

The Inside View

BIDMC Department of Radiology

October 16, 2020 | Volume 2 | Issue 21

A Message from Our Chair

Effectively Communicating during COVID-19 and Beyond

Dear Colleagues,

I hope each of you is doing well and enjoying our New England fall season as much as possible. While COVID-19 has upended so many corners of our lives, we can still, thankfully, count on the beautiful foliage and crisp autumn air during this time of year.

I wanted to share with you that Jim Rawson and I just “returned” from a virtual American College of Radiology (ACR) meeting and it reoccurred to both of us how significantly our academic radiology lives have transformed.

During this live event, Jim and I communicated with our ACR colleagues using more digital channels than ever before during a virtual meeting. As I gave my presentation, I noticed how some participants used the meeting room chat function to exchange questions and ideas; others contacted me directly via email and text. Attendees also periodically muted their speakers and video links to discuss topics at hand, as well as live-tweeted and participated in Facebook Live chats.

This is our new reality; multitasking is becoming a more acceptable practice, which challenges presenters to deliver purposeful, concise, relevant, interesting, and uncomplicated content. How can we cut through the flurry of communications and reach our target audience?

It’s a question that the pandemic has pushed us to grapple with. As the landscape of digital media continues to expand, I find myself reflecting on the ecosystem of our own Radiology communications portfolio—its origins, progress, and future state. I ask myself, how often should we be communicating with you? Are we sharing too little, too much, or just enough? How do we measure whether effective communication is taking place?

To begin answering these questions, our Radiology Communications team transitioned our departmental newsletter from an Outlook PDF to Emma—a digital marketing platform that allows us to create, distribute, and track the efficacy of *The Inside View*—last fall. And, with your valuable feedback collected via our communications survey, we rebranded and relaunched this publication exactly one year ago today.

Since the relaunch, 61 percent of you open it, on average, and the average click-through rate is 8 percent. These are powerful numbers, especially when compared with [these Campaign Monitor benchmarks](#). Campaign Monitor—a global technology company—reports that the 2020 average email open rate for the healthcare services industry is 20 percent and the average email click-through rate is 3 percent.

We aim to build upon our momentum and continue to establish benchmarks, analyze data, and [collect your feedback on the newsletter](#) to measure our progress. We also want to continue to encourage each section to share news and information so that everyone’s work is celebrated and represented by this digital channel that helps stay connected while we are physically apart.

This is just the beginning. When it comes to effective communications, there is no recipe book. The recommendations cited in our industry literature vary widely based on countless factors. And in a large community such as ours, there are many preferences to consider. Some of you cannot receive enough communications, while others of you prefer the bare and relevant minimum. Some of you feel barraged by communications locally and from our medical center and university. Others are constantly seeking to connect in any way they can.

I wish there was a precisely tailored, tried-and-true best practice for sharing information efficiently and effectively, using personalized media channels, and reaching the right audience at the right time. As we continue to pursue these goals, I welcome your thoughts on this or any topic, always. Please feel free to [share your feedback with me directly](#).

Take care, stay safe, and thank you.

Jonny

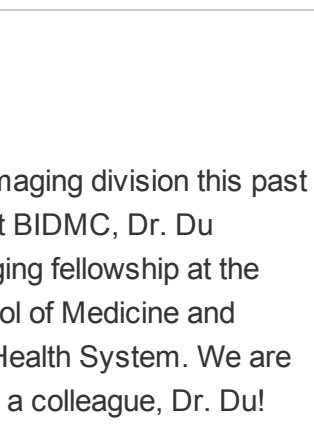
Jonathan B. Kruskal, MD, PhD, FSAR, FACR
Melvin E. Clouse Professor of Radiology at Harvard Medical School
Chairman, Department of Radiology, Beth Israel Deaconess Medical Center

The Radiology Alumni Corner

A Q&A with Chad Brecher, MD

In this new column, we will highlight our Department of Radiology alumni to help keep us connected and grow our global imaging community. In this Q&A, The Inside View caught up with [Dr. Chad Brecher](#), who was a diagnostic radiology resident with us from 1999-2003.

The Inside View: Thank you for your willingness to participate in our alumni profile series, Dr. Brecher! What have you been up to professionally since you graduated from our residency program?



Dr. Brecher

DB: Thanks for the opportunity. After residency, I trained as a vascular and interventional radiology fellow at Johns Hopkins Medical Center from 2003-2004. After that, I joined the Radiology Department at Schatzki Associates, Inc., in Cambridge, Mass., which is actually part of the Beth Israel Lahey Health (Mount Auburn Hospital) system.

