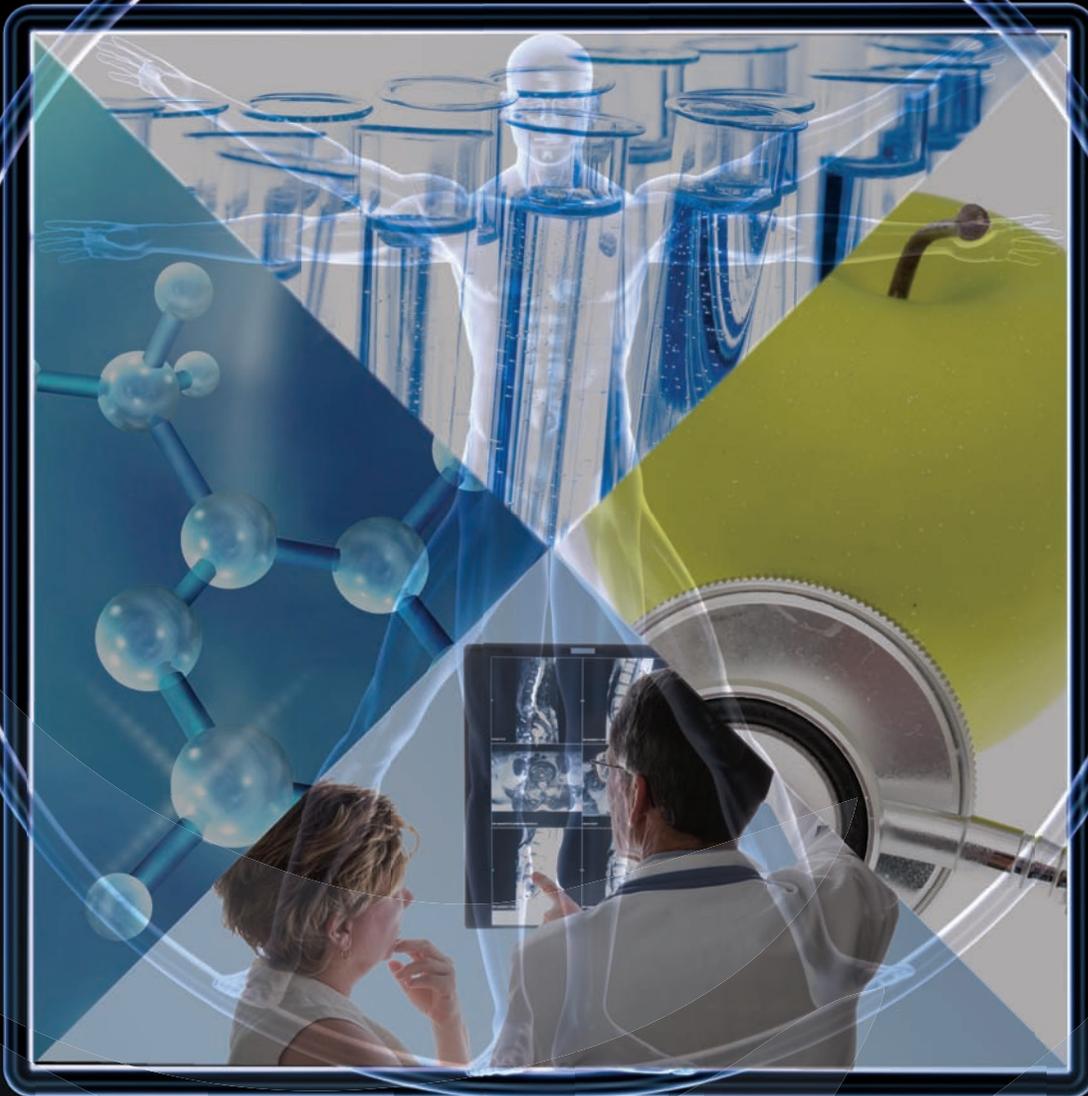




# IS<sup>3</sup>R 2009

**Globalization of P4 Medicine:**  
Predictive, Personalized, Preventive and Participatory



Scientific Program

San Diego, August 27-29, 2009

IS<sup>3</sup>R 2009 8TH BIENNIAL INTERNATIONAL SYMPOSIUM

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**Globalization of P4 Medicine**

[www.is3r.org](http://www.is3r.org)



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# FOREWORD

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Dear Colleagues,

On behalf of the Executive Board of the International Society of Strategic Studies in Radiology, I welcome you to the 8<sup>th</sup> Biennial International Symposium. In the following pages you will find the introduction from the Program Chairman, Dr. Bill Bradley, as well as the complete program. I am sure you will agree that the participants in this year's symposium are an impressive group of world leaders.

