Our passion is to save lives through early detection.
If there was ever a year to assume the role of Society of Breast Imaging President, 2015 was it. This year has been busy for both the Society and the breast imaging field as a whole. It has been full of growth and success.

I am proud to say the Society is diversifying and expanding globally. In regard to professional news, imaging recommendations and new studies, we have made concerted efforts to be proactive instead of reactive. In order to do this we have worked hard to develop our own voice. More frequently, the Society’s leadership, its fellows and its members are being called upon by media for interviews and comments on breast imaging topics since they are recognized as experts in the field. Additionally, in 2015, we explored and implemented new innovative initiatives, such as End the Confusion, in order to help patients make informed decisions about breast cancer screening. The first annual SBI/ACR Symposium brought together a record number of breast imaging professionals. The science presented was the latest and greatest, and attendees returned to their professional setting armed with the knowledge so that they could continue to provide the best care to their patients.

My biggest takeaway from all of this is that the Society is making a difference; we are carrying out our mission!

All of this work would not have been possible without the assistance of several important people. The staff works tirelessly every day to meet the needs of the membership. The Board members are critical; they volunteer their time and expertise to ensure the Society meets its goals. I especially want to thank my predecessor, Dr. Murray Rebner. His leadership the previous two years was phenomenal and left us in a great place to continue to grow. Finally, the American College of Radiology provides support that is essential to our work.

I have no doubt that the Society’s next 30 years will be even more exciting and successful than the first 30 years. I look forward to working with each and every one of you in 2016 to further the Society’s influence and ensure we are saving lives through early detection.

Best,

Elizabeth Morris, MD, FSBI
I am thrilled to launch the first-ever Society of Breast Imaging Annual Report to commemorate a tremendous year. In 2015, the Society celebrated 30 years of service to patients and professionals in the breast imaging field.

The Society underwent infrastructure and operational changes in order to improve its members’ online experience. These changes included moving to a new database that allows us to better identify members for demographic purposes, redesigning our website, integrating a new software system to assist with speaker and program management, as well as improving our dialogue and transactions between vendors to increase financial support. One of the most exciting and beneficial outcomes of these changes is the enhanced communications we can now offer members. Our emails and news releases are timelier, which was critical in providing our members with specific facts and talking points regarding the American Cancer Society and U.S. Preventive Services Task Force screening recommendations.

The staff is critical to facilitate the implementation of the Board’s vision for the Society. I am pleased to announce that new staff joined us in 2015, including Andrea Craddock, a seasoned education program manager, Kesha L. Willis, an experienced marketing and communications manager and Holly Suthers, a web-savvy project coordinator. With this new staff and their skill sets, the Society will be able to take on new and exciting initiatives in the coming years. I appreciate all the staff does and I look forward to continued success with them.

The Board continues to take the organization to the next level by expanding the Society’s reach and influence. Their leadership and support help ensure all goals and metrics are met. By building off of 2015 accomplishments and with the Board’s leadership and staff support, we will continue to grow, and 2016 will be an even bigger success.

Best,

Yasmeen J. Fields, CAE
About SBI

The Society of Breast Imaging (SBI) is an organization of almost 3,000 radiologists, medical physicists and technologists interested in breast imaging. We have the passion and expertise, and are dedicated to saving lives through early detection.

MISSION: To save lives through early detection by providing quality education and trusted information to patients, physicians and organizations worldwide.

ABOUT: The Society of Breast Imaging was formed on April 24, 1985. Initially, membership was invitation only and limited to Fellows, with membership based primarily on scientific contributions to the field of breast imaging. In 1991, a general membership category was established. Requirements for general membership are certification/eligibility by the American Board of Radiology or American Osteopathic Board of Radiology and an active interest in breast imaging. General membership has provided SBI an opportunity to increase its influence and effectiveness in scientific, professional and educational interactions. Under the new structure of the society, General Members that meet specific qualifications may apply to be Fellows of the Society after one year. As of Spring 1995, membership became open to board certified/eligible radiologists, medical physicists and technologists and other support personnel in breast imaging. In 2013, the SBI Board of Directors approved the International Membership category for breast imaging radiologists outside of the United States and Canada.

