President’s Message
by Dr. Sravanthi Reddy, sravanthi.reddy@usc.edu

In this issue of our AMSER newsletter, the chairs of the various AMSER committees discuss the goals and accomplishments of the committees for this year, including recruiting and maintaining membership, reorganizing the Curriculum and Shared Resources and the website, and expanding Radiology ExamWeb, including an exam to test knowledge that all medical students should be exposed to. Members are encouraged to get involved in the various committees. Our committees are vital to the success of AMSER.

The Program Committee is planning an wonderful program for the meeting in New Orleans: April 14-17, 2015. Hope to see you there!

Call for Members

AMSER is the only national organization for academic radiologists with a particular interest in medical student education. Our goals:
- To encourage excellence in Radiology education to medical students at a local, national and international level
- To develop a standardized curriculum for medical students
- To promote Radiology as an essential component of UME curricula
- To develop and distribute resources for medical student education
- To encourage, support and aid the promotion of medical student educators in academic radiology

Do you know faculty or trainees who would benefit from AMSER membership? Please help us reach them! Apply for membership at http://aur.org/Secondary-Alliances.aspx?id=145
We Have a New Logo!
by Dr. David Naeger, Member at Large, David.Naeger@ucsf.edu

AMSER has a new logo. This multi-step process involved MANY members, lots of feedback, and some heated discussion. A big thanks to everyone who provided input, and a particular thanks to the members who turned in designs and wrote us detailed comments expressing their opinions. It turns out that picking a single design to represent a group with hundreds of invested, dedicated members is no easy task!

The whole process started last summer. While the venerable x-ray tube design served us well for years and years, many members expressed interest in finding a new modern-looking logo to match the dynamism of our lively and growing organization. We started by soliciting entries both from the membership at large and through a website called crowdspring.com, an online forum of talented graphic designers. The top 10 entries were chosen by the executive board and presented to the AMSER membership for voting online. We had so many fantastic designs, each one of which had its own fervent fans. Only one could win though. The logo ultimately adopted was the one with the highest score on the online polling. We licensed the design in a variety of formats to be used in publications and other uses. Here it is:

Thanks again for the tremendous input and the collegiality displayed in picking just a single design. We feel it should serve the organization well for it’s next many years!

Please join us at the AUR meeting in New Orleans April 14-17, 2015. The AMSER sessions provide an invaluable opportunity for members to exchange ideas, share best practice approaches, and effect real change in medical student education in radiology. Register now at: http://www.aur.org/AnnualMeeting/
Committee Updates

Curriculum & Shared Resources Committees by Drs. Andres Ayoob and Jeffrey Hogg andres.ayoob@uky.edu, jhogg@hsc.wvu.edu

Dr. Andres Ayoob, Chair of the Shared Resources Committee, and Dr. Jeffery Hogg, Chair of the Curriculum Committee, have been working in collaboration with Dr. Christopher Straus toward realizing the Long Range Planning Committee’s vision of the “Building Blocks” project. The idea is to create discrete curricular resources (or building blocks) that together comprise a comprehensive curriculum. These will be made available to all medical schools as an “off the shelf” resources, particularly targeting programs that do not have an established medical imaging curriculum. Because of the discrete blocks, they may be used piecemeal as needed by a program, or in their entirety to cover an entire curriculum. All materials will be presented in a uniform format to maximize ease of use.

This “essential” radiology curriculum will concentrate on core skills that all graduating students should possess regardless of their future specialty. While basic image interpretation skills will always be of interest, we recognize that it is of even greater importance that all medical students are able to utilize imaging in a safe, efficient, and professional manner. Adoption of this curriculum should generate greater consistency of imaging skills among all interns as they enter post-graduate training, and eventually among all ordering physicians.

