



AMSER Excellence in Education Award

William Herring, MD

Introduction by Christopher M. Straus, MD

For 45 years and through the great expansion of medical imaging, William Herring, MD, has targeted his career to advancing the teaching of radiology to future generations.

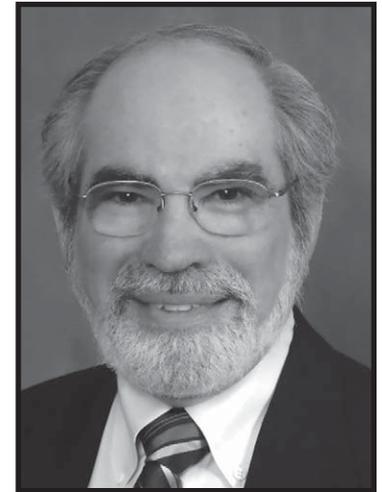
Bill's leadership roles in education include the radiology residency program director at Albert Einstein Medical Center in Philadelphia and the vice-chairman and medical student clerkship director for much of his tenure. He specifically is noted for embarking on these two parallel missions, requiring and organizing the work of many individuals.

Bill created *Learningradiology.com* in 2001. This early Web site represented a free educational source that now attracts over 10,000 unique visitors every day. In addition to being the sole source of material and administration, Bill has published a student-level "Case of the Week" for over 630 consecutive weeks.

The Web site morphed into his popular textbook, *Learning Radiology: Recognizing the Basics*, currently in its third edition. Conquering the Internet included social media. The unknown case every day can be found on Facebook, a resource now followed by over 700,000, and on Twitter with 7000 followers. Materials also include 60 radiology video podcasts posted to iTunes.

On any given day, it is estimated that 75,000 people worldwide are interacting with materials Bill has created and maintains. Clearly, his role and reach in our specialty combine to advance all of us, both now and into the future.

In recognition of his undying efforts, the Philadelphia Roentgen Ray Society (PRRS) recognized Bill as the PRRS Outstanding Educator. More recently, the Association of Program Directors in Radiology (APDR) gave Bill the APDR Outstanding Achievement Award. Bill has



William Herring, MD

served as president of both the PRRS and the Alliance of Medical Student Educators in Radiology.

Bill has recently retired from his clinical practice, but he remains involved in his lifelong passion for teaching radiology. We, and the world, are all the lucky beneficiaries of his passion for teaching radiology.

RRA Innovation and Leadership Award

Robert F. Mattrey, MD

Introduction by Srini Tridandapani, MD, PhD

There is perhaps no greater endorsement of the quality of the research by Robert F. Mattrey, MD, than the funding he has received for it over the years. His research has been continuously funded by the National Institutes of Health and various other agencies since 1983, to an amount exceeding \$20 million.

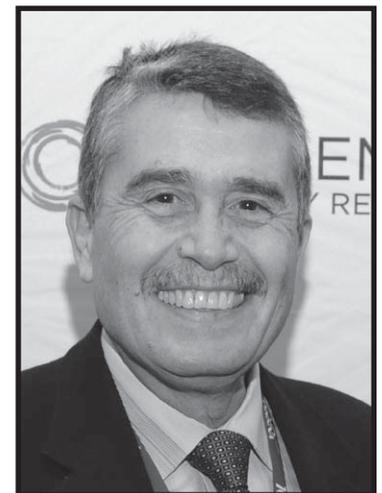
Dr Mattrey's primary research has been in the areas of ultrasound contrast agents, where he is considered a giant in the field, magnetic resonance imaging, and molecular imaging.

Dr Mattrey is currently a professor of radiology at the University of California at San Diego (UCSD) and also the director of the Molecular Imaging Program, the director of the 5-year Radiology Clinician/Scientist Program, and the codirector of the Institute of Engineering in Medicine, Center for Mul-

tiscale Imaging of Living Systems. At UCSD, he served as the vice chairman and director of research from 1996 through 2014.

In addition to being a stellar researcher, Dr Mattrey has also been tireless in the numerous service roles he has taken on to promote research within radiology, locally at UCSD, nationally, and internationally. In particular, his efforts are definitely geared toward mentorship activities, ensuring that there will be a strong workforce in radiology research for decades into the future. Many of his research trainees have gone on to achieve significant research positions around the world, both in academia and industry. Thus, his total impact on research in radiology is growing exponentially.

Most importantly for the AUR and RRA, Dr Mattrey has served on a number of AUR committees continuously since 1982 and



Robert F. Mattrey, MD

has served the RRA since 2000 as an early founding member. He also served as the president of RRA in 2001-2002.

Thus, it is with significant pride and gratitude that the RRA awards the RRA Innovation and Leadership Award for 2015 to Robert F. Mattrey, MD.