CONTACT INFORMATION:
Society of Breast Imaging

1891 Preston White Drive
Reston, Virginia 20191

t: 703.715.4390
f: 703.295.6776
info@sbi-online.org
www.sbi-online.org
@BreastImaging
facebook.com/BreastImaging
MEMBERSHIP AS OF DECEMBER 31, 2015:

TOTAL COUNT 3,011

- PHYSICIAN MEMBER 1,980
- MEDICAL PHYSICIST MEMBER 14
- RETIRED MEMBER 227
- INTL PHYSICIAN MEMBER 53
- AFFILIATE MEMBER 64
- FELLOWSHIP AND IN-TRAINING MEMBER 663
- HONORARY FELLOWS 10

FELLOWS AS OF DECEMBER 31, 2015:

TOTAL COUNT 154

- RETIRED 33
- HONORARY 10
- ACTIVE 111
The Society of Breast Imaging has been fighting an uphill battle to carry out its mission: to save lives through early detection by providing quality education and trusted information provided to patients, physicians and organizations worldwide. Despite the advantages of mammography as a key component of preventive health care for women, many women (and their referring physicians) are confused by widespread variance in guidelines on when and how frequently women should get mammograms.

The confusion began to heat up in 2009, when the U.S. Preventive Services Task Force (USPSTF) recommended that women ages 40 to 49 not receive screenings and, furthermore, that women ages 50 to 74 just be screened every other year. The confusion has continued since then, and 2015 was equally problematic after the American Cancer Society and the USPSTF released their screening recommendations.

SBI strongly believes it is dangerous to let the confusion surrounding mammography continue, so we developed End the Confusion, a campaign to inform and engage providers, stakeholders and the public on the benefits of breast cancer screening. End the Confusion arms women with clear and accurate information on mammography screening so they are prepared to make informed decisions in partnership with their health care providers. On the End the Confusion website (endtheconfusion.org), patients, the media and health care providers can access a variety of resources, including multimedia presentations, fact sheets and relevant articles.

On June 17th, the Society and the Prevent Cancer Foundation’s Congressional Families Program hosted a Capitol Hill Briefing, “Breast Cancer Screening: Ending the Confusion,” to address the confusion around breast cancer screening. Panelists spoke to a standing-room-only crowd about the importance of beginning annual mammography screening at 40. The briefing was moderated by Lisa McGovern, Executive Director of the Congressional Families Cancer Prevention Program. Panelists included SBI’s Immediate Past President, Dr. Murray Rebner; SBI’s President, Dr. Elizabeth Morris; and Dr. Regina Hampton, breast surgeon and Medical Director and Co-Founder of Breast Care for Washington. Representative Debbie Wasserman Schultz (D-FL), who credits mammography for ultimately saving her life, joined the panelists in condemning the USPSTF guidelines.
**2015 ACCOMPLISHMENTS**

**COMMUNICATIONS:**

**Twitter:** In 2015, SBI added 305 new followers and currently has over 640 followers.

**Facebook:** In 2015, SBI had 1,255 new likes and currently has over 3,100 likes.

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Over the next two weeks we will be re-posting important items that happened in breast imaging this past year. We kick off SBI's best of 2015 with a study that was released in March. The study found that nearly half of women who are eligible for mammography screening haven't heard of breast density and half are unaware of its effect on cancer detection and risk. This research is important because it can be used to make sure the right information about breast density is communicated to the right individuals. Read more about the study here: [http://bit.ly/1FQMXWC](http://bit.ly/1FQMXWC).

Many women still unaware of breast density as cancer risk factor

Nearly half of women who are eligible for mammography screening have never heard of breast density, and approximately half are unaware of breast density’s effect on cancer detection and risk, according to a new study published online in the [Journal of Clinical Oncology](http://bit.ly/1FQMXWC).

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Breast cancer is the second leading cause of death for women in the U.S. Screening mammography can detect breast cancer early, but despite the advantages there is widespread variance in guidelines on when and how frequently women should get a mammogram. To help address the confusion the Society of Breast Imaging and the Prevent Cancer Foundation’s Congressional Families Program are hosting a briefing. For more information or to RSVP visit: [http://bit.ly/1FQMXWC](http://bit.ly/1FQMXWC).

