The University of North Carolina Department of Radiology

*A Prospectus and a Vision for the Future*

**Overview**

The Department of Radiology at the University of North Carolina School of Medicine was established in the fall of 1952, concomitant with the opening of the four-year School of Medicine in Chapel Hill. Since its formation, the UNC Department of Radiology has developed a long-standing tradition of excellence in patient care, radiology training, and imaging research, leading to its current reputation as one of the very best academic radiology departments in the country.

The department performs more than 350,000 imaging examinations per year, providing virtually every available imaging technology from conventional plain-film radiography to advanced magnetic resonance imaging, PET-CT and dual-source CT. The department is also on the leading edge nationwide in its application of Picture Archiving and Communications Systems (PACS), voice recognition technology and Radiology Information Systems (RIS).

The UNC radiology training program is one of the most coveted and competitive programs in the country. A recent Radiology Residency Committee (RRC) review identified several “benchmark” educational processes of our program to be modeled by other training programs and granted us the maximum attainable five-year period of re-accreditation. Data from the American Board of Radiology over the last five years has shown that as a group our residents have ranked as high as #2 in the country on the written clinical board examinations and as high as #4 in the country on the oral board examinations.

Research in the Department of Radiology is especially strong, with receipt of more than $8.6 million in faculty research grants last year. The department ranks in the top 15 in NIH funding among all academic radiology departments nationwide and is #1 in the amount of funding per research faculty member. UNC Radiology investigators have made significant contributions in digital mammography, breast cancer epidemiology, and MR instrumentation in recent years. Basic research activities will be further strengthened with expansion of our Biomedical Research Imaging Center. Our Department of Radiology also houses the office of the Editor of the American Journal of Neuroradiology the world’s premier neuroimaging scientific journal.

**Vision for the Future**

Our vision is to meet these needs by continually improving our programs and maintaining our status as a premier academic radiology department for the diagnosis, care and treatment of patients through medical imaging. We aim to continue to contribute significantly to the education of tomorrow’s leaders and to conduct cutting-edge basic and clinical research that advances the field of radiology. Central to this vision is the development of an innovative, collaborative, and seamlessly integrated department in which our faculty and trainees are energized to pursue the following long-term goals:

- Provide the most comprehensive, high-quality imaging services and compassionate, professional care possible for patients at UNC.
• Improve and expand access to clinical imaging services beyond the UNC campus to local and regional areas of the state.

• Train the finest radiologists and radiology investigators in the nation and expand the radiology resident training program from 24 to 32 resident trainees.

• Increase the number and scope of subspecialty radiology fellowship offerings at UNC.

• Advance the radiology research enterprise and attain a consistent top ten national ranking in research funding among academic radiology departments.

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• Establish one of the premier molecular and nanotechnology imaging programs in the country in concert with the Biomedical Research Imaging Center.

• Develop corporate and industry partnerships that will facilitate rapid access to the latest, most advanced clinical and research imaging technologies.

**Objectives to Fulfill this Vision**

To realize our ambitious goals, we must increase our capabilities and focus on the following objectives for patient care, research, and education:

**Patient Care**

• Work with UNC HealthCare to identify additional space on- and off-campus for our clinical imaging services. We want to provide convenient access to timely, expert clinical imaging in the best environment possible.

• Provide state-of-the-art imaging equipment and advanced, cutting-edge technology for the performance and interpretation of clinical imaging examinations on patients in the UNC HealthCare System.

• Recruit and retain top-notch radiologists in all major subspecialty areas of diagnostic and interventional radiology as part of an overall strategy of adding 10 additional faculty members by 2010.

• Build a patient education center both in a physical location in the Department of Radiology and in a virtual location on the Internet to offer the best possible information to patients under our care.

**Research**

• Work with UNC HealthCare to identify additional space on- and off-campus for our imaging research programs.

• Provide seed and bridge funding to our faculty, particularly junior faculty, to help them pursue and continue research ideas to the point that they can compete for federal funding.
• Build and outfit the best imaging research laboratories possible. Investing in new imaging technologies for conducting our work is especially important given the rapid pace of change in our field.

• Recruit and retain outstanding researchers as part of an overall strategy of adding 10 additional faculty members by 2010.

Education

• Expand the number of residents and fellows in our program so that more physicians and scientists receive the outstanding mentorship our faculty provides, and we can continue to benefit from the new and innovative ideas that our trainees inject into our work.

• Increase educational opportunities for our residents and fellows. As a top-tier academic radiology department, we are committed to encouraging and supporting our residents and fellows in pursuit of research and leadership opportunities at conferences and seminars.

• Develop new and expanded Continuing Medical Education (CME) programs. We would like to assist our faculty in developing exceptional local, regional and national CME offerings to highlight advances in radiologic imaging and intervention and best practices.

