



Institute of
Medical
Illustrators



Institute of Medical Illustrators

Annual Report 2023/24
and Financial Statements for the
year ended 31st December 2023

The Institute of Medical Illustrators is a company limited by guarantee (No.933565) and is also a registered charity (No.313433).

Institute of Medical Illustrators

Reports for adoption at the Annual General Meeting, on the 4th October 2024 to be held at the Radisson Blu Hotel, Castle Donington.

The Council of the Institute of Medical Illustrators submits this, the Annual Report 2023/24 and Financial Statements for the year ended 31st December 2023.

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Report of the Honorary Secretary

The 2024 Council election nomination process has been managed electronically and has enabled the whole process to be managed in-house.

The 2024 AGM will be held at the at the Radisson Blu Hotel, Castle Donington.

I would like to thank all those members from the various IMI teams in sending reports to Council and to Web Team for their assistance in supporting communication via the website which has enabled efficient management of Council.

In 2023/24 Council has run a mixture of face-to-face and virtual Council meetings. This has worked well.

Council has met on three occasions since the last AGM with another three meetings planned in September, October and November 2024:

12th January 2024 – Virtual

5th April 2024 – Virtual

21st June 2024 – London

6th September 2024 – Virtual

3rd October 2024 – at conference Castle Donington

8th November 2024 - London

Council attendance:

Chair	Cat Lamoon	3
Honorary Secretary	Carol Fleming	3
Honorary Treasurer	Geoffrey Gilbert	3
England	Andrea Jones	2
Scotland	Andrew Roddick	3
Wales	Gemma Meredith	3
Ireland	Paul Quinlan	3
Student Representative:	Luke White (appointed Feb 23)	3
Education Lead	Kathy McFall (co-opted)	3
Marketing Lead	Jane Tovey (co-opted)	1

All Officers and Council members provide their services to IMI on a voluntary basis claiming recompense for expenses incurred. A complete list of monies reclaimed from

the Institute in this way is available for reference along with minutes of all Council meetings within the members' area of the IMI website.

Kathy McFall will retire from Council having been co-opted in her capacity as Education Lead for one year.

Jane Tovey will retire from Council having been co-opted in her capacity as Marketing Lead one year.

Grateful thanks are extended to all for their hard work on the Institute's behalf during their terms of office.

In October 2024 there will be one vacancy on Council as follows:

Chair Elect

Pat Turnbull Travel Fund

There have been no Pat Turnbull Awards this year.

Carol M. Fleming, Honorary Secretary

Report from the national representatives for IMI Council

England – Andrea Jones

I have attended several regional meetings and liaised with IMI regional representatives across England offering advice and support. Two reps stepped down from their Midlands posts, Holly Wigman and Erin Lynskey, and I would like to thank them for their contribution to the Institute. We have successfully recruited two new members to fill their roles.

I have responded to several emails and answered queries from our membership.

I supported our Chair and IMI at the NEC National Photography Show in Birmingham which was a great success with lots of engagement and interest in the profession.

Scotland – Andrew Roddick

Since the last report was submitted:

I have attended a face-to-face council meeting in London.

Sent out email correspondence from AHCS to my region, regarding the 'Healthcare Science: Defining our strategic approach'.

Liaised with Heine and WEX to come and do a workshop/regional meeting, which is in planning stage. Liaising with David Dickie to help organise this event.

Liaised with ASCUS who had said they would host IMI Award Exhibition for free. Attended a face-to-face meeting to discuss potential exhibition and view the available space. The space was not appropriate for exhibiting work. Have contacted 2 other exhibition spaces (Summerhall and Surgeon's Hall) to find out more about their space, and whether exhibition would be possible there.

Wales – Gemma Meredith

I have been involved in general council business, such as attending council meetings held virtually and face-to-face and I have responded to emails from Welsh IMI members. I have spoken to regional representatives, Megan Edwards and Lucy Wilmer, about meetings they have organised and future ones they plan to host.

Ireland – Paul Quinlan

Since taking up the post, I have actively participated in three Council meetings: two via Zoom and one in-person meeting in London.