The ongoing work of these two committees will include: defining these core skills and knowledge, evaluation of existing shared materials, identification of gaps in existing shared resources, and ultimately creating a comprehensive group of resources designed to equip all graduating medical students with the skills necessary to optimize safe, efficient, and cost-effective use of imaging into their practices. We look forward to all interested AMSER members joining us in this ambitious project!
I hope the early weeks of 2015 have been productive and warm — in the sense of academic comradery, if not average temperature readings. If the weather outside your window has been anything similar to ours in Columbus, you have undoubtedly joined me in daydreaming of the warmer and sunnier days awaiting us in New Orleans!

Once again, our affinity group’s junior members have abundant representation. With this in mind, one of my goals leading up to and beyond the Spring meeting will be increasing the collaboration between the Membership and Long-Range Planning Committees. The benefits of synchronizing our efforts are implicit, and will be felt by members of any career stage and level involvement within AMSER.

In the later part of 2014, the Membership Committee made substantial gains in one of our enduring goals — identifying a main contact in medical student education for each of the U.S. medical schools with a Radiology program. This would not have been possible without the commitment and tireless efforts of Dr. Christopher Straus. A protocol will be established for contacting these teaching faculty, to maintain an up to date listing. Those who are not yet a part of AMSER will be the focus of our recruiting efforts.

Lastly, we are continuing to make progress with the SCARD initiative introduced in our previous newsletter. Dr. Norman Beauchamp has asked me to address the SCARD executive committee to request the department chairs’ assistance in encouraging AMSER membership amongst their student-oriented faculty.

I am very much looking forward to seeing and speaking with you — and there is no need to wait for those warm, sunny days. Drop me a line anytime.
Radiology Exam Web Committee
by Dr. Petra Lewis and Stefan Tigges, Petra.J.Lewis@hitchcock.org, stigges@emory.edu

Radiology ExamWeb Usage
>9,500 students have taken exams using REW.

AMSER Standardized Exam
Approximately 2640 students have taken the AMSER Standardized Exams: version 1 (2200) and version 2 (440).

Radiology ExamWeb Database
Members of the REW committee wrote an additional ~150 questions this year on topics identified as being underrepresented in the database. These were edited by Drs. Tigges and Lewis and have been uploaded to REW. The committee has also had a number of video conference calls this year to review the statistics on questions in the item database and edit items that were testing sub-optimally.

Paper
Sravanthi Reddy and other members of the committee published a paper on the development of the AMSER Standardized Exam.


Funding
We currently are negotiating with a national radiology organization to take over support of REW. We are unsure if this will enable it continue to be provided for free or if a fee will be involved.

Our thanks to the committee for their help and support.
The Website and Communications Committee continues to review the website to identify and correct errors, fix broken links, and update material. Our first email blast highlighting material from the Shared Resources page and tips/examples on how to utilize them in your teaching will be sent before the 2015 AUR Annual Meeting so be on the lookout in your email! We also plan to introduce a forum to allow members to communicate throughout the year and will provide more information shortly and at our meeting in New Orleans.

The AMSER website is meant to be a useful source of information to medical students interested in radiology, Radiology medical student educators, and mostly importantly to YOU -- AMSER members. If you have any feedback, ideas, and suggestions, please contact me or any member of the Website and Communications Committee.

Interested in serving on a committee? Have an idea for programming at a future meeting? Have a perspective to present in the newsletter?

Find our contact info on page 10 or find the best contact person online at: http://aur.org/Secondary-Alliances.aspx?id=131
As healthcare continues to emphasize value, it is incumbent upon the modern radiologist to make sure that the right exam is ordered for the right indication. Traditionally, this has come about through the exam protocoling process. I feel, however, that the more solvent approach is to try to address the order itself.

When I arrived at my residency program in 2011, I was appalled to find that the medical students at my campus were exposed to no formal instruction by a diagnostic radiologist prior to the fourth year whatsoever. With all of the value that radiologists can bring to the healthcare system, how could we not be a seminal part of the training of new doctors?

