

IS³R 2007

7TH BIENNIAL INTERNATIONAL SYMPOSIUM
OF THE INTERNATIONAL SOCIETY FOR
STRATEGIC STUDIES IN RADIOLOGY (IS³R)

ADVANCING RADIOLOGY THROUGH
INFORMED LEADERSHIP

SCIENTIFIC PROGRAM
MUNICH, AUGUST 23 – 25, 2007

INTERNATIONAL SOCIETY FOR STRATEGIC
IS³R

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7TH BIENNIAL INTERNATIONAL SYMPOSIUM

ADVANCING RADIOLOGY THROUGH
INFORMED LEADERSHIP

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PROGRAM CHAIRMAN

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FOREWORD



Dear Participants,

The meeting in Munich will be the 7th for our society, IS³R. The main issues for our discipline will be discussed, as was actually the case on the 6 previous occasions. On that matter, it should be remarked that many new issues have emerged in the last 15 years, although some still remain unchanged. Technical innovation and the evolution of health systems contribute to stimulating our reflection, transforming our vision and adapting our discipline to the new challenges of medicine and society.

Why do the IS³R and the meetings it organizes matter in that respect? They matter because, as far as I know, the IS³R is the only place where opinion and industrial leaders meet and exchange ideas: comparing our meetings to the Davos summits, whose world-wide reputation is now well established, wouldn't be far fetched.

But the main difference between Davos and our meetings is the publicity surrounding them. We certainly need to disseminate our deliberations more widely than we have done so far. The recent publication of 2 articles on the history of our society and its purposes, as well as on the meeting in Boston, is an excellent start, and those who worked hard to make it happen deserve all our thanks.

The IS³R meetings are very different from other meetings insofar as the programme needs to take into account both current issues and visions for the future. This is what makes organizing it such a hard task and our colleague Max Reiser should be praised for devising such an exciting programme.

First created informally by a few colleagues from every part of the world, the IS³R has now become indispensable thanks to the visionary abilities of our founding president and friend Alex Margulis.

As the president of the IS³R, I am very proud and honoured to welcome you to Munich for our 7th biennial symposium.

A handwritten signature in black ink that reads "Guy Frija".

Guy G. Frija, President ISSSR

FOREWORD

Dear Fellow members, Dear Participants,

This year's 7th International Symposium of the International Society for Strategic Studies in Radiology (IS³R) will be held in Munich, Germany, from August 23 – 25, 2007 under the title 'Advancing Radiology through Informed Leadership'.

IS³R is a non-political, not-for-profit organisation 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. IS³R can thus envision plans for actively influencing research, teaching and clinical practice now and in the future, and preparing radiologists, their partners and their clients for future developments. The society works to influence the flow of capital and investments into the most scientific and strategic field and to influence health care politics for the benefit of radiology, its patients and customers.

This year's symposium will feature sessions on interventional radiology, quality and safety issues, molecular imaging and nanotechnology, new paradigms in cardiac imaging, oncological imaging and emergency radiology, as well as on regulatory hurdles for radiological innovations. In addition, several keynote lectures and panel discussions will be held, and strategic minutes will be taken.

The official meeting venue will be the Hotel 'Bayerischer Hof' in Munich, an outstanding hotel in the middle of the traditional heart of the city, close to points of historic and cultural interest and to premier shopping areas.

As chairman of this year's Program Committee, I am looking forward to seeing you in Munich.



Maximilian F. Reiser, Program Committee Chairman



VENUE DETAILS



HOTEL BAYERISCHER HOF

Promenadeplatz 2-6
80333 Munich
Germany

Phone: 0049 89.21 20-0
Fax: 0049 89.21 20-906
Email: info@bayerischerhof.de
Web: <http://www.bayerischerhof.de>

DETAILS

You can't create a hotel of international standing overnight. It takes centuries. The Bayerischer Hof was opened in 1841 - on the wishes of King Ludwig I, who wanted a comfortable place for his guests to stay. The Bayerischer Hof has been owned by the Volkhardt family for over a hundred years. In other words: hospitality has a long tradition with them.