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Confused about when & how often to get a mammogram? Watch our animation [bit.ly/1fBvXL7](http://bit.ly/1fBvXL7) #endtheconfusion
WEBSITE AND BRAND REFRESH:
In Q4 2015, SBI redesigned and launched a new website and integrated a new database.

In the late summer of 2015, the Society underwent a full branding change, starting with a complete overhaul of the website. After gathering feedback and crucial insight from members about functionality, navigation, aesthetics and content, we enlisted a consultant to bring our vision to fruition. Today, the website is attractive, intuitive, organized and communicates to the public that the Society is the go-to resource on breast imaging. In just a few short months, average monthly visits to the site have gone from less than 500 to 6,000 and continue to increase. With new features, including the integration of a new database management system, Society members will now have a more personal experience. The staff and Board will continue to seek ways to ensure the website provides the best possible user experience for its visitors.

In addition, the Society’s brand was enhanced through the addition of new designs and graphics, which will be showcased throughout 2016 in our education products and overall marketing and communication efforts.

MEDIA OUTREACH:
In 2015, the Society issued joint statements with the American College of Radiology on the U.S. Preventive Services Task Force draft and final recommendations, American Cancer Society recommendation and breast cancer awareness month. Letters to the editor and op-eds authored by SBI leadership were published in Detroit News, JAMA, Dallas Morning News and Milwaukee Journal Sentinel. SBI leaders are not the only ones weighing in on relevant issues and news. Members are reaching out to, and being approached by, their local media. These interactions are being highlighted in the “what members are saying” section of the SBI email blast.
MEETINGS AND EDUCATION REPORT:
In 2015, SBI hosted three live meetings: two Case-Based Review & Advanced Breast Imaging Courses on Digital Breast Tomosynthesis (DBT) on a weekend in January and September, and the SBI/ACR Breast Imaging Symposium in April.

The weekend courses focused on the clinical applications of DBT. Lectures on basic principles of the modality, how to interpret studies with masses and calcifications, and workflow plus practical applications were given by Program Chair Michael N. Linver, MD, FSBI, and faculty members Christopher Comstock, MD, FSBI, Steven Poplack, MD, FSBI, and Margarita Zuley, MD, FSBI. Attendees participated in interactive case-based lectures, and the course provided certification to meet the FDA requirement of eight hours in new modality training.

In 2015, the Society of Breast Imaging celebrated its 30-year anniversary and changed its major meeting format to an annual Symposium. The SBI/ACR Breast Imaging Symposium 2015 was held in Orlando, Florida, from April 25-28. For the first time, attendees had the opportunity to hear new and original research at scientific sessions. With 999 in attendance, the SBI/ACR Breast Imaging Symposium has quickly become the largest dedicated breast imaging conference in the world. One-hundred-and-twenty-four attendees from 95 different countries were present, making it an international event.

SBI awarded its highest honor, the prestigious Gold Medal Award, to W. Phil Evans, MD, FSBI. Dr. Evans is a clinical professor of radiology at the University of Texas Southwestern Medical Center in Dallas and director of the Center for Breast Care. Dr. Evans served as SBI President from 2009-2011.
The Honorary Fellow Award was given to Martin Yaffe, PhD. He is a Professor in the Departments of Medical Biophysics and Medical Imaging at the University of Toronto and a Senior Scientist at the Sunnybrook Research Institute. He is also the Director of the Smarter Imaging Research Program of the Ontario Institute for Cancer Research.

A Special Recognition Award was given to Marc J. Homer, MD, FSBI. Dr. Homer is one of the founding members of the Society of Breast Imaging and was its first and longest serving President. He held this position for four years (1985-1988). Dr. Homer retired from his clinical responsibilities at the Tufts Medical Center Hospital, but he will continue to serve as Professor of Radiology Emeritus, teaching the radiology residents mammographic interpretation.