It is my view that we should not wait until medical students opt for an elective in radiology before we begin to integrate ourselves into their training. In 2014, as chief resident, I undertook an ambitious plan to reach out to the core third year clerkship directors and offered my services for 1 hour per clerkship in which I would give a basic lecture on the material most relevant to their rotation examinations as well as a discussion of appropriate ordering, radiation risks, and common errors that trainees make.

The student response to this program was overwhelmingly positive. Each group of students brought a unique outlook and question set, and while the majority of students at my campus eventually opt for careers in primary care, all were able to take something away from what I was able to bring to their clerkship. The message to me was clear. Students want to hear from us as radiologists.

As I later began to review the new milestone-based evaluation system for residents, I realized that the simple act of developing and delivering lectures like these seem to capture the goals intended by the guardians of the profession. As I move toward graduation, I was able to transition these lectures to those following me in my program based on this principle.

While it remains to be seen whether I succeeded in bringing new interest in the specialty to students who were on the fence at the third year level, waiting until the fourth year of medical school to teach radiology is often not timely enough to reach the entire student body. Though it is undoubtedly true that larger academic centers throughout the United States already participate in processes like these, my experience coming from a smaller program is that a lack of exposure probably contributes to decreased interest in the field.

In summation, it should be incumbent upon the diagnostic radiologist to be a part of the medical education process from start to finish. Above all else, get excited about what you have to offer, and it will pay dividends for the entire healthcare system.
For the modern physician, bedside "point of care" ultrasound is the ultra-stethoscope. Why just listen to the heart when you can look at it too? Ultrasound manufacturers have caught on and now sell more units to non-radiologists than radiologists. At many institutions radiologists remain relatively uninvolved in teaching bedside ultrasound skills to medical students. This sets an unfortunate precedent. If radiologists are centrally involved in point of care ultrasound instruction and curriculum design, we can help guide content deemed both high yield and appropriate. Additionally, the complexity of ultrasound imaging can be stressed, so that future practitioners with focused skills don’t overestimate their level of expertise.

To prepare the next generation physicians, UCSF School of Medicine weaves ultrasound education into students' four-year curriculum, starting even in the first week with anatomy. Radiology faculty lead small group hands-on ultrasound sessions targeted to the topic of interest (e.g., musculoskeletal anatomy, hepatobiliary physiology, cardiopulmonary pathology, vascular access). Students have the opportunity to scan each other, model patients, and rubber phantoms. After completing a basic skills checklist, the students’ ultrasound lab becomes available for independent practice. Ultrasound training spans pre-clinical and clinical years. Currently online video tutorials are being developed in a joint effort from Emergency Medicine and Radiology so that the educational continuity extends into residency and fellowship years. With a smart phone in one hand and a wireless ultrasound pen in the other, future physicians will literally have the diagnosis at their fingertips.