OFFICIAL LANGUAGE

English (no translation of the meeting will be provided)

SMOKING POLICY

The symposium is non-smoking.
In some areas of the hotel it is possible to smoke, you can book a smoking room as well.



PRACTICAL INFORMATION

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

**CREDIT CARDS/
CURRENCY EXCHANGE** The reception desk at Bayerischer Hof is able to cash traveller's checks for you. The nearest banking establishment is an American Express Bank in-house.

INSURANCE Neither the IS³R 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 Munich. Participants and accompanying persons should ensure that their own personal health, accident and/or travel insurance are up-to-date and valid for use in Germany.

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

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

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

REGISTRATION Staff at the registration desk will be available Thursday to Saturday during the symposium hours. They will assist you with reservations, finding local venues, booking optional tours, or any problems regarding your accommodations or travel arrangements.

LOCATION Hotel Bayerischer Hof
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80333 Munich
Germany

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Fax: 0049 89.21 20-906
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Web: <http://www.bayerischerhof.de>



ABOUT THE IS³R

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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. By forming a strategic partnership with industry, in order to define important and relevant fields of cooperation for the successful future of both partners, IS³R hopes to envision schema for actively influencing research, clinical practice and teaching now and in the future, and to prepare radiologists, their partners, and their clients for future developments. The society aims 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.

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Kuni Ohtomo (Tokyo/JP)

Hans Ringertz (Stockholm/SE)

Gustav K. von Schulthess (Zurich/CH)

Lenny K. Tan (Singapore/SG)

PROGRAM OVERVIEW

THURSDAY, AUGUST 23	FRIDAY, AUGUST 24	SATURDAY, AUGUST 25
07:30 Breakfast Meeting of the ISSSR Board	08:30 Molecular Imaging (MI) and nanotechnology	08:30 KEYNOTE LECTURE: Dream beams
09:00 Welcome to Munich	09:45 Coffee Break	09:00 Regulatory hurdles for radiological innovations
09:05 Introduction to the ISSSR Program	10:15 Molecular Imaging (MI) and nanotechnology (cont.)	10:30 Coffee Break
09:20 Interventional Radiology: New fields and new challenges	11:00 PANEL DISCUSSION	11:00 Regulatory hurdles for radiological innovations (cont.)
10:30 Coffee Break	12:00 KEYNOTE LECTURE: The future of imaging research	11:45 PANEL DISCUSSION
11:00 PANEL DISCUSSION	12:30 Lunch Break	12:45 Summary, Closing Remarks
12:00 KEYNOTE LECTURE: A glance into the future	13:30 New paradigms in patient management	13:00 Lunch at the Roof Garden Restaurant, Bayerischer Hof
12:30 Lunch Break	14:30 Coffee Break	
13:45 Quality and Safety issues	15:00 New paradigms in patient management (cont.)	
15:55 Coffee Break	15:30 PANEL DISCUSSION	
16:30 PANEL DISCUSSION	16:30 Strategic Minutes	
17:30 Strategic Minutes	17:00 General Assembly of the ISSSR (members only)	
18:00 Adjourn	19:30 Closing Reception and Dinner "Residenz" Munich	
19:00 Bavarian Evening Ammersee Restaurant Schreyegg Departure by bus at 19:00 from Hotel Bayerischer Hof	Meeting point at 19:15 hotel lobby Bayerischer Hof	

Full Program Schedule begins on next page.