Upon assuming my position, I reached out to the existing Irish membership, receiving a small but encouraging response. I collaborated with regional representative, Tommy Walsh, to organize a meeting in Dublin this past May. This event, a Canon Speedlight workshop, marked the first meeting in the region in several years, representing a positive development. I have initiated discussions with the Belfast membership with the goal of organising an event there later this year.

Report of the Education & Training Team

The Education and Training Team have four planned meetings each year, two virtual and two held in person (where possible).

Careers

Beth Flowers, the Education Team's Careers Advisor, handled the career enquiries effectively and efficiently on behalf of the Institute, providing information on medical illustration careers and guides to the IMI-accredited courses (links can be found on the IMI website). In addition, Beth supported the IMI stand at The Photography & Video Show at the NEC in Birmingham in March through attendance. The IMI Careers Brochures were further updated for this event, and posters and other promotional materials were also made available. Beth has recently resigned from her position as Careers Advisor due to a change in profession; the Education Team thank her for her years of service and wish her well in her new career.

Certificate of Competence

The Education and Training Team has overall responsibility for assessing applications for a Certificate of Competence, led by Anthony Edwards. Applications are made online from the IMI website. The certificate is accepted as equivalence to the normal academic routes to professional membership of IMI and by the AHCS for registration as a medical illustrator. Applications can be made at any time of year and the team undertakes to assess submissions within six weeks. There were 3 successful applications in 2023/24 and one currently with Council for ratification. The team aims to encourage and support applications from eligible affiliate members over the course of next year.

Continuing Professional Development

The CPD team is led by Lucy Tinniswood, and is licensed by the Academy for Healthcare Science to assess registrants' submissions for its annual audit of the register of medical illustrators. The team provides support and advice to IMI members who are asked to complete and audit submission. The proposed changes to the AHCS process are still to be approved, therefore the next IMI CPD audit will continue in its current format. This will start on 2nd September 2024, with a completion date of 5th December 2024. Lucy has provided CPD online sessions for members and continues to ensure information on the website is current.

Mentorship Scheme

The IMI Mentorship scheme, led by Caroline Erolin, has been running since August 2021. It follows a 'reciprocal' mentorship model. This allows for learning to occur in both directions, from the more senior member of the pair to the junior as in a traditional

mentorship, but also in reverse, with the member of the pair newest to the profession also having useful insights to pass on.

At time of writing, there are active pairings (eight individuals), three being senior/junior pairings and one senior/senior pairing. While the numbers may not be high, feedback suggests that the majority of those who undertake the process find it beneficial:

‘This has been a truly worthwhile and satisfying process, and one that I hope will continue beyond the official end of the programme. A reciprocal mentorship scheme is designed to give both parties opportunities to learn, not just one way traffic, and the discussion times we had together reinforced that for me. The dialogues were open and honest, and I felt we were both able to share managerial challenges in a safe environment that allowed problems to morph into possible solutions by merely discussing different options. Past experiences and new discoveries intertwined during our informal discussions, giving us a real feeling of joint ownership when potential answers were arrived at.’

‘The mentorship programme initiated by IMI has been a fantastic and positive experience. It came at a time when I had recently taken on a new role as a senior clinical photographer running a department, something very challenging and daunting to me. By being able to be paired with an established Head of Department with an abundance of knowledge and years of experience was an amazing opportunity.’

‘Head of service can be quite an isolating position at times – It’s difficult to discuss certain issues with members of my team and often my wider division don’t have capacity / understanding of the service. It’s also good to benchmark with other teams, I have learned all sorts.’

Current Figures

	Total applications	Active	Currently Paired
Senior	10	5	5
Junior	17	3	3

Details of the IMI Mentorship scheme can be found at:

<https://www.imi.org.uk/resources/education-cpd/mentorship-scheme/>

Fellowships

Simon Brown continues as Fellowship Lead and reports that two Fellowship applications have been successful in 2024. Both applied by the CV/Assessment route.

Amy Lake trained, qualified and then progressed to Senior Clinical Photographer at the University Hospital of Wales in Cardiff. She achieved her MSc in Medical Illustration in 2005 and moved to Cardiff University as Programme Manager and Lecturer for their Postgraduate Certificate in Medical Illustration until 2022. The university closed the course at that time and Amy has since set up, implemented and is managing the new Level 7 Diploma in Clinical Photography under Health Education and Improvement Wales (HEIW). The Fellowship assessors noted her numerous publications and Amy is one of the co-editors for the new textbook, ‘Clinical Photography — theory and practice’ which is due for publication later this year. She has presented on many occasions both at home and abroad and has received many IMI awards, including the Norman K Harrison and the Peter Cull awards.