I was an attending there and a clinical instructor at Harvard Medical School before relocating to Pennsylvania in 2006 to join Southeast Radiology, a private practice primarily servicing the Crozer Keystone Healthcare System. I’ve been with Southeast Radiology for about 14 years now and I also served as president of the Philadelphia Angiography and Interventional Radiology Society, which is the oldest and largest angiography society in the nation.

TV: Do you have a favorite memory or two about your classmates or faculty in our department?

DB: I have many fond memories from that time. One of the tops is when, during a morning conference, the late, great Dr. Sven Paulin gifted my co-residents and me chocolates from a trip he had taken, only for us to discover the candies were filled with liquor! I also enjoyed my year with my co-chief resident, Dr. Matt Spencer, especially creating the roast video for our class graduation (I wish I had a copy).

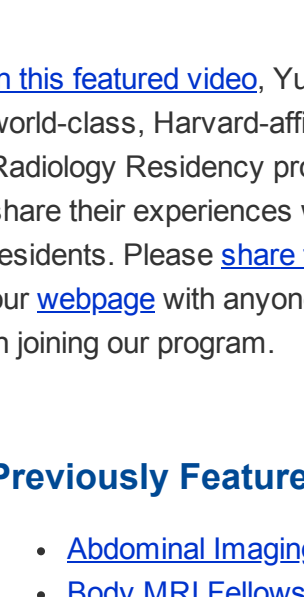
TV: Do you have an interesting fact about yourself, such as a special talent or hobby?

DB: In 2017, I wrote a thriller, *The Lost Book of Wonders*, which was published by Deeds Publishing, and I’m currently in the process of trying to get another published.

If you are a BIDMC Radiology alum who would like to participate in the column or nominate someone to be featured, please email Communications Director Lindsay Oslund at loslund@bidmc.harvard.edu.

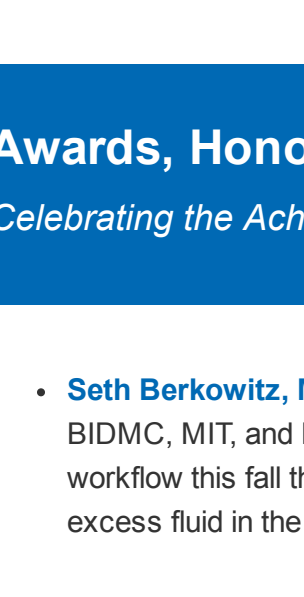
Faculty Features

Welcoming Our Newest Radiologists to the Team



Daniel Droukas, MD Musculoskeletal Imaging & Intervention

Dr. Droukas joined our Musculoskeletal Imaging & Intervention division this past summer. Prior to that, he completed his MSK fellowship with the Department of Radiology at the University of Alabama at Birmingham School of Medicine. Welcome to our department, Dr. Droukas!



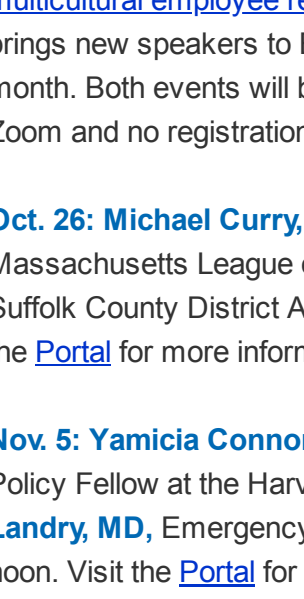
Linda Du, DO, MPH Breast Imaging

Dr. Du joined our Breast Imaging division this past summer. Before arriving at BIDMC, Dr. Du completed her breast imaging fellowship at the New York University School of Medicine and residency at Mount Sinai Health System. We are so pleased to have you as a colleague, Dr. Du!



Geunwon Kim-Sun, MD, PhD Breast Imaging

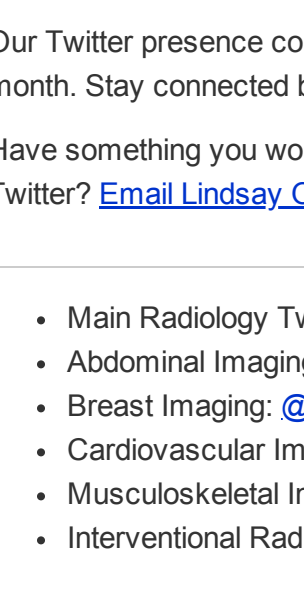
Dr. Kim-Sun joined our Breast Imaging division this past summer. Prior to that, she completed her breast imaging fellowship at Massachusetts General Hospital and residency here at BIDMC Radiology. Welcome to our imaging community, Dr. Kim-Sun!