09:00 **Welcome to Munich**
Maximilian F. Reiser - Program Chairman

09:05 **Introduction to the ISSSR Program**
Guy G. Frija – President ISSSR

**INTERVENTIONAL RADIOLOGY NEW
FIELDS AND NEW CHALLENGES**

Moderators: Rolf W. Günther and Jonathan Lewin

09:20 **Interventional Radiology: Veni, vidi, vanished?**
Andy Adam

09:40 **Smart drugs & smart devices: drug delivery
and multimodality image guided molecular
interventions**
Brad Wood

09:50 **Intraoperative navigation and
intraoperative image guided therapy**
Nassir Navab

10:00 **Particle therapy and its
influence on radiology**
Jürgen Debus

10:10 **Focussed ultrasound as a novel
interventional technique**
Wladyslaw M. Gedroyc

10:20 **Emerging cellular therapies and their
role in interventional radiology**
Wolfgang Franz

10:30 Coffee Break

11:00 **PANEL DISCUSSION**
Moderator: Bruce Hillman

Panelists:
Stanley Baum
Jonathan Lewin
Hironobu Nakamura
Matthias Bräutigam - *Bayer Schering Pharma AG*
Lynne Kelley - *Boston Scientific*
Francois Kotian - *GE Healthcare*
Michael Kuhn - *Philips Medical Systems*
Dov Maor - *InSightec Ltd*
Stefan Schaller - *Siemens Medical Solutions*

12:00 **KEYNOTE LECTURE:**
Introduction by
Ronald L. Arenson

A glance into the future: The health care
market as engine of growth in the 21. Century
(the 6. Kondratieff cycle)
Leo A. Nefiodow

12:30 Lunch break

QUALITY AND SAFETY ISSUES

Moderators: C. Douglas Maynard
and R. Nick Bryan

- 13:45 **Cost and quality of radiological care**
Barbara J. McNeil
- 13:55 **Cost effectiveness of radiological modalities**
Adrian K. Dixon
- 14:05 **Optimisation strategies in workflow of radiological departments**
James H. Thrall
- 14:15 **How can we measure radiologists' performance?**
Jane Adam
- 14:25 **Accreditation of radiological services**
Janet E. Husband
- 14:35 **Risk assessment**
Ronald L. Arenson
- 14:45 **Regulation and radiation exposure – lessons from the EC**
Stephen J. Golding
- 14:55 **Radiation protection: Activities of ICRP and UNSCEAR**
Yasuhito Sasaki
- 15:05 **The business case for quality**
Stephen Swensen
- 15:15 **Research to underpin quality strategies**
Bruce Hillman
- 15:25 **Quality issues in teleradiology**
Iain McCall
- 15:35 **Teleradiology: How prevalent, how used, and how good?**
Jonathan Sunshine

15:45 Coffee Break

16:30 **PANEL DISCUSSION**

Moderator: James H. Thrall

Panelists:

- Jörg Debatin
- Iain McCall
- Lenny K. Tan
- Valtero Canepa - *Bracco Diagnostic*
- Philippe Houssiau - *AGFA*
- Michael W. Jackman - *Carestream Health Inc.*
- Anthony A. Lombardo - *E-Z-EM, Inc.*
- Thomas Miller - *Siemens Medical Solutions*
- Oran Muduroglu - *Philips Medical Systems*
- Mark Vachon - *GE Healthcare*

17:30 **STRATEGIC MINUTES**

Moderator: Christian J. Herold
Karl-Jürgen Wolf
Philippe A. Grenier

18:00 Adjourn

19:00 **Bavarian Evening** Departure by bus
at 19:00 from Hotel Bayerischer Hof

MOLECULAR IMAGING (MI) AND NANOTECHNOLOGY

Moderators: Gary M. Glazer and Joseph DeSimone

- 08:30 **Clinically relevant MI today and tomorrow**
Markus Schwaiger
- 08:40 **Impediments to clinical development of MI - why are we so slow?**
Gustav K. von Schulthess
- 08:55 **Regulation strategies in the development of MI agents**
George Mills
- 09:10 **MI in drug development and drug delivery**
Liqun Wang
- 09:25 **Reporter gene technology and cell trafficking in MI**
Frank Berger
- 09:35 **MI technologies and their impact on radiology**
Jan Grimm

09:45 Coffee break

MOLECULAR IMAGING (MI) AND NANOTECHNOLOGY (cont.)