I would like to acknowledge the generous support of our sponsors and corporate members, without whom this organization and our symposia would not be possible. Their direct participation in the program is one of the unique features and strengths of the IS<sup>3</sup>R symposia. You can find these sponsors listed on the last page of the program.

As my tenure as President is completed at the close of this year's meeting, I would like to take this time to thank Tym Peters and Brigitte Lindlbauer for their superb support of me and the Society for the past two years. I am sad to report that Mr. Peters is ending his role as Director of Administration for IS<sup>3</sup>R since he has accepted the position as Director of the Continuing Medical Education Program of the UCSF School of Medicine. Please join me in thanking Mr. Peters for his outstanding leadership for all of these years and congratulate him on his promotion. We will certainly miss him.

And finally I would like to offer my congratulations and best wishes to Christian Herold, MD, as he takes over the role of President of the Society. With our outstanding Executive Board and staff, I am confident the Society is in good hands and will continue to flourish.

I look forward to spending time with you during our symposium.

**Ronald Arenson, MD**

President, IS<sup>3</sup>R

Alexander R. Margulis Distinguished Professor and Chairman

Department of Radiology and Biomedical Imaging

University of California, San Francisco

# LETTER FROM THE CHAIRMAN

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Dear Fellow Members and Participants,

On behalf of the Program Committee of the IS<sup>3</sup>R, I would like to welcome you to our 8<sup>th</sup> biennial meeting in La Jolla, California, August 26-29, 2009. The IS<sup>3</sup>R is a unique opportunity for an international group of radiologists, imaging scientists, and captains of industry to interact in the intimate atmosphere afforded by the Lodge at Torrey Pines.

We have an exciting program planned this year on the “Globalization of P4 Medicine”. “P4 medicine” includes Predictive, Personalized, Preventive and Participatory and is the creation of Elias Zerhouni, MD, former Director of the NIH, who will be giving a keynote address on the topic. His former boss, William R. Brody, MD, PhD, former president of Johns Hopkins University and now head of the Salk Institute in La Jolla will also be giving a keynote on “Contributions of Engineering to Advances in Imaging Technology”. A third keynote in the Personalized section will be given on “Nanotechnology and Molecular Imaging” by Sam Gambhir, MD, PhD, who is currently at Stanford but moving to Duke to be Chairman of Radiology.

As usual, there will be ample opportunity for open discussion during the frequent Panels and the Strategic Minutes. Informal interaction is also encouraged during the frequent breaks, luncheons and evening events. The latter include the Welcome Reception and Opening Banquet both at the Lodge at Torrey Pines. We will spend Friday evening at the Birch Aquarium which will feature an exhibit on Global Warming, a concept that originated at the Scripps Institution of Oceanography at UCSD over 50 years ago.

As Chairman of this year’s Program Committee, I look forward to welcoming you to La Jolla and renewing old friendships.

**William G. Bradley, Jr, MD, PhD, FACR**

Program Chairman - IS<sup>3</sup>R 2009

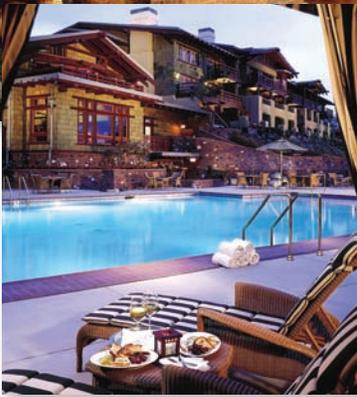
Professor and Chairman,

Department of Radiology,

University of California, San Diego

# VENUE DETAILS

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## THE LODGE AT TORREY PINES

11480 North Torrey Pines Road  
La Jolla, California, 92037 USA

**Phone:** +1-858-453-4420

**Web:** <http://www.LodgeTorreyPines.com>

The Lodge at Torrey Pines overlooks the Pacific Ocean, immediately adjacent to the 18th green of the legendary Torrey Pines Golf Course. The Craftsman-style resort features 170 spacious guest rooms and suites, more than 13,000 square feet of meeting and banquet space, a 9,500 square-foot full-service spa and two restaurants. The signature dining room serves contemporary California cuisine from fresh, local products. Complimentary high-speed wireless Internet access is available in guest rooms and public areas.

