (BJR's table of contents)].
- NEW Discounted rates for advertising on the BIR's Jobs Board.

Education

- Opportunity to participate in the BIR's blended learning programme via:
 - collaboration in the development and

delivery of face-to-face events

- NEW suggesting a topic or speaker for a webinar.
- NEW supporting or participating in the BIR's development of a “portfolio” programme.
- NEW For companies with their own education programme, the opportunity to put it through the BIR's course approval process and earn a “BIR Approved” logo.
- Member rates to exhibit at events:
 - exhibition stand
 - promotional literature in delegate packs
 - use of logo in promotional materials
 - direct contact with clinicians, scientists and other professionals in the field.
- Eligibility for platinum sponsorship across the BIR's annual events programme (a minimum of 35 events in 2015–2016).

Examples of bespoke opportunities

- Sponsor an eponymous award or a travel bursary.
- NEW Purchase BJRI from the beginning, the entire archive of BJR dating back to 1896.
- NEW Enrol all your staff as members of the BIR at a discounted group rate (at least 20% off standard rate).

Peter Harrison (left), Managing Director of Siemens plc (Healthcare Sector), receives a special award in recognition of Siemens' sustained contribution to the Institute over a number of years. Pictured with Andrew Jones (past president), Gunter Dombrowe (former Siemens MD and BIR past president), David Wilson (President) and Jacqueline Fowler (Chief Executive).



PRIZES *and awards*

The Institute offers a number of prizes and awards each year. The 2014 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.	Prof. Ignac Fogelman
Mayneord Memorial Lecture (sponsored by Toshiba)	Founded in memory of Prof. V M 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.	Dr John Buscombe
Stanley Melville Travel Bursary	In memory of Dr Stanley Melville, the award assists members to visit institutions and clinics abroad.	Dr Dorothy Gujral
Nic McNally Award (supported by The Gray Laboratory Cancer Research Trust)	In memory of Dr Nic McNally, this award for cancer research is in the form of a travel bursary of £750 to attend a conference. The prize is awarded to a young scientist within five years of appointment to a senior post in a non-clinical role.	Dr Lara Barazzoul
Research Award (sponsored by Siemens)	In memory of Sir James Mackenzie Davidson, this new pump priming award of £1,000 provides initial financial support for research in the fields of radiology, radiotherapy, oncology, radiography or medical physics.	Dr Karen Eley
BJR Young Investigator Award	This award of £250 plus a certificate is aimed at encouraging young workers in the general areas of diagnostic imaging, radiotherapy and related topics to carry out and publish research.	Dr Supriya Chopra
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 Cheryl Main
Student Prize (sponsored by Philips)	An award of £250 to provide assistance for attending a radiology or radiation oncology training event.	Saima Dalvi and Faye Morrissey



Dr John Buscombe receiving the Mayneord Lecture award from Mark Hitchman, Managing Director of Toshiba Medical Systems Limited, with BIR President, Dr David Wilson

EXTERNALLY *engaging*



CEO Jacqueline Fowler visits Carestream (Charlie McCaffrey, Darren Whittle and Jane Grimsley) at ECR 2015.

During the year, the Institute's new External Affairs Committee oversaw the following:

- We issued over 35 press releases and two statements of response.
- We created a panel to lead on approaches to and from the media.
- We secured publication of a feature, "Radiotherapy – the state of the nation", in Science in Parliament, the Journal of the Parliamentary and Scientific Committee.
- We produced an 18-minute film, Radiology and WW1, available on YouTube.
- A greater social media presence resulted in a big increase in member activity across the various media.

- We attended a greater number of national and international exhibitions to promote our work to members and prospective members: ARR, BNMS, BSBR, BSIR, CIRSE, EADMFR, ECR, ESTRO, MIUA, UKRC and RSNA.

During the week of the International Day of Radiology, World Radiography Day, the International Day of Medical Physics and Armistice Day, the Institute launched a short film, Radiology and WW1: Objects and People, to commemorate the centenary of the start of World War 1.

In the film, Prof. Andrew Jones, immediate past president of the BIR, is in conversation with Dr Adrian Thomas, BIR Honorary Historian, about the role of radiology on the Great War battlefields.

The conversation centres on key people of the time, including women scientists, Marie Curie and Edith Stoney, and radiologist, Florence Stoney. It also features objects such as an original X-ray "Coolidge" tube, original X-rays of injuries, equipment used at the time, journal articles and a watch with a fascinating connection to the history of radiation protection.



"Radiology and WW1" video

WHAT OUR members say



Hello, I'm a radiologist in Oxford, specialising in interventional radiology, and I have been a trustee of the BIR for the past five years.

I have a long attachment to the BIR—which now I come to think of it dates back to the last century! I have fond but rather hazy memories of Welsh BIR branch meetings, which were a highlight of the

social calendar, a great opportunity for networking, and educational in a number of ways.

I am also reminded that I published my first case report sometime back in the 90s in BJR. That was my first contact with the journal and I have remained involved with it ever since, as part of the editorial board from 2004 to 2013 and now as Vice President (Publishing).

