

How are we fostering and improving the radiation benefit/risk dialogue?

Mahadevappa Mahesh, MS, PhD, FAAPM, FACR, FACMP, FSCCT. Professor of Radiology and Cardiology Johns Hopkins University School of Medicine Chief Physicist – Johns Hopkins Hospital Baltimore, MD

International Conference on Radiation Protection in Medicine: Achieving Change in Practice Contact Info: email - mmahesh@ihmi.edu Phone: 410-955-5115 (O)



Roundtable Participants

- Patient Advocate
 Communications Specialist
 Pediatric Radiologist

 - Radiation Biologist
 - Medical Physicist

M. Murphy A. Shogren R. Wolf R. Kanda **Mahesh**

Status of #9 of Bonn Conference



Foster an improved radiation benefit-risk-dialogue

- Increase awareness about radiation benefits and risks among health professionals, patients and the public;
- Support improvement of risk communication skills of health care providers and radiation protection professionals – involve both technical and communication experts, in collaboration with patient associations, in a concerted action to develop clear messages tailored to specific target groups;
- Work towards an active informed decision making process for patients.

- Achieved to certain extent
 - More so with health professionals
 - With patients and public has increased heightened awareness on risks but less so about benefits
- Campaigns by WHO, Image Gently,
 Image Wisely, EuroSafe and many
 others have been successful
- Several efforts underway but more to be done
- Difficult but needs to be addressed



Radiation risks are often over-blown in proportion!

- Media Hype!
- Induce fear in patients or general population and some time hinders from receiving needed imaging

• Addressing this issue should be part of dialogue



RADIATION RISKS

The surprising dangers of CT scans and X-rays

Patients are often exposed to cancer-causing radiation for little medical reason, a Consumer Reports investigation finds

Published: January 27, 2015 06:00 AM



The New York Eimes http://nyti.ms/1hUyUlq



THE OPINION PAGES | OP-ED CONTRIBUTORS

We Are Giving Ourselves Cancer

By RITA F. REDBERG and REBECCA SMITH-BINDMAN JAN. 30, 2014



2014

Radiation Injuries in CT – Rare but Possible!

The New York Times

Health

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

THE RADIATION BOOM

After Stroke Scans, Patients Face Serious Health Risks

When Alain Reyes's hair suddenly fell out in a freakish band circling his head, he was not the only one worried about his health. His coworkers at a shipping company avoided him, and his boss sent him home, fearing he had a contagious disease. FACEBOOK TWITTER RECOMMEND COMMENTS





2011

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THE**TREE**OF**LIFE** SUMMER

2010

West Virginia Hospital Overradiated Brain Scan Patients, Records Show

By WALT BOGDANICH

March 5, 2011

A large West Virginia hospital seriously overradiated patients suspected of having strokes with CT scans for more than a year after similar episodes prompted federal officials to alert hospitals nationwide to be especially careful when using those types of scans, interviews and documents show.

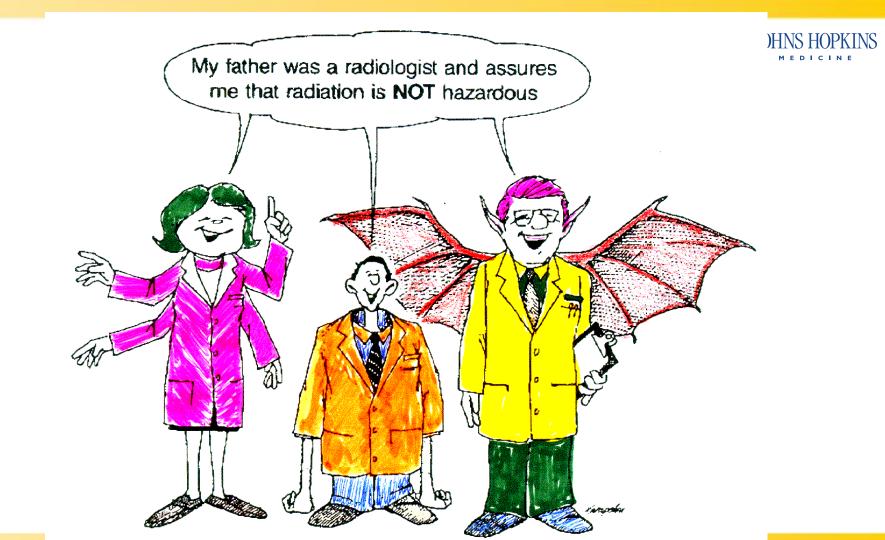
Radiation Boom, NY times



Radiation Benefits/Risk Dialogue

• Depends on type of radiation exposure

- <u>Imaging</u> B/R dialogue with patients & public, especially due to lack of evidence regarding risk
- <u>Therapy</u> B/R dialogue which include impact of additional imaging





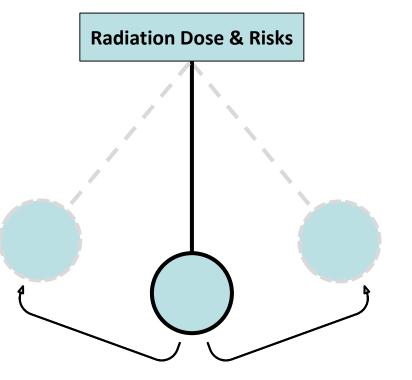
Radiation Benefits/Risk Dialogue

• Universal acceptance of benefits in airtravel, highway driving or use of consumer products often overlooking risks are good examples to emulate on how to create similar acceptance regarding radiation exposures



Need for Balance

- <u>Past:</u> concerns on radiation risks was not universally recognized
- <u>Now:</u> concerns on radiation risks can sometime go extreme impacting image quality
- Balancing Radiation Dose and Risks with Image Quality is key



Where do we go next?



- Speaking to the choir: current status
- Need to take B/R dialogue directly to other side
 - Patients and general public
 - Physicians ordering imaging studies
- Provide scientific yet pragmatic solutions
- Wrapping <u>"scientific information</u>" in an <u>"humanities</u>
 <u>blanket</u>" is key to foster the dialogue
- However, "blanket" is currently tattered and needs strengthening

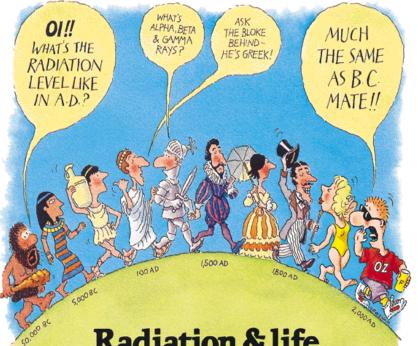


 What you said was not necessarily what you meant!

 What you said was not necessarily what he heard!









Radiation & life

"Life on earth has developed with an ever present background of radiation. It is not something new, invented by the wit of man; radiation has always been there."

Eric J Hall, Professor of Radiology, College of Physicians and Surgeons, Columbia University, New York, "Radiation and Life".