The finest artisanship of the California Craftsman era has been revived in The Lodge at Torrey Pines. The Lodge's design closely echoes the spirit of world-renowned architects Charles and Henry Greene. Graceful lines and materials take their cue from wind-sculpted pines found in nearby Torrey Pines State Reserve, as well as the park's golden sandstone cliffs, dramatic beaches, and cobbled shoreline.

### Official Language

English (no translation of the meeting will be provided)

### Smoking Policy

The symposium is non-smoking. Although smoking is allowed in outdoor areas of The Lodge; it is prohibited in most public venues in California.

# PRACTICAL INFORMATION

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## Exhibition

No trade exhibits are scheduled to be displayed in conjunction with this year's symposium.

## Credit Cards/Currency Exchange

The reception desk at the Lodge at Torrey Pines is able to cash traveller's checks for you and advance cash charged against your room folio. Major credit cards (Visa, MasterCard) are accepted by nearly all establishments in the area.

## Insurance

Neither the IS<sup>3</sup>R nor the symposium organizers can accept liability for personal injury, or loss/damage to property, personal or otherwise, belonging to meeting participants or accompanying persons, either during or as a result of the symposium or during all tours or their stay in La Jolla. Participants and accompanying persons should assure that their own personal health, accident and/or travel insurance are up-to-date and valid for use in the United States.

## CME Credit

None of the scientific or educational sessions of this year's symposium has been approved for continuing medical education credit.

## Certificate of Attendance

Participants who would like to receive a certificate verifying their attendance at the symposium are encouraged to request one from the Registration desk (located outside of the meeting room) before adjournment on Saturday. Certificates will be mailed following the symposium.

## Meals

Continental Breakfast and breaks will be served in the Charles Reiffel Room. Lunch will be served on the Arroyo Terrace. Continental breakfast for all is available beginning at 7:00 am. Coffee breaks will

be served to participants on each day of the symposium and attendees are invited to luncheon with colleagues on Thursday and Friday. Guests are encouraged to join Symposium participants for the dinner banquets on Thursday and Friday evenings.

Dr. Bradley cordially invites all participants and their guests who are not leaving the San Diego area on Saturday afternoon to attend a luncheon in his home. Transportation will be provided to and from the hotel.

## Recording

Audio or video recording any part of the symposium without prior express permission is prohibited.

## Registration

Staff at the meeting registration desk outside of the ballroom will be available each day Thursday-Saturday during symposium hours. They are there to assist you with reservations, finding local venues, booking optional tours, or to help you with any challenges with your accommodations or travel arrangements.

## Location

### The Lodge at Torrey Pines

11480 North Torrey Pines Road  
La Jolla, California, 92037, USA

**Phone:** +1-858-453-4420

**Web:** <http://www.LodgeTorreyPines.com>

### San Diego International Airport

3225 – 3707 N. Harbor Drive, San Diego, California

Taxis are readily available at the arrivals terminals. It is recommended you pre-schedule a taxi up to 1 hour prior to your departure from the hotel.

# ABOUT THE IS<sup>3</sup>R

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The International Society for Strategic Studies in Radiology is a non-political, not-for-profit organization whose purpose is to define and investigate strategic, scientific and economic issues of global importance to the field of radiology. The Society aims to foresee national and global developments in radiology and allied fields, and to strategically communicate important issues to radiologists, physicians in other medical fields, industry and governments. Its strategic partnership with industry creates important avenues of cooperation and common engagement. IS<sup>3</sup>R can thus envision plans for actively influencing research, teaching and clinical practice now and in the future, and to prepare radiologists, their partners, and their clients for future developments. The Society works to influence the flow of capital and investment into the most scientific and strategic fields, and to influence health care politics for the benefit of radiology, its patients and customers.