- 10:15 **Nanosystems biology, nanotechnology and opportunities for imaging**
Joseph DeSimone
- 10:35 **Optical imaging and its impact on clinical radiology**
Christoph Bremer
- 10:50 **Building a molecular imaging program**
Gabriel P. Krestin

PANEL DISCUSSION

Moderator: Hedvig Hricak

Panelists:

- Joseph DeSimone
- Jan Grimm
- Gabriel P. Krestin
- George Mills
- Andrew Betournay - *Bracco Imaging S.p.A.*
- Claire Corot - *Guerbet GmbH*
- Ludger Dinkelborg - *Bayer Schering Pharma AG*
- Hans Hofstraat - *Philips Medical Systems*
- Hartmuth Kolb - *Siemens Medical Solutions*
- Jean-Luc Vanderheyden - *GE Healthcare*

KEYNOTE LECTURE:

Introduction by
Alexander R. Margulis

The future of imaging research

James H. Thrall

12:30 Lunch break

**NEW PARADIGMS IN
PATIENT MANAGEMENT**

Moderators: N. Reed Dunnick and
William G. Bradley

CARDIAC IMAGING

13:30 **Paradigms in cardiac imaging in the USA**
Richard D. White

13:40 **Paradigms in cardiac imaging in Europe**
Valentin E. Sinitzyn

13:50 **Advancing the training in non-invasive
cardiac radiology**
Borut Marincek

ONCOLOGIC IMAGING

14:00 **Imaging in oncology – clinical need and
contribution to clinical trials**
Wolfgang Hiddemann

14:15 **Oncologic imaging – what can we offer?**
Hedvig Hricak

14:30 Coffee break

EMERGENCY RADIOLOGY

15:00 **Emergency radiology from the viewpoint
of a trauma surgeon**
Wolf Mutschler

15:15 **How to integrate radiology in the
interdisciplinary emergency team**
Moshe Graif

15:30 **PANEL DISCUSSION**

Moderator: Gilbert Jost

Panelists:

Hedvig Hricak

Borut Marincek

Emmanuel Caillaud - *Guerbet GmbH*

Valtero Canepa - *Bracco Diagnostics*

Jay D. Miller - *Vital Images*

Jörg Möller - *Bayer Schering Pharma AG*

Bernd Montag - *Siemens Medical Solution*

Andreas Penk - *Pfizer*

Ivan S. Salgo - *Philips Medical Systems*

Jean-Luc Vanderheyden - *GE Healthcare*

16:30 **STRATEGIC MINUTES**

Moderator: Claus Claussen

Jonathan Sunshine

C. Douglas Maynard

17:00 **General Assembly of the ISSSR**
(members only)

19:30 **Closing Reception and Dinner,**
"Residenz" Munich
Meeting point at 19:15 hotel lobby Bayerischer Hof

08:30 KEYNOTE LECTURE:

Introduction by
Willi A. Kalender

**Dream beams: brilliant X-rays and
particle beams**

Dietrich Habs

**REGULATORY HURDLES FOR
RADIOLOGICAL INNOVATIONS**

Moderators: Willi A. Kalender
Herbert Y. Kressel

**09:00 Regulatory hurdles for the development
of imaging agents**

Andrew Betournay
Thomas Balzer

**09:30 Drugs and devices regulation vs.
radiological practice**

George Mills

**09:45 Designing clinical trials – evidence
driven reimbursement**

Mitchell D. Schnall

**10:00 The 7th framework program for
research of the EU**

Philippe Jehenson

**10:15 EU directive on MRI – conspiracy or
incompetence?**

Gabriel P. Krestin

10:30 Coffee break

**REGULATORY HURDLES FOR
RADIOLOGICAL INNOVATIONS (cont.)**

**11:00 Technical equipment: fast innovations,
slow introduction? / Siemens**

Erich R. Reinhardt

**11:15 Technical equipment: fast innovations,
slow introduction? / GE Healthcare**

Joseph M. Hogan

**11:30 Technical equipment: fast innovations,
slow introduction? / Philips**

Paul Smit

11:45 PANEL DISCUSSION

Moderator: Peter Aspelin

Panelists:

