Image Gently Collaborates with Dental Community

Last year, Alan Lurie, DDS, PhD, then President of American Academy of Oral and Maxillofacial Radiology (AAOMR), and Allan Farman, BDS, PhD, then Immediate Past President of AAOMR, reached out to IG chair, Dr. Marilyn Goske, to discuss an Image Gently message for dental professionals using our “one size does not fit all” approach. Since those initial conversations, the campaign concept developed and, with the help of fourteen dental professional societies and organizations, we launched the Image Gently in Dentistry initiative on September 24th, 2014.

The dental community embraced the IG message to optimize the radiation dose used in dental imaging exams performed on children.

Meeting over the past year, the IG in Dentistry Steering Committee, chaired by Dr. Lurie, developed straightforward educational materials for both dental professionals and parents. All of these resources are available for download on the Image Gently website: www.imagegently.org.

Image Gently in Dentistry has been an immediate and enthusiastic success in the dental community; as mentioned above, twelve dental organizations have joined the Alliance, including the American Dental Association; American Academy of Oral and Maxillofacial Radiology; American Association of Oral and Maxillofacial Surgeons; American Association of Endodontics; American Academy of Oral and Maxillofacial Pathology; American Academy of Pediatric Dentistry; American Academy of Periodontology; American Dental Education Association; Canadian Association of Oral and Maxillofacial Radiology; the FDI World Dental Federation; International Association of Dento-Maxillo-Facial Radiology, American Dental Hygienists Association, American Dental Assistants Association and the European Academy of Dento-Maxillo-Facial Radiology. Representatives of the Image Gently in Dentistry campaign have shared the Campaign message at the 64th American Academy of Oral and Maxillofacial Radiology (AAOMR) Annual Session in Orlando, Florida, September 24-27, 2014 and at the American Dental Association (ADA) Annual Session in San Antonio, Texas, October 9-12, 2014. During both meetings marketing materials, pins, pencils and parent pamphlets were distributed to booth visitors and visitors were encouraged to take the Image Gently pledge. The campaign’s next stop will be the American Academy for Pediatric Dentistry meeting in Seattle, Washington, May 21-24, 2015. Thank you to Dr. Lurie and the Image Gently in Dentistry Steering Committee for your valuable work!

Headed to RSNA? Be sure and visit the Image Gently booth at this year’s RSNA meeting. We are located in Hall A at booth #1016. The Image Gently Alliance meeting will be Monday, December 1st from 11:00 am – 12:00 pm.
“Have You Taken the Image Gently Pledge?”

On September 19-20, 2014 Ms. Starla Mason, M.S., R.T.(R)(QM), a proud representative of the Image Gently Alliance and President of the Association of Collegiate Educators in Radiology Technology (ACERT), spoke on Image Gently at the Wyoming Society of Radiologic Technologists Annual Meeting. The talk was titled “Have you taken the Pledge? Image Gently and Taking Back ALARA”. Ms. Mason’s purpose was to raise technologist awareness regarding their responsibility as front-line workers to take a leadership role in reducing radiation dose to both patients and staff during medical imaging procedures. By the end of the one hour presentation participants were able to describe the origins of Image Gently Campaign, list and describe the complementary initiatives of Image Gently: Image Wisely, Pause and Pulse, Back to Basics, Step Lightly and Go with the Guidelines, determine which technique changes reduce patient dose while still providing quality images, and more. Ms. Mason concluded her presentation by encouraging attendees to “Pledge to Image Gently”. We thank Ms. Mason for her support and her help spreading our message.

ALARA CT Summit Wrap-Up

The Image Gently ALARA CT summit was held February 21-22, 2014 in Orlando, Florida. The meeting featured 21 national and international guest lectures and over 140 participants from around the world. The program was developed for the medical imaging community to increase understanding of CT imaging in children, with a particular emphasis on radiation safety and advances in technology. Attendees included pediatric and general radiologists; radiologic technologists, medical imaging physicists and residents, as well as other medical professionals that have an interest in pediatric imaging. Thank you to the faculty and the attendees for this highly successful meeting.

What’s New for Image Gently?

On July 1st, 2014 Don Frush, MD joined Marilyn Goske, MD as the co-Chair of Image Gently. We are also pleased to announce Shaniece Rigans as the new Administrative Director. Welcome!