Vijay Ramalingam, MD Vascular & Interventional Radiology

Dr. Ramalingam joined our Vascular & Interventional Radiology division this past summer. Most recently, he served as an interventional radiologist at Boston Medical Center (2014-2017) and then at the Ochsner Clinic Foundation. We are excited to have you on our VIR team, Dr.

Ramalingam!



Padmaja Surapaneni, MD Community Network Services

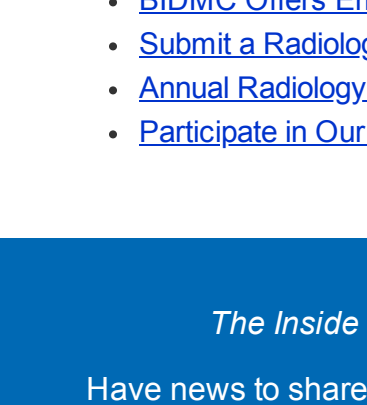
Dr. Surapaneni joined our Community Network Services division this past summer. She previously served as an attending radiologist at SMG Radiology at Norwood Hospital and completed fellowships at UMass Memorial Medical Center, Massachusetts General Hospital, and here at BIDMC. Please join us in warmly welcoming Dr. Surapaneni!

Medical Education News

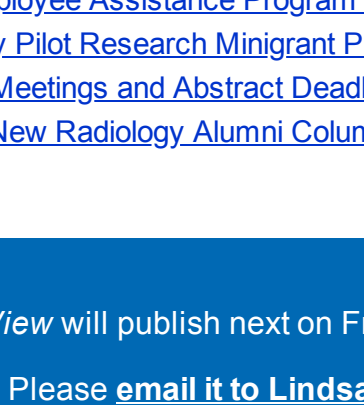
A Message from Yu-Ming Chang, MD, PhD

Dear All,

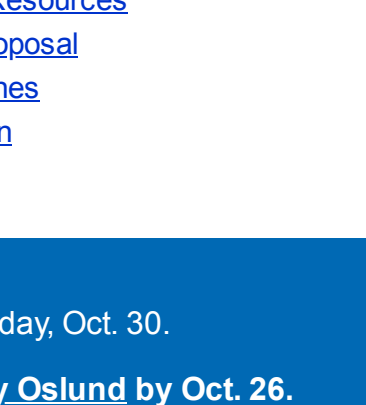
Please join me in congratulating our incoming fourth-year chief residents for the 2021-2022 academic year: [Yukun Gao, MD](#), [Bradley Robinson, MD](#), and [Eddy Zandee van Rilland, MD](#):



Yukun Gao, MD



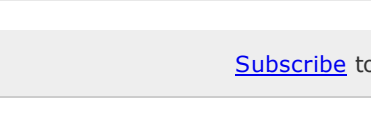
Bradley Robinson, MD



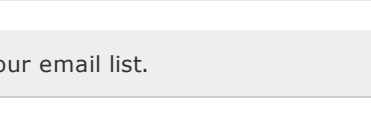
Eddy Zandee van Rilland, MD

I am thrilled that they are joining our program leadership team and am looking forward to working with them in the coming months and year. I can’t think of a better team to help continue our improvements and changes to our residency!

Also, to help strengthen our program and understand the challenges faced by our junior residents, our first-year class has elected their own class representative who will work closely with our chiefs and program directors. I am thrilled to announce that our new first-year class representative is [Melissa Tannenbaum, MD](#). Additionally, [Harry Griffin, MD](#), will continue his role as a class representative, now for the second-year class.



Melissa Tannenbaum, MD



Harry Griffin, MD

Again, I am very much looking forward to working with everyone to continue to support and enhance our residency.

Regards,

Yu-Ming Chang, MD, PhD

Program Director, Diagnostic Radiology
Associate Program Director, Interventional Radiology
Department of Radiology

[In this featured video](#), Yu-Ming introduces our world-class, Harvard-affiliated Diagnostic Radiology Residency program and two trainees share their experiences with prospective residents. Please [share the video](#) and our [webpage](#) with anyone who might be interested in joining our program.