Securing a Future of Excellence in Radiology at UNC

The Department of Radiology, UNC School of Medicine, and the UNC HealthCare System will be important collaborators in attempting to achieve our wide-ranging objectives. **The primary challenge that we face currently is the need for additional funding to carry out our vision for the department.** Our faculty will continue to increase the number of clinical procedures and revenue generated for the department, and basic resources will hopefully continue to be provided by the UNC HealthCare System. However, declining per case reimbursement, adverse payer mixes of our tertiary referral hospitals, institutional restrictions on academic radiologists’ entrepreneurship, support of numerous medical school-related activities outside of radiology and taxes on income that must be paid to the academic institutions severely limit our department’s ability to generate sufficient funding on our own. In order to fulfill our mission, it is absolutely critical that we obtain private and corporate philanthropic support. Below, we have listed key opportunities for donors who would like to support the UNC Department of Radiology. Each donor opportunity addresses a crucial component of our overall efforts:

**Patient Care**

• **Endowed Professorship:** Based on the increased competition from peer institutions, professorships offer the best tool for attracting bright, young, rising stars in radiology and for retaining faculty who have ascended the ranks as national leaders in the field. Contributions for professorships, if they meet specific guidelines, are matched 1:2 by the State of North Carolina, increasing the impact of your donation. **Gift: $666,000**

• **New Technology Investment:** Imaging and interventional technology – such as state-of-the-art imaging equipment, and advanced interventional radiology tools – are constantly and rapidly changing. Investment in the best available imaging and interventional
technology is essential to provide patients with the optimal chance for a successful outcome. **Gift: $500,000**

- **Patient Education Center:** This center offers a donor the possibility of naming an extremely important new addition to the Department of Radiology. A contribution would allow us to appropriately outfit a physical space, develop a highly interactive, user-friendly website, and continually update the program into the future. **Gift: $250,000**

- **Named Vascular Interventional Radiology (VIR) Procedural Center:** Funds given to name the VIR Procedural Center can purchase essential equipment for the center or can create an endowment that will fund work inside the center in perpetuity. **Gift: $250,000**

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**Research**

- **Endowed Research Program:** Our research scientists are working on some of the most important imaging-related healthcare issues today. We offer you the opportunity to name the research program that is most meaningful to you – whether your interest is in digital mammography, MR instrumentation, molecular imaging, or some future area of imaging research. The work done in the program of your choice would remain in your name for as long as the program exists. **Gift: $1,000,000**

- **Endowed Professorship:** As is true for clinicians, great researchers are also highly prized. To attract and retain them, a professorship is an excellent tool. Contributions for professorships, if they meet specific guidelines, are matched 1:2 by the State of North Carolina, increasing the impact of your donation. **Gift: $666,000**

- **Named Laboratory:** Funds given to name a lab can purchase essential equipment for the lab or can create an endowment that will fund work inside the lab in perpetuity. **Gift: $100,000**

- **Endowed Seed Grant Fund:** This named, endowed fund would provide seed funding for faculty to pursue and nurture innovative research ideas to the point that they can compete for funding. **Gift: $100,000**

**Education**

- **Educational Research Center:** This new center, to be completed in February 2008, offers a donor the possibility of naming one of the most popular and high profile efforts in our program. The combined educational resource center for residents and fellows will house a multi-media classroom, easy-reference library, and study lounge. **Gift: $500,000**

- **Endowed Residency:** Given the current shortage of radiologists in the US, one of our most important objectives is to increase the number of residents in our program. A named, endowed residency fund would ensure that we are able to support this expansion in perpetuity. **Gift: $500,000**
• **Annual Residency or Fellowship:** If you would like to support a future radiologist right now, an annual contribution would immediately be used to support one of our outstanding trainees. **Gift: $75,000**

• **Endowed Physician Education Fund:** Continuing Medical Education (CME) offerings highlighting advances in radiologic imaging and intervention and best practices are crucial for practitioners throughout North Carolina to provide excellent patient care. A named physician education fund would allow us to provide the highest level of continuing medical education to our colleagues. **Gift: $100,000**

Beyond these opportunities, an annual gift to the UNC Department of Radiology would also make a significant impact. It could go to meet the most critical needs of the department, as identified by Radiology Chair Dr. Matthew A. Mauro, or you could direct your gift to a particular area of interest to make an impact right now. For example, a $10,000 annual seed fund gift could support small research projects in the department, a $5,000 gift could help us launch a continuing medical education program focused on new imaging advances, or a $1,000 gift could support the travel of one of our residents to a national conference and significantly expand his or her training.

Regardless of the size of the gift, any contribution you make will be deeply appreciated by the faculty and staff of the UNC Department of Radiology, and will be put to good use in support of one of the finest radiology programs in the US.

**Summary**

Our challenge is to provide compassionate, high-quality care to our patients, recruit and retain great faculty members, train future radiologists, and conduct the research that nourishes the advancement of the specialty of radiology. Peer institutions are marshalling institutional and philanthropic resources to push their programs to greater heights and improve their patient care, research, and education efforts by quantum leaps. Our coherent and compelling vision for the future lays out a blueprint for the UNC Department of Radiology to do the same, and we hope that you will join us in implementing it.

**Contact Information**

To realize our vision, we seek those like you who understand the importance of our work and would like to partner with us. If you are interested in learning more about how you can help the vision of the UNC Department of Radiology become a reality, please contact either person below:

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