## IS<sup>3</sup>R EXECUTIVE BOARD

### President

Ronald L. Arenson, MD (San Francisco/US)

### Past President

Guy G. Frija, MD (Paris/FR)

### President-Elect

Christian J. Herold, MD (Vienna/AT)

### Vice President

James H. Thrall, MD (Boston/US)

### Founding President

Alexander R. Margulis, MD, DSc(hc) (New York/US)

### Treasurer

Hedvig Hricak, MD, PhD (New York/US)

### Secretary

Gabriel P. Krestin, MD, PhD (Rotterdam/NL)

### By-laws and Rules Committee Chair

Maximilian Reiser, MD (Munich/DE)

### Corporate Advisory Chair

Hedvig Hricak, MD, PhD (New York/US)

### Nominating and Membership

#### Committee Chair

Gary M. Glazer, MD (Stanford/US)

### Program Committee Chair

William G. Bradley, Jr., MD, PhD (San Diego/US)

### Publications Committee Chair

James H. Thrall, MD (Boston/US)

### Members at Large

Sachio Kuribayashi, MD (Tokyo/JP)

Jonathan S. Lewin, MD (Baltimore/US)

Hans G. Ringertz, MD, PhD (Stockholm/SE)

## 2009 PROGRAM COMMITTEE

William G. Bradley, Jr., MD, PhD, **Chairman**  
San Diego, California, USA

Ronald L. Arenson, MD  
San Francisco, California, USA

Dieter Enzmann, MD  
Los Angeles, California, USA

Christian J. Herold, MD  
Vienna, AUSTRIA

Hedvig Hricak, MD, PhD  
New York, New York, USA

Maximilian Reiser, MD  
Munich, GERMANY

James H. Thrall, MD  
Boston, Massachusetts, USA

# PROGRAM OVERVIEW

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## Thursday, August 27

- 07:00 Continental Breakfast
- 08:15 Welcome and Introductions



### SESSION 1 - PREDICTIVE

- 08:30 **Keynote Lecture:** Contributions of Engineering to Advances in Imaging Technology
- 09:00 Screening
- 10:05 Coffee Break
- 10:40 Atherosclerosis
- 11:20 **Strategic Minutes:** Commoditization of Radiology: Good or Bad?
- 11:50 Panel Discussion
- 12:45 Lunch Break



### SESSION II - PERSONALIZED

- 13:45 **Keynote Lecture:** Nanotechnology and Molecular Imaging
- 14:15 Cancer
- 16:00 Coffee Break
- 16:30 Novel Contrast Agents and Mechanisms
- 17:30 Panel Discussion
- 18:30 Adjourn
- 19:00 Reception - Charles Fries Room and Terrace
- 19:30 Opening Banquet - Charles Reiffel Room

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## Friday, August 28

- 07:00 Continental Breakfast



### SESSION III - PREVENTIVE

- 08:00 Disease States and CT Dosage
- 10:00 Coffee Break
- 10:30 Managing Utilization
- 11:00 Panel Discussion (CT)
- 12:00 Lunch Break



### SESSION IV - PARTICIPATORY

- 13:15 Patients and Radiology
- 14:45 Coffee Break
- 15:15 Policy and Radiology
- 16:45 Panel Discussion
- 17:15 General Assembly of the IS<sup>3</sup>R (Members Only)
- 18:15 Adjourn
- 18:30- Bus Departures from The Lodge at Torrey Pines
- 18:45
- 19:00 Closing Reception and Dinner on the Coast Birch Aquarium at the Scripps Institute of Oceanography

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## Saturday, August 27

- 07:00 Continental Breakfast
- Ballroom Foyer



### SESSION V - IMPACT OF TECHNOLOGY ON P4 MEDICINE

- 08:00 **Keynote Lecture:** P4 Medicine: The Future
  - 08:30 New Treatment Technologies
  - 10:05 Coffee Break
  - 10:35 Impact of Technology on Infrastructure
  - 11:15 Panel Discussion
  - 12:15 Summary, Closing Remarks
  - 12:45 Adjourn
  - 13:00 "Chairman's Lunch" at the Bradley Home, La Jolla
- Transportation will be available from the hotel until 13:15.

All plenary sessions will take place in the Maurice Braun Ballroom.

Continental breakfast and coffee breaks will be served in the Charles Fries and Charles Reiffel Rooms and Terrace.

Lunch each day will be available on the Arroyo Terrace.

Full program schedule begins on next page.

