Rad AI

Executive Briefing

RSNA Ventures and Rad AI Partnership: Innovating at the Radiologist's Point of Interpretation

The partnership between RSNA Ventures and Rad AI marks a significant milestone, representing RSNA's first-ever industry collaboration through its newly formed venture subsidiary. The primary objective is to integrate RSNA's trusted, peer-reviewed scientific literature directly into the radiologist's point-of-care workflow through Rad AI Reporting.

By leveraging Rad AI's market-leading generative AI-powered platform – currently used by over 60% of radiologists in the United States – the partnership seeks to mitigate the industry's crisis of rising imaging volumes, accelerating knowledge growth and increasingly complex cases.

Key outcomes of this collaboration include the development of a diagnostic support companion that provides real-time, in-context differentials, citations and classification scales within the reporting user experience. This integration aims to reduce cognitive load by giving radiologists access to high-veracity information at the moment of interpretation to minimize "context switching" between workstations and web browsers.

A wide-ranging discussion among clinical and industry leaders explored how trusted, in-context insights delivered in-workflow may shape the next era of radiology practice.

Melissa A. Davis, MD, MBA
Vice Chair of Medical Informatics
Yale University

Adam E. Flanders, MD
RSNA Board Member
Professor of Radiology
Thomas Jefferson University

Demetri Giannikopoulos
Chief Innovation Officer
Rad AI

Joseph Guiffrida
Chief Operations Officer
ARA Health Specialists

The Partnership:
RSNA Ventures and Rad AI

RSNA Ventures, a wholly owned subsidiary of the Radiological Society of North America (RSNA), was established to innovate products directly for its membership. The partnership with Rad AI is designed to make RSNA's robust journal articles and scientific literature actionable.

- **Rad AI's Role:** Provides the technical infrastructure. Rad AI released its first generative AI solution for radiology impressions in 2019 and has since expanded into a complete reporting solution.
- **RSNA's Role:** Provides the "trusted information" and high-impact content from its journals (e.g., Radiology, RadioGraphics).
- **Integration Goal:** To build a "for-radiologist-by-radiologist" workflow that seamlessly embeds educational and clinical reference material into the reporting process to minimize context switching.

> *"Through this alliance, RSNA Ventures will deliver RSNA's peer-reviewed content into Rad AI's solutions already in use across leading U.S. radiology practices and health systems, ensuring that this innovation is trusted and practical."*
>
> - Adam E. Flanders, MD[1]

The Technological Solution:
The Diagnostic Support Companion

The diagnostic support companion is an AI-powered interface integrated into Rad AI Reporting. It's designed to act as "a companion" that anticipates the needs of the radiologist during dictation.

Core Functionalities:

- **Real-Time Differentials:** The system identifies terms in a dictated report (e.g., "focal nodular hyperplasia") and allows radiologists to view relevant differentials and studies via voice command or click.
- **Actionable Citations:** Radiologists can quickly add citations from RSNA journal articles directly into their reports, increasing the confidence of the diagnosis for both the reader and the referring physician.
- **Clinical Scales and Categorization:** The AI identifies clinical contexts – such as a liver injury – and pulls up relevant scales (e.g., the AAST liver injury scale) to help the radiologist categorize findings accurately without leaving the workflow.
- **Contextual Awareness:** The companion leverages generative AI to understand the context of the report, suggesting relevant information, markings or Hounsfield unit considerations.

> *"What I think is really impactful is the ability to deliver the trusted information of RSNA at a scale in terms of point of care that's never been achieved before."*
>
> - Demetri Giannikopoulos

Addressing Radiology Challenges

The panel identified several critical pressures facing modern radiology practices that this partnership aims to solve:

Challenge	Impact on Radiologists
Case Volume	Imaging volumes have increased by over 300% compared to a decade ago.[2]
Cognitive Load	Constant context switching between the PACS/reporting system and external web browsers for research increases fatigue.
Staffing Shortages	High demand for subspecialized reads often exceeds available personnel, forcing generalists to read complex cases.
Productivity Pressures	Increasing relative value unit (RVU) targets requires faster interpretations without sacrificing quality.

Impact on Radiologist Well-Being

The panel emphasized that "making the radiologist happy" is a core operational goal. By reducing the "dwell time" spent searching for information and automating the summary of complex findings, these tools aim to decrease burnout and potentially delay early retirement among practitioners.

> *"One of our jobs is to make the radiologists happy, and the way that we do that is by making sure that they have the information that they need, when they need it ... so having a tool like this directly embedded within the platform that also is trustworthy is extremely important."*
>
> - Melissa A. Davis, MD, MBA

Early Adopter Insights

Institutions such as Yale University and ARA Health Specialists are early adopters of Rad AI Reporting and will provide feedback that will help shape the diagnostic support companion development and refinement.

- **Yale University:** Focuses on the "implementation science" of AI, emphasizing that having trusted information directly embedded decreases the time spent on old-school methods like opening physical books or searching the internet.
- **ARA Health Specialists:** Views the tool as a recruitment and retention asset. In a private practice setting, providing specialists with advanced AI tools helps maintain high-quality reporting standards across a distributed network.

Rollout Strategy

- The deployment will target “heavy hitters” – high-volume areas such as neuroimaging – where the broadest swath of radiologists can benefit.
- The initial goal is to cover the most common conditions (the peak of the Gaussian curve) before expanding to the thousands of rarer conditions and gamuts.
- There’s an explicit intention to include pediatric-specific content in the starter set.

> *“We’re really excited and think this is going to be a great efficiency gain while still maintaining high quality and transparency to the referring physicians that can also reference those articles and learn a little bit about why the radiologist has made the recommendations they made.”*
>
> - Joseph Guiffrida

Explore More

To see the diagnostic support companion in action — including a live demonstration and a deeper look at implementation strategy — watch the full webinar recording. If you’re assessing workflow solutions for your practice and want to explore how Rad AI Reporting can drive greater standardization, efficiency and trusted point-of-care reference access, we’d welcome the opportunity to connect.

1. RSNA Ventures and RAD AI Announce Strategic Partnership to Accelerate Innovation in Radiology. (n.d.). https://www.radai.com/news/rsna-ventures-and-rad-ai-announce-strategic-partnership-to-accelerate-innovation-in-radiology
2. Statistic cited by Dr. Flanders during the webinar.