In addition, the Gerald D. Dodd, Jr. Research Award was given to Lina Nayak, MD, for her submission in the student/resident category, and the Wendell Scott Research Award was given to Yolanda Bryce, MD, in the breast imaging fellow category.
RESIDENT AND FELLOWS SECTION FOR MEMBERS IN TRAINING:
The SBI Membership Committee has developed a subcommittee comprised of Members in Training. This committee was formed to develop the Society’s first Residents and Fellows Section in an effort to provide an avenue for engagement of those in training with the following goals: maintain and grow the resident and fellow membership base; provide resources for members-in-training to succeed during training and initial years beyond training; and provide networking, mentoring and learning opportunities.

BREAST IMAGING FELLOWSHIP MATCH PROGRAM: This initiative began in 2014, and with the full support of SBI Fellows, the campaign has officially launched. It offers applicants and programs an opportunity to consider all options before making a decision. It establishes a uniform date and timeline for applicants and allows the resident to apply one year in advance of entering a fellowship, providing them ample exposure to breast imaging so they can make an informed decision about their careers. SBI hopes its Match Program will help ensure a fair and transparent process for future breast imagers by helping to provide proper time and exposure to breast imaging before making any decisions about fellowship. We also hope it will alleviate some of the unnecessary stress and anxiety related to the fellowship process for the next generation of breast imagers.

INTERNATIONAL EDUCATION OUTREACH: The International Outreach Committee is tasked with identifying and partnering with emerging breast imaging societies outside of the United States to cosponsor educational programs designed to improve knowledge and clinical care worldwide. The goal is to collaboratively design an educational program with the host society and provide content experts in the field of breast imaging. SBI’s first collaboration is with The Radiological Society of South Africa (RSSA) and Breast Imaging Society of South Africa (BISSA), and will take place May 5-8, 2016. SBI is also going to India during November 12-13, 2016, to partner with the Breast Imaging Society of India (BISI).

FUNDRAISING: Ellen Shaw de Paredes Resident and Fellow Education Fund: In recognition of the passion that Dr. Ellen Shaw de Paredes had for teaching residents and fellows, the Society of Breast Imaging has created a charitable fund in her name. The purpose of “Ellen’s Fund” is to provide travel stipends to residents and fellows whose original scientific abstracts were selected for presentation at the SBI/ACR Breast Imaging Symposium. Award winners will be known as “Paredes Scholars” and will be featured in the SBI Newsletter. They also may be asked to submit their abstracts for publication in the newsletter.

EDUCATION: SBI is developing numerous e-learning education products for its members. These include recorded Symposium lectures taken directly from workshops at the Symposium, MRI lectures that will provide a 100-case-review certificate at the completion of the activity, the SBI Exam that was designed to simulate the testing environment and online SA-CME credits and Practice Quality Improvement projects to meet Part IV MOC requirements. Products from the online education portfolio are set to launch in the first quarter of 2016.
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STAFF & COMMITTEES

STAFF
Yasmeen J. Fields, CAE
Executive Director
(703) 715-4390 ext 5896
yfields@sbi-online.org

Andrea Craddock
Education Program Manager
(Education Inquiries)
(703) 715-4390 ext 5368
acraddock@sbi-online.org

Kesha L. Willis
Marketing and Communications Manager (Media Inquiries)
(703) 476-7480 ext 5480
kwillis@sbi-online.org

Holly Suthers
Project Coordinator
(Claim CME Credits)
(703) 476-7485 ext 5485
hsuthers@acr.org

Pamela Plater, CMP, CEM
Sr. Meetings Manager
(Accommodations)
(703) 648-8967 ext 4967
pplater@sbi-online.org

Barney Lau
Membership Services
(Member Assistance)
(703) 715-4390 ext 4064
blau@sbi-online.org

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Membership is open to Board Eligible/Certified Radiologists, Medical Physicists and other medical professionals with an interest in breast imaging.

Member benefits include:

• Access to the members-only section of the website, which includes the Membership Directory and the Members Forum

• Weekend and Annual Symposium Courses with great registration discounts

• Access to SBI’s online Career Center

• Updates on the latest information impacting your specialty and more!

• Connect with colleagues around the country and the world

• Relevant publications, such as statements on key breast imaging issues, weekly email blasts and the SBI’s Quarterly Newsletter

For membership inquiries contact SBI at 703.715.4390 ext. 4064 or blau@sbi-online.org

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