## 2014-2015 Executive Committee & Committee Chairs

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Institution</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sravanthi Reddy, MD</td>
<td>President</td>
<td>University of Southern California</td>
<td>ph: 818-521-4697, <a href="mailto:keesara@usc.edu">keesara@usc.edu</a></td>
</tr>
<tr>
<td>Caroline W. Carrico, MD</td>
<td>Vice President</td>
<td>Duke University Medical Center</td>
<td>ph: 919-684-7293, <a href="mailto:caroline.carrico@duke.edu">caroline.carrico@duke.edu</a></td>
</tr>
<tr>
<td>Kimi L. Kondo, DO</td>
<td>Vice President-elect</td>
<td>University of Colorado</td>
<td>ph: 720-848-6568, <a href="mailto:kimi.kondo@ucdenver.edu">kimi.kondo@ucdenver.edu</a></td>
</tr>
<tr>
<td>Stefan Tigges, MD</td>
<td>Secretary-Treasurer</td>
<td>Emory Clinic</td>
<td>ph: 404-778-4257, <a href="mailto:stigges@emory.edu">stigges@emory.edu</a></td>
</tr>
<tr>
<td>Carl R. Fuhrman, MD</td>
<td>Immediate Past President</td>
<td>University of Pittsburgh Medical Ctr</td>
<td>ph: 412-647-7228, <a href="mailto:fuhrcr@UPMC.EDU">fuhrcr@UPMC.EDU</a></td>
</tr>
<tr>
<td>Jonathan S. Lewin, MD</td>
<td>AUR President</td>
<td></td>
<td><a href="mailto:jlewin2@jhmi.edu">jlewin2@jhmi.edu</a></td>
</tr>
<tr>
<td>Andres R. Ayoob, MD</td>
<td>Chair, Shared Resources Committee</td>
<td>University of Kentucky</td>
<td>ph: 859-323-2410, <a href="mailto:andres.ayoob@uky.edu">andres.ayoob@uky.edu</a></td>
</tr>
<tr>
<td>C. Alexander Grieco, MD</td>
<td>Chair, Membership Committee</td>
<td>Ohio State University</td>
<td>ph: 717-460-4204, <a href="mailto:cgrieco300@yahoo.com">cgrieco300@yahoo.com</a></td>
</tr>
<tr>
<td>Jeffrey Hogg, MD</td>
<td>Chair, Curriculum Committee</td>
<td>West Virginia University</td>
<td>ph: 304-282-4677, <a href="mailto:jhogg@hsc.wvu.edu">jhogg@hsc.wvu.edu</a></td>
</tr>
<tr>
<td>Aine M. Kelly, MD</td>
<td>Chair, Research and Scholarship Committee</td>
<td>University of Michagan</td>
<td>ph: 734-936-0024, <a href="mailto:ainekelly@med.umich.edu">ainekelly@med.umich.edu</a></td>
</tr>
<tr>
<td>Petra J. Lewis, MD</td>
<td>Chair, Radiology ExamWeb Committee</td>
<td>Dartmouth-Hitchcock Medical Center</td>
<td>ph: 603-650-6125, <a href="mailto:Petra.J.Lewis@hitchcock.org">Petra.J.Lewis@hitchcock.org</a></td>
</tr>
<tr>
<td>Nancy J. McNulty, MD</td>
<td>Chair Long Range Planning Committee</td>
<td>Dartmouth-Hitchcock Medical Ctr</td>
<td>ph: 603-650-7443, <a href="mailto:Nancy.J.McNulty@hitchcock.org">Nancy.J.McNulty@hitchcock.org</a></td>
</tr>
<tr>
<td>David M. Naeger, MD</td>
<td>Member-at-Large</td>
<td>University of California, San Francisco</td>
<td>ph: 415-502-0269, <a href="mailto:david.naeger@ucsf.edu">david.naeger@ucsf.edu</a></td>
</tr>
<tr>
<td>Janet A. Neutze, MD</td>
<td>Chair, Rules Committee</td>
<td>Penn State Hershey Medical Center</td>
<td>ph: 717-531-4551, <a href="mailto:jneutze@hmc.psu.edu">jneutze@hmc.psu.edu</a></td>
</tr>
<tr>
<td>Erin E. O’Connor, MD</td>
<td>Member-at-Large</td>
<td>Temple University Hospital</td>
<td>ph: 215-707-7078, Erin.O’<a href="mailto:Connor@tuhs.temple.edu">Connor@tuhs.temple.edu</a></td>
</tr>
<tr>
<td>Christopher M. Straus, MD</td>
<td>Chair, Finance Committee</td>
<td>University of Chicago</td>
<td>ph: 773-702-1607, <a href="mailto:cstraus@uchicago.edu">cstraus@uchicago.edu</a></td>
</tr>
<tr>
<td>Emily M. Webb, MD</td>
<td>Member-at-Large</td>
<td>University of CA, San Francisco</td>
<td>ph: 415-353-1821, <a href="mailto:emily.webb@ucsf.edu">emily.webb@ucsf.edu</a></td>
</tr>
</tbody>
</table>

Hope to see you in New Orleans April 14-17!