Claus D. Claussen

Adrian K. Dixon

Michael J. Barber - *GE Healthcare*

Andrew Betournay - *Bracco Imaging S.p.A.*

Philippe Decazes - *Guerbet GmbH*

Hans Maier - *Bayer Schering Pharma AG*

Dov Maor - *InSightec Ltd.*

Jay D. Miller - *Vital Images*

Andreas Penk - *Pfizer*

Erich Reinhardt - *Siemens Medical Solution*

Michael Rotte - *Novartis Pharma*

Paul Smit - *Philips Medical Systems*

12:45 Summary, Closing Remarks

Hans Ringertz

13:00 Farewell lunch at the Roof Garden Restaurant,
Bayerischer Hof

LIST OF PARTICIPANTS

Andy Adam

St. Thomas' Hospital
London, UK

Jane Adam

St. George's Hospital
London, UK

Erkan Akyuz

Agfa Healthcare
Waterloo, Ontario, Canada

Ronald L. Arenson

University of California, San Francisco
San Francisco, California, USA

Peter Aspelin

Huddinge University Hospital
Stockholm, Sweden

Thomas Balzer

Bayer Healthcare Pharmaceuticals
Montville, New Jersey, USA

Michael J. Barber

GE Healthcare Technologies
Waukesha, Wisconsin, USA

Stanley Baum

University of Pennsylvania
Philadelphia, Pennsylvania, USA

Frank Berger

Ludwig Maximilians University
Munich, Germany

Andrew Betournay

Bracco Imaging S.p.A.
Milan, Italy

William G. Bradley

University of California, San Diego
San Diego, California, USA

Matthias Bräutigam

Bayer Schering Pharma AG
Berlin, Germany

Christoph Bremer

University Hospital of Münster
Münster, Germany

R. Nick Bryan

University of Pennsylvania
Philadelphia, Pennsylvania, USA

Emmanuel Caillaud

Guerbet GmbH
Roissy CdG Cedex, France

Valtero Canepa

Bracco International
Manno, Switzerland

Robert Caretta

Covidien
Des Pores, Montana, USA

Claus D. Claussen

University Hospital - Tübingen
Tübingen, Germany

Claire Corot

Guerbet GmbH
Roissy CdG Cedex, France

Jörg F. Debatin

University Hospital Hamburg-
Eppendorf
Hamburg, Germany

Jürgen Debus

University of Heidelberg
Heidelberg, Germany

Philippe Decazes

Guerbet GmbH
Roissy CdG Cedex, France

Joseph DeSimone

University of North Carolina
at Chapel Hill
Chapel Hill, North Carolina

Jochen Dick

Siemens Medical Solutions
Erlangen, Germany

Ludger Dinkelborg

Bayer Schering Pharma AG
Berlin, Germany

Adrian K. Dixon

Addenbrooks Hospital
Cambridge, UK

Matthew Dreher

National Health Institute
Bethesda, Maryland, USA

N. Reed Dunnick

University of Michigan Health System
Ann Arbor, Michigan, USA
Los Angeles, California, USA