Previously Featured Videos

- [Abdominal Imaging and Interventions Fellowship](#)
- [Body MRI Fellowship](#)
- [Breast Imaging Fellowship](#)
- [Neuroradiology Fellowship](#)
- [Musculoskeletal Imaging Fellowship](#)

Awards, Honors & Kudos

Celebrating the Achievements of Our Colleagues

- **Seth Berkowitz, MD**, was mentioned in *MIT News* for his work with BIDMC, MIT, and Philips to implement a new BIDMC emergency room workflow this fall that would use an algorithm to detect the severity of excess fluid in the lungs by looking at a single X-ray.
- The Society of Skeletal Radiology (SSR) recognized **Katie van Schaik, MD, PhD**, in [a Twitter spotlight post](#)—Katie is SSR’s fifth scholar to be featured this year.
- As previously mentioned, congratulations to our new chief residents, **Yukun Gao, MD**, **Bradley Robinson, MD**, and **Eddy Zandee van Rilland, MD**, and our new/existing class representatives, **Melissa Tannenbaum, MD**, and **Harry Griffin, MD**.

Diversity, Equity & Inclusion

Lunch & Learn Speaker Series

BIDMC is pleased to welcome four speakers to the next two installments of the Diversity, Equity & Inclusion Lunch and Learn Speaker Series. The speaker series is sponsored by the [Diversity is Vitality](#) [multicultural employee resource group](#) and brings new speakers to BIDMC each month. Both events will be held virtually on Zoom and no registration is required.

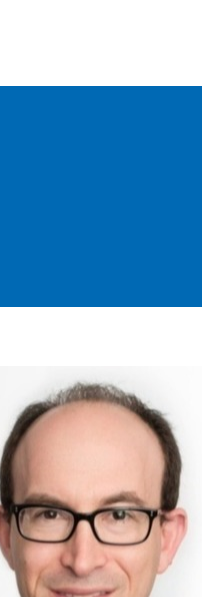
Oct. 26: Michael Curry, Esq., Deputy CEO & General Counsel at Massachusetts League of Community Health Centers, and **Rachael Rollins**, Suffolk County District Attorney, will speak on Monday, Oct. 26, at noon. Visit the [Portal](#) for more information about the event and how to join on Zoom.

Nov. 5: Yamicia Connor, MD, PhD, Morgan Commonweal Minority Health Policy Fellow at the Harvard T.H. Chan School of Public Health, and **Alden Landry, MD**, Emergency Medicine, BIDMC, will speak on Thursday, Nov. 5, at noon. Visit the [Portal](#) for more information and how to join on Zoom.

Follow Us on Twitter!

Our Twitter presence continues to grow month over month. Stay connected by checking out the links below.

Have something you would like to promote on Twitter? [Email Lindsay Oslund](#).



- Main Radiology Twitter account: [@BIDMCrad](#)
- Abdominal Imaging and Interventions: [@BIDMC_AbdImg](#)
- Breast Imaging: [@BIDMC_BreastImg](#)
- Cardiovascular Imaging: [@BIDMC_ChestImg](#)
- Musculoskeletal Imaging and Intervention: [@BIDMC_MSKImg](#)
- Interventional Radiology: [@BIDMCVIR](#)

In Case You Missed It

Recent BIDMC and Radiology Updates

October is flu vaccination and fit testing month at BIDMC!

Vaccination/response is an annual requirement for staff and physicians and flu shots are strongly encouraged for all staff. Flu shots kiosks will be held through **Sunday, Nov. 1, from 6:30 a.m. to 4:30 p.m.** (including weekends) on East Campus/Shapiro 10.

BIDMC, in partnership with BILH, is also conducting a new program to fit test certain staff members to respirators (N95 or higher). The fit testing kiosk will be held on one campus through Friday, Oct. 30 (including two weekends), in the Leventhal Conference Room on East Campus.

[Click here for more information on flu and fit testing.](#)

Additional News and Updates:

- [Coronavirus Central Updates](#)
- [Join the 2020 BIDMC Virtual Heart Walk Team](#)
- [Check Your Voter Status and Register Online by Oct. 24](#)
- [BIDMC Offers Employee Assistance Program Resources](#)
- [Submit a Radiology Pilot Research Migrant Proposal](#)
- [Annual Radiology Meetings and Abstract Deadlines](#)
- [Participate in Our New Radiology Alumni Column](#)

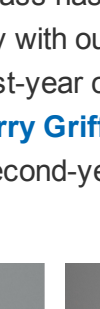
The Inside View will publish next on Friday, Oct. 30.

Have news to share? Please [email it to Lindsay Oslund](#) by Oct. 26.

The Inside View is brought to you by the BIDMC Department of Radiology.

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Distributed to the Department of Radiology, BIDMC Colleagues, and Our Alumni

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