

The SCAR TRIP™ Initiative Corporate Partnership Program

The SCAR TRIP™ Initiative

The SCAR TRIP™ Initiative aims to spearhead research, education, and discovery of innovative solutions to address the problem of information and image data overload. The initiative will foster interdisciplinary research on technological, environmental and human factors to better manage and exploit the massive amounts of data. TRIP™ will focus on the following basic objectives:

- Improving the efficiency of interpretation of large data sets;
- Improving the timeliness and effectiveness of communication; and
- Decreasing medical errors.
- The ultimate goal of the initiative is to improve the quality and safety of patient care.

It is the fundamental belief of the SCAR leadership that the current impending crisis in image data overload provides not only a problematic challenge but a wonderful opportunity to change the radiological interpretation process, improving both the quality of patient care and the efficiency of future radiologists and their electronic practice. *An effective way to begin addressing this problem is to facilitate an exchange of ideas between researchers and industry partners*, between researchers and end-user clinicians, and between scientists in and outside of medicine who struggle with similar issues in their use of image data.

The Importance of Partnerships

In the fast-changing health care environment, vendors, researchers, and providers are working to establish relationships that share the risk of adopting new technological innovation, programs, services and processes designed to improve provider performance and patient care. Because of the challenges that face the initiation of any new concept, partnerships are a critical mechanism required to fund and spearhead research and innovation.

The Society for Computer Applications in Radiology greatly values and relies upon financial support from corporations to further SCAR's mission to *advance computer applications and information technology in medical imaging through education and research*. Financial support from corporate members enables SCAR to engage in activities that could not otherwise be pursued to advance its mission and strategic goals.

Through the TRIP™ initiative, SCAR will provide a home for a widely based focus on radiology interpretation and the integration of information into a new user environment/workplace. SCAR, as a multidisciplinary society of professionals who address these issues in their work every day, is ideally situated to confront these issues effectively and be at the forefront in identifying solutions to these challenges. Corporate partnerships will support activities such as the annual TRIP™ research conferences/workshops, fund quality research of young scholars through the SCAR informatics grant program, and bringing the best of industry, government and academia together to interact and share results with investigators at annual forums.

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(SCAR Corporate Members only)

Partnership Levels (through 2007)

1. ExaPartner: \$40,000
 - Acknowledgement on all official TRIP™ communications
 - Complimentary copy of TRIP™ Video DVD
 - Participation in TRIP™ Conferences
 - Acknowledgement as corporate supporter of TRIP™ Conferences
 - Participation on the SCAR/TRIP Listserv - fosters discussion and exchange of ideas among research groups
 - Participation in Annual TRIP™ Forum – interact and share results with investigators; by invitation only
 - Recognition as a founding supporter of the SCAR scholar program

2. PetaPartner: \$20,000
 - Acknowledgement on all official TRIP™ communications
 - Complimentary copy of TRIP™ Video DVD
 - Participation in TRIP™ Conferences
 - Acknowledgement as corporate supporter of TRIP™ Conferences
 - Participation on the SCAR/TRIP Listserv - fosters discussion and exchange of ideas among research groups

3. TeraPartner: \$10,000
 - Acknowledgement on all official TRIP™ communications
 - Complimentary copy of TRIP™ Video DVD
 - Participation in TRIP™ Conferences
 - Participation on the SCAR/TRIP Listserv - fosters discussion and exchange of ideas among research groups

Contact Anna Marie Mason at the SCAR office at 703-757-0054 or amason@scarnet.org for more information.

To apply for SCAR corporate membership, visit www.scarnet.org/html/corpmember.html.