Since those days both the BIR and BJR have undergone significant changes as both the Institute and the journal have evolved to remain up-to-date and relevant. Brave decisions have been taken in recent years and I have been hugely impressed with the energy, commitment, determination and foresight of both the BIR's trustees and senior management team to facilitate change and create a new BIR with a real buzz.

The future of the BIR depends on the next generation of members. My early recollections of the opportunities provided for education, networking and publishing are probably still key reasons for joining the BIR. However, times change, and the BIR constantly seeks new ways to deliver these opportunities. We need to encourage all of our colleagues, but especially our new trainees, to engage with the BIR and to have a say in how the organisation should grow.

In the meantime, I must just recommend the new BJRcase reports journal. It promises to be an interesting read and, especially for trainees looking to publish, it's a great place to start.

JANE PHILLIPS-HUGHES, TRUSTEE AND VICE PRESIDENT (PUBLISHING)



My main role is that of a reporting radiographer at Homerton University Hospital, where I interpret a range of plain imaging examinations including skeletal and adult chest. In addition, I provide a radiographer-led neonatal reporting service. I am also a visiting lecturer at Canterbury Christ Church University, where I teach on the postgraduate reporting

programme, and I'm registered as a part-time PhD student conducting research into chest X-ray reporting by radiographers.

It was at the start of my reporting training in 2006 that I became aware of the BIR, as articles from BJR featured heavily in my reference lists. Back then I didn't realise that radiographers could also be members; however, this changed when I spoke to the BIR team at UKRC and I signed up on the spot in 2012. Apart from access to the BJR, additional benefits of membership include, for example, discounted education events, access to the growing portfolio of online resources and networking with like-minded professionals.

The unique opportunity to contribute to a multidisciplinary organisation was a major draw in joining the BIR. As a member of the Clinical Imaging special interest

management group and the Education Committee I am able to influence and improve patient care through educating radiation professionals and providing a radiographer's perspective.

Through my close involvement with the clinical teams at work I recognise the benefits of integrated, multidisciplinary working. This collaboration is fostered within the BIR and, for me, is the organisation's greatest strength. Sharing of individual knowledge and different professional perspectives magnify what can be achieved, and this ethos permeates every level of the BIR.

NICK WOZNITZA, MEMBER OF CLINICAL IMAGING MANAGEMENT GROUP AND EDUCATION COMMITTEE



I am a medical physicist in the Diagnostic Radiology and Radiation Protection section of Christie Medical Physics and Engineering (CMPE). CMPE is the Radiation Protection Adviser and Medical Physics Expert to healthcare organisations—both NHS and independent sector—throughout Greater Manchester and Lancashire. I advise several hospitals directly on their work

with diagnostic X-rays and coordinate the overall CMPE approach to radiation protection advisory services. Prior to The Christie, I worked at King's College Hospital in London and University Hospitals of Leicester.

I first joined the BIR as a junior physicist, attracted by the programme of educational events. It was the potential of the regional branches to offer the benefits of the organisation at a local level that encouraged me to become a member of the North of England branch committee and, more recently, take on the role of Chair. I have also been on the faculty for a study day on Optimisation in Interventional Radiology and am currently part of a working party developing an e-learning package for trainee interventional cardiologists.

One of the strongest attractions of

the BIR for me is the multiprofessional membership. Medical physicists are at our most effective when we can work closely with our clinical colleagues, a relationship that will need to become even stronger as the new radiation protection legislation comes into force in a few years. The BIR and BJR are excellent sources for a broader perspective on the uses of ionising radiation in medicine. Strong regional branches offer the opportunity for a greater number of members, who may not be able to travel longer distances to attend events and to share experiences and learning with nearby colleagues from the same and other disciplines.

**LORNA SWEETMAN,
CHAIR, NORTH OF ENGLAND
BRANCH**

"We need the BIR's multidisciplinary forum so that we have the specialist knowledge and skills to enable us to develop radiology for many years to come."

HELEN HOPKINS, RADIOGRAPHER AND MEMBER OF MIDLANDS BRANCH COMMITTEE

FINANCE

The Institute recorded a net surplus of £203k for the 12 months to 31 March 2015 in comparison to a net deficit of £14k for the 12 months to 31 March 2014. At an operating level, the Institute recorded a deficit of £159k in comparison to an operating deficit of £77k in the previous year.

The incoming resources for the 12 months to 31 March 2015 were £1.5 million compared to £1.3 million in the 12 months to 31 March 2014. The principal sources of revenue are publishing (£910k), education (£272k) and membership (£172k).

The outgoing resources for the year were £1.65 million for the 12 months to 31 March 2015 compared to £1.39 million for the 12 months to 31 March 2014. The principal areas of expenditure were publishing (£783k), education (£565k) and membership (£245k).

The year marked the first year of a three-year plan to invest in new and existing income streams and develop new benefits for members. This strategy allowed for a planned net deficit during the first

two years before achieving a break even position in the third year. However, thanks to lower than budgeted expenditure and a significant return on the organisation's invested capital, the Institute recorded a net surplus position.