Ronald G. Evens

Barnes-Jewish Hospital
St. Louis, Missouri, USA

Jürgen Feuerstein

Guerbet GmbH
Sulzbach/Taunus, Germany

Andrea Fiumicelli

Agfa Healthcare
Mortsel, Belgium

Wolfgang Franz

Ludwig Maximilians University
Munich, Germany

Guy G. Frija

Hôpital Européen Georges Pompidou
Paris, France

Friedrich-Wilhelm Gause

Bayer Schering Pharma AG
Berlin, Germany

Wladyslaw M. Gedroyc

St. Marys Hospital Imperial College
London, UK

Gary M. Glazer

Stanford University School of Medicine
Stanford, California, USA

Stephen J. Golding

John Radcliffe Hospital
University of Oxford
Oxford, UK

Moshe Graif

Tel Aviv Medical Center
Tel Aviv, Israel

Philippe A. Grenier

Hôpital de la Pitié-Salpêtrière
Paris, France

LIST OF PARTICIPANTS

Jan Grimm

Memorial Sloan-Kettering
Cancer Center
New York, New York, USA

Rolf W. Günther

The University Hospital Aachen (UKA)
Aachen, Germany

Dietrich Habs

Ludwig Maximilians University
Munich, Germany

Sharam Hejazi

Carestream Health Inc.
New Haven, Connecticut, USA

Christian J. Herold

University of Vienna General Hospital
Vienna, Austria

Wolfgang Hiddemann

Ludwig Maximilians University
Munich, Germany

Bruce Hillman

University of Virginia Health
Sciences Center
Charlottesville, Virginia

Kevin Hobert

Carestream Health Inc.
Rochester, New York, USA

Hans Hofstraat

Philips Medical Systems
Eindhoven, The Netherlands

Joseph M. Hogan

GE Healthcare Technologies
Waukesha, Wisconsin, USA

Philippe Houssiau

AGFA Healthcare
Mortsel, Belgium

Hedvig Hricak

Memorial Sloan-Kettering
Cancer Center
New York, New York, USA

Janet E. Husband

Royal Marsden Hospital
Surrey, UK

Joachim Hütter

Bayer Schering Pharma AG
Berlin, Germany

Michael W. Jackman

Carestream Health Inc.
Rochester, New York, USA

Philippe Jehenson

European Commission
Brussels, Belgium

Gilbert Jost

Washington University School
of Medicine
St. Louis, Missouri, USA

Willi A. Kalender

University of Erlangen - Nürnberg
Erlangen, Germany

Lynne Kelley

Boston Scientific
Boston, Massachusetts, USA

Hartmuth Kolb

Siemens Medical Solutions
Culver City, California, USA

Ulrich Köstlin

Bayer Schering Pharma AG
Berlin, Germany

Francois Kotian

GE Healthcare Technologies
Buc, France

Herbert Y. Kressel

Beth Israel Deaconess Medical Center
Boston, Massachusetts, USA

Gabriel P. Krestin

University Hospital Rotterdam
Rotterdam, The Netherlands

Michael Kuhn

Philips Medical Systems
Hamburg, Germany

Jonathan S. Lewin

John Hopkins University School
of Medicine
Baltimore, Maryland, USA

Julia K. Locklin

National Institutes of Health
Bethesda, Maryland, USA

Anthony A. Lombardo

E-Z-EM
Lake Success, New York, USA

Hans Maier

Bayer Schering Pharma AG
Berlin, Germany

Dov Maor

In Sightec Ltd.
Tirat Carmel, Israel

Alexander R. Margulis

Weill Medical College of
Cornell University
New York, New York, USA

Borut Marincek

University Hospital Zurich
Zurich, Switzerland

Walter Märzendorfer

Siemens Medical Solutions
Erlangen, Germany

C. Douglas Maynard

Wake Forest University School
of Medicine
Winston-Salem, North Carolina, USA

Iain McCall

The Robert Jones & Agnes Hunt
Orthopaedic Hospital
Shropshire, UK

Barbara J. McNeil

Harvard Medical School
Boston, Massachusetts, USA

Jay D. Miller

Vital Images
Minnetonka, Minnesota, USA

Thomas Miller

Siemens Medical Solutions
Erlangen, Germany

George Mills

Perceptive Informatics/PAREXEL
Gaithersburg, Maryland, USA

LIST OF PARTICIPANTS

Jörg Möller

Bayer Healthcare AG
Wuppertal, Germany

Bernd Montag

Siemens Medical Solutions
Forchheim, Germany

Oran Muduroglu

Philips Medical Systems
Foster City, California, USA

Wolf Mutschler