# SCIENTIFIC PROGRAM

## Globalization of P4 Medicine: Predictive, Personalized, Preventive and Participatory

<b>Thursday, August 27</b>		10:52	Using Imaging to Predict Heart Disease Myriam Hunink
07:00	Continental Breakfast and Registration		
<b>WELCOME AND INTRODUCTIONS</b>		11:04	Biomechanics of Vulnerable Plaque: Predicting Rupture Roderic Pettigrew
08:15	Welcome to La Jolla William Bradley – Program Chairman		
08:20	Introduction to the IS <sup>3</sup> R Program Ronald Arenson – President of the IS <sup>3</sup> R	11:20	<b>STRATEGIC MINUTES</b> Moderator: Hans Ringertz
08:25	Welcome from Founding President Alexander Margulis		
 <b>SESSION I - PREDICTIVE</b> Moderators: Stanley Baum and Moshe Graif			Commoditization of Radiology: Good or Bad? Gabriel Krestin (good) Vs. James Borgstede (bad)
08:30	<b>KEYNOTE LECTURE</b> Contributions of Engineering to Advances in Imaging Technology William Brody	11:50	<b>PANEL DISCUSSION</b> Morning Speakers American College of Radiology Hitachi Medical Systems GE Healthcare Naviscan, Inc. Philips Medical Systems Siemens Medical Solutions Toshiba Medical Systems
<b>Screening Section</b>		12:45	Lunch Break
09:00	Screening for Alzheimer’s Disease Using MR Morphometry Anders Dale		
09:12	Screening for Breast Cancer Christiane Kuhl		
09:24	Screening for Colorectal Cancer Judy Yee		 <b>SESSION II - PERSONALIZED</b> Moderators: Valerie Jackson and Xiaoyuan Feng
09:36	Screening for Lung Cancer Denise Aberle	13:45	<b>KEYNOTE LECTURE</b> Nanotechnology and Molecular Imaging Sam Gambhir
09:48	Screening and Management of Prostate Cancer Including MRI, MRSI, Diffusion, and Perfusion Imaging Fergus Coakley		<b>Cancer Section</b>
10:05	Coffee Break	14:15	Tumor Response in Personalized Medicine Hedvig Hricak
<b>Atherosclerosis Section</b>		14:28	Oncolytic Viruses Expressing Imaging Reporters Kevin Murphy
10:40	Atherosclerotic Plaque Characterization Maximilian Reiser		

# SCIENTIFIC PROGRAM

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14:41	<b>Systems Radiology</b> Dieter Enzmann	Guerbet Naviscan, Inc. Supersonic Imagine
14:54	<b>PET-MR</b> Claus Claussen	18:30 Adjourn
15:07	<b>Breast Cancer: Dedicated PET vs. MRI</b> Chris Comstock	19:00 <b>Opening Banquet</b> Lodge at Torrey Pines (Charles Reiffel Room)
15:20	<b>GBM: Management with PET-MR and ADC</b> Greg Sorenson	
15:33	<b>General Considerations for Integrated Modality Imaging</b> Gustav von Schulthess	
15:46	<b>Personalized Treatment: Need for Non-Personalized Probes for Molecular MR Imaging</b> Bernd Hamm	
16:00	Coffee Break	
	<b>Novel Contrast Agents and Mechanisms Section</b>	
16:30	<b>Imaging of Stem Cells</b> Fred Gage	
16:42	<b>Novel C-11 PET agents</b> William Eckelman	
16:54	<b>Novel Gadolinium-based Contrast Agents for MRI</b> Karl-Juergen Wolf	
17:06	<b>Prostate Cancer: Diagnosis with Hyperpolarized C-13 MRS</b> Dan Vigneron	
17:18	<b>Imaging Concussion using Magnetoencephalography</b> Roland Lee	
17:30	<b>PANEL DISCUSSION</b> <b>Afternoon Speakers</b> Bayer Healthcare Bracco Diagnostics, Inc. GE Healthcare Genelux	
		<b>Friday, August 28, 2009</b>
		07:00 Continental Breakfast and Registration
		 <b>SESSION III - PREVENTIVE</b> Moderators: Lenny Tan and Kazuro Sugimura
		<b>Disease States and CT Dosage</b>
		08:00 <b>Obesity/NAFLD/NASH</b> Claude Sirlin
		08:15 <b>Molecular Basis of Hepatic Fibrosis</b> David Brenner
		08:30 <b>Liver MRI</b> Kuni Ohtomo
		08:45 <b>Imaging of Short T2/T2* Components in Tissue</b> Graeme Bydder
		09:00 <b>Reducing Dose in CT</b> Norbert Pelc
		09:15 <b>Are CT Scans Carcinogenic?</b> Reuben Mezrich
		09:30 <b>Dose Reduction in CT</b> Stephen Golding
		10:00 Coffee Break
		10:30 <b>Managing Radiology Utilization</b> Steve Seltzer