A major success has been the positive reception to the revised membership benefits package, which has helped to increase membership by 12%, with trainee and student membership up by 22%.

We held 26 educational courses across the country during the year with increased average attendance of 67 delegates. These one- and two-day meetings remain an important source of continuing professional development; highlights include several sell-out events and joint delivery with complementary organisations such as the Royal Society of Medicine and the British Nuclear Medicine Society. During 2014, the Institute also launched a programme of monthly webinars, which provide the opportunity for participants to interact with key subject specialists. They can be watched by individuals or streamed within the hospital environment free-of-charge.

BJR, the Institute's flagship journal, grew in size by 49% to keep pace with the quality of submissions. The Institute also published special issues on forensic radiology and brachytherapy. The entire back catalogue, BJRI from the beginning, dating back to 1896, was made available for sale to institutions.

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

- The launch of the Institute's first new journal in 25 years, BJRI case reports, an international case report journal of radiology, oncology and all related sciences.
- The publication of a new book, Imaging Single Best Answer, a convenient, easy-to-use learning resource aimed at trainee radiologists taking the Royal College of Radiologists' Final FRCR (Part A) exam. As part of the organisation's commitment to providing innovative education tools, the book is also available as an app on both the iOS and the Android platforms.

STATEMENT OF

Financial Activities

Year ended 31 March 2015

	2015 £'000	2014 £'000
Incoming resources		
Publishing	910	778
Education	272	276
Membership	172	161
Voluntary income	1	7
Other Income	139	86
Total incoming resources	1,494	1,308
Resources expended		
Publishing	783	698
Education	565	494
Membership	245	142
Costs of raising voluntary income	0	0
Governance costs	24	29
Investment management fees	36	22
Total resources expended	1,653	1,385
Net outgoing resources for the year	(159)	(77)
Net gain (loss) on investments	362	63
Net movement in funds	203	(14)
Funds at 1 April 2014	5,137	5,151
Funds at 31 March 2015	5,340	5,137
Balance sheet as at 31 March 2015		
	2015 £'000	2014 £'000
Tangible fixed assets	238	202
Investments at market value	5,210	4,884
Total fixed assets	5,448	5,086
Current assets	645	750
Current liabilities	(753)	(699)
Net assets	5,340	5,137

Trustees' Statement

These summarised accounts contain information from the statement of financial activities and the balance sheet for the year ended 31 March 2015, 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 2015 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.

Signed on behalf of the trustees



President
24 June 2015

OBJECTIVES

The table below outlines the main objectives for the British Institute of Radiology for the financial year 2014–2015 with performance against target.

2014–2015	
OBJECTIVE	ACHIEVEMENT
Increase membership to 2,200 (individual) and 28 (corporate).	Part achieved. Membership rose by nearly 12% to 2,011. Corporate members remained fairly static at 22.
Develop and implement an approval/accreditation website and process for BIR events.	Part achieved. The process is in place for internal courses. The process for external accreditation is being developed in conjunction with the development of the BIR's new customer relationship management system, which will launch in the first half of 2015–2016.
Increase the number of articles published in BJR by 10%.	Achieved. The number of articles published increased by 49%.
Sell the BJR archive, BJRI from the beginning, to at least 22 institutions.	Sales started half way through the financial year and missed the key point in the fiscal year of the majority of customers to achieve major results. Eight institutions bought the package.
Establish one new branch.	Achieved. The Midlands branch held its first event in October 2014.

The BIR's annual budget and plan for 2015–2016 was approved in March 2015 by its Council. Each objective is supported by more detailed key performance indicators.

OBJECTIVES 2015–2016
To increase membership to 3,000 (individual) and 28 (corporate).
To deliver a minimum of 35 educational events attracting an average of 62 delegates.
To grow BJR by at least 10%.
To launch a new customer relationship management system across the organisation by September 2015.
To launch one new regional branch.

TRUSTEES AND STAFF

Council

The Council is the governing body of the Institute. It 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 will be appointed to specific "officer" positions. Trustees are normally appointed for three years. Members of Council at 31 March 2015 were:

President

Dr D Wilson

Vice Presidents

Dr J Phillips-Hughes

Mr A Rogers

Dr E Whitby

Hon. Treasurer

Dr J Sanderson

Hon. Secretary

Mr M Dunn

Ordinary members:

Mr P Harrison

Dr S Kleinert

Mr M Little

Dr J Moore

Mr M Patterson

Mr C Sloane

Mr N Connor, Prof. A Jones and Dr G Tudor retired on 30 September 2014. Mrs L De Cossart retired on 25 June 2014. New trustees who joined on 1 October 2014 were Mr M Dunn, Dr J Moore, Mr M Patterson and Mr C Sloane.

Management team

The following members of the management team were in office at 31 March 2015:

Chief Executive

Ms J Fowler

Head of Education

Dr S Adibi/Mrs J Edie

Head of Finance & Operations

Mr S Hewett

Head of Publishing

Miss S Anderton

Communications Manager

Ms C Cross

The British Institute of Radiology would like to thank its corporate members



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 The British Institute of Radiology

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