Klinikum der Universität München
Munich, Germany

Hironobu Nakamura

Osaka University
Osaka, Japan

Nassir Navab

Technical University of Munich
Munich, Germany

Leo A. Nefiodow

Frauenhofer Institute
St. Augustin, Germany

Morgan Nields

Abla-Tx Inc.
Denver, Colorado, USA

Diego Olego

Philips Medical Systems
Andover, Massachusetts, USA

Norbert J. Pelc

Stanford University Medical Center
Stanford, California, USA

Andreas Penk

Pfizer GmbH
Karlsruhe, Germany

Joseph A. Pierro

Covidien Healthcare
Hazelwood, Missouri, USA

Hubertus Pietsch

Bayer Schering Pharma AG
Berlin, Germany

Erich R. Reinhardt

Siemens Medical Solutions
Erlangen, Germany

Maximilian Reiser

Ludwig Maximilians University
Munich, Germany

Hans Ringertz

Karolinska Institute
Stockholm, Sweden

Michael Rotte

Novartis Pharma
Basel, Switzerland

Ivan S. Salgo

Philips Medical Systems
Andover, Maryland/USA

Yasuhito Sasaki

International University of Health
and Welfare
Tokyo, Japan

Stefan Schaller

Siemens Medical Solutions
Forchheim, Germany

Mitchell D. Schnell

University of Pennsylvania
Philadelphia, Pennsylvania, USA

Markus Schwaiger

Technical University of Munich
Munich, Germany

Valentin E. Sinitsyn

Cardiology Research Center
Moscow, Russia

Paul Smit

Philips Medical Systems
Best, The Netherlands

Jonathan Sunshine

American College of Radiology
Reston, Virginia, USA

Stephen J. Swensen

Mayo Medical Center
Rochester, Minnesota, USA

Lenny K. Tan

The National University of Singapore
Singapore, Singapore

Sergey K. Ternovoy

Cardiology Research Center
Moscow, Russia

James H. Thrall

Massachusetts General Hospital
Boston, Massachusetts, USA

Mark Vachon

GE Healthcare Technologies
Waukesha, Wisconsin, USA

Jean-Luc Vanderheyden

GE Healthcare Technologies
Waukesha, Wisconsin, USA

Gustav K. von Schulthess

University of Zurich Hospital
Zurich, Switzerland

Liqun Wang

Novartis International AG
Basel, Switzerland

Richard D. White

University of Florida, College of
Medicine-Jacksonville
Jacksonville, Florida, USA

Karl-Jürgen Wolf

Charité - Campus Benjamin Franklin
Berlin, Germany

Brad Wood

National Institutes of Health
Bethesda, Maryland, USA

Susan Wood

Vital Images
Minnetonka, Minnesota, USA

ORGANIZATION

BY-LAWS AND RULES COMMITTEE

CHAIR:

Christian J. Herold (Vienna/AT)

MEMBERS:

Ronald L. Arenson (San Francisco/US)
Guy G. Frija (Paris/FR)
Hedvig Hricak (New York/US)
Kuni Ohtomo (Tokyo/JP)
Hans Ringertz (Stockholm/SE)
Lenny K. Tan (Singapore/SG)

PUBLICATION & EDITORIAL COMMITTEE

CHAIR:

Gabriel P. Krestin (Rotterdam/NL)

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Janet E. Husband (London/UK)
Kuni Ohtomo (Tokyo/JP)
Maximilian Reiser (Munich/DE)
Stephen J. Swensen (Rochester/US)
Lenny K. Tan (Singapore/SG)
Gustav K. von Schulthess (Zurich/CH)

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Tymothi Peters
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3333 California Street, Suite 375
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Phone: (01) 415-476 5731
Fax: (01) 415-476 9213
E-mail: TymPeters@is3r.org

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Society Secretariat
Brigitte Lindlbauer
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Phone: (0043) 1-533 40 64
Fax: (0043) 1-535 70 37
E-mail: BrigitteLindlbauer@is3r.org

ISSR – Local Organization

Birgit Ertl-Wagner
Monika Heinzinger
München-LMU
Klinikum der Universität - Großhadern
Institut für Klinische Radiologie
Marchioninstr. 15, 81377 Munich, GERMANY
Phone: (0049) 89-7095 2750
Fax: (0049) 89-7095 8895

E-mail: Birgit.Ertl-Wagner@med.uni-muenchen.de

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