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and Immediate Chair, has been named the 50th President of the Radiological Society of North America (RSNA) Board of Directors. Dr. Hricak has been a member of the RSNA Board of Directors since 2002, serving as liaison of publications and communications, and becoming president-elect in 2009.



Hedvig Hricak

Founded in 1916, the RSNA today has more than 44,000 members in 124 countries. Its mission is to advance healthcare by promoting research and education in biomedical imaging. Among the society's publications is Radiology, the world's premier medical imaging journal.

Each year in Chicago, the RSNA holds the world's largest medical meeting, with more than 60,000 attendees. The theme of the RSNA 2010 annual meeting will be "Personalized Medicine: In Pursuit of Excellence," with a focus on oncology.

Dr. Hricak is renowned internationally for her extensive research and clinical expertise in genitourinary and gynecologic imaging. She is a pioneer in the development of modern multimodality techniques for visualizing the structure and function of male and female genitourinary cancers. Among her many accomplishments are advances in diagnostic imaging used to evaluate [prostate cancer](#) and the continuous refinement of patient-specific radiologic guidelines, in which the choice of imaging procedure is tailored to the needs of individual patients. In 2002, Dr. Hricak was elected to the Institute of Medicine of the National Academies, the nation's most prestigious medical society.

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