# SCIENTIFIC PROGRAM

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|---|--|-------------|--|
| 10:45   | <b>What to Eat, When to Exercise and Why to Drink Red Wine</b><br>Christian Herold   | 15:45       | <b>Healthcare Challenges in China</b><br>JianPing Dai                                      |
| 11:00   | <b>PANEL DISCUSSION (CT)</b><br><b>Morning Speakers</b><br>Bayer Healthcare<br>GE Healthcare<br>Hitachi Medical Systems<br>Philips Medical Systems<br>Siemens Medical Solutions<br>Toshiba America Medical Systems | 16:00       | <b>How Can Clinical Research and Health Care be Improved</b><br>Peter Aspelin              |
| 12:00   | Lunch Break  | 16:15       | <b>Responsible Publications</b><br>Adrian Dixon  |
|  | <b>SESSION IV – PARTICIPATORY</b><br>Moderators: James Thrall and Philippe Grenier   | 16:30       | <b>Radiology Publication in the Digital Age</b><br>Herb Kressel                            |
|   | <b>Participatory I – Patients and Radiology</b>  | 16:45       | <b>PANEL DISCUSSION</b><br><b>Afternoon Speakers</b><br>ACR                                |
| 13:15   | <b>Non-invisible Radiologist/Face of Radiology</b><br>James Thrall   | 17:15       | <b>General Assembly of the IS<sup>3</sup>R</b><br>(Members Only)                           |
| 13:30   | <b>Creation of a Patient-Centered Radiology Facility: What Patients Want</b><br>Gary Glazer  | 18:15       | Adjourn  |
| 13:45   | <b>Proving the Value Added by Radiologists</b><br>Stan Baum  | 18:30-18:45 | Bus Departures from The Lodge at Torrey Pines  |
| 14:00   | <b>Contribution of Board Certification to Quality</b><br>Reed Dunnick  | 19:00       | <b>Closing Reception and Dinner</b><br>Birch Aquarium at Scripps Institute of Oceanography |
| 14:15   | <b>Getting Better Evidence for Payment for Radiology Services</b><br>Barbara McNeil  |             |  |
| 14:45   | Coffee Break   |             |  |
|   | <b>Participatory II – Policy and Radiology</b>   |             |  |
| 15:15   | <b>EU Policies on Certification and Quality</b><br>Guy Frija   |             |  |
| 15:30   | <b>Radiology Training in Russia</b><br>Valentin Sinitsyn   |             |  |
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# SCIENTIFIC PROGRAM

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## Saturday, August 29, 2009

7:00 Continental Breakfast



### SESSION V – IMPACT OF TECHNOLOGY ON P4 MEDICINE

Moderators: William Bradley and Lenny Tan

08:00 **KEYNOTE LECTURE**  
**P4 Medicine: the Future**  
Elias Zerhouni

#### **New Treatment Technologies**

08:30 **Intraoperative MRI**  
Jonathan Lewin

08:44 **MR-guided Focused Ultrasound in the Body**  
Anne Roberts

08:58 **MRgFUS in the Brain**  
William Bradley

09:12 **Stereotactic Radiosurgery: Gamma Knife**  
Dade Lunsford

09:26 **Image-Guided Radiotherapy in Gynecologic Cancers**  
Arno J. Mundt

09:40 **Image-Guided Radiation Therapy**  
David Jaffray

09:54 **Robotic Prostate SBRT**  
Don Fuller

10:05 Coffee Break

#### **Impact of Technology on Infrastructure**

10:35 **Lessons Learned from ACRIN**  
Bruce Hillman

10:45 **Infrastructure for Neuroradiology Research**  
Denis LeBihan

11:00 **IT in Infrastructure and Workflow**  
Ronald Arenson

11:15 **PANEL DISCUSSION**

#### **Morning Speakers**

Accuray  
Agfa Healthcare  
Carestream Health  
Fuji Medical Systems  
INTIO, Inc.  
Insightec  
Median  
ONI  
Osteotronix  
Riverain  
Sirtex  
Time Medical  
Vital Images

12:15 **Summary**  
Hans Ringertz

12:35 **Concluding Remarks**  
Alex Margulis

12:40 **Conclusion**  
William Bradley

12:45 Adjourn

13:00 **Chair's Luncheon at the Bradley Home, La Jolla**  
Transportation will be available to and from the hotel from 13:00 - 13:15

# LIST OF PARTICIPANTS

---

**Denise R. Aberle, MD**  
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