Ceri Llewellyn is Head of Service at the Royal Gwent Hospital, Newport and also impressed the Fellowship assessors with her comprehensive CV and supporting evidence. Ceri has extensive involvement in Teledermatology, chairing the Welsh HoD Clinical Photography Group, is part of the IMI Special Interest Group in Teledermatology and the NHS England Roadmap Working Party. She sits on the All-Wales Teledermoscopy Steering Committee and her advice and expertise is sought frequently as an acknowledged expert in that work. Ceri also has several publications and presentations listed on her CV, she has received several IMI awards over the past few years, including the Keith Duguid award for Best New Author in 2018 and has contributed to the chapter on Photography in Dermatology for the new Clinical Photography textbook.

National Guidelines

The Institute publishes a range of National Guidelines on medical illustration disciplines. The work of coordinating and editing the guidelines is led by Andrea Jones, supported by David Bishop, who joined the team earlier this year. Each submission goes through an editorial process before final publication to ensure a standardised approach and style for the publications. The guideline submission document is currently being updated to reflect in the change of document titles to National Standards and Guides to Best Practice. Work continues in bringing older publications back in to date.

Recently published:

- Trans and Gender Diverse (TGD) Patients
- Hair loss photography
- Ophthalmic Imaging Overview

Upcoming publications:

- Wound management
- Major Incident Emergency Preparedness and Forensic Photography Standards
- Social Media

Quality Assurance Standards (QAS)

Laura Jackman continues in the lead role for QAS, and has recruited more members into the team in the last year. Nine departments have registered an interest in obtaining QAS Level 1 and the team are currently timetabling these in. Due to the increase in teledermatology clinics across the UK, the team have developed a specific audit for this purpose. University Hospitals Bristol and Weston were the pilot site for the audit, and were successful in their application.

University Courses

The Education Team accredits a number of courses leading to qualifications that are endorsed for professional membership of IMI and registration with the AHCS register of medical illustrators. The team liaises with the course leaders of the relevant educational bodies and receives regular updates on student numbers and curriculum developments.

Health Education and Improvement Wales (HEIW): Level 7 Diploma in Clinical Photography – Amy Lake

September 2023 cohort

The September 2023 cohort of trainee clinical photographers are over halfway through the qualification. The trainees are continuing to work in their employing department four days a week, with the fifth day dedicated as a HEIW contact day. The HEIW Clinical Photography Education Team meet with the trainees weekly on the HEIW contact day, to

deliver online teaching (via Microsoft Teams), to provide tutorials, support and to undertake assessments. The trainees are also scheduled self-directed study time on the HEIW contact day.

The weekly teaching sessions on Microsoft Teams have received positive feedback from the trainees and programme staff. The sessions provide the opportunity for trainees to actively engage in group discussions, in the sharing of information and inter-departmental practice. This has provided the trainees with comprehensive knowledge and understanding of clinical photography practice outside of their own department, hospital and health board.

The topics the trainees have covered so far on the programme include clinical photography in the NHS; the foundations of clinical photography practice; image workflow; consent; recognising commonly photographed medical conditions; person centred clinical photography practice; and imaging technologies and techniques.

The September 2023 cohort of trainee clinical photographers are due to complete the qualification at the end of February 2025. Out of the nine trainees that started the qualification, eight remain on the programme and unfortunately one withdrew due to personal circumstances.

HEIW will host a showcase event in February 2025. The event will consist of individual presentations by the trainees based on a service improvement project each of them have completed, as well as a showcase the qualification. Representation from IMI will be invited to the event.

The HEIW Clinical Photography Education Team are receiving ongoing feedback from the trainees and the team are continuously reviewing the delivery of the qualification. Where necessary, changes are being made in preparation for the next delivery of the qualification.

September 2024 cohort

Eight trainee clinical photographers have been commissioned by HEIW for September 2024. They are employed on an 18-month fixed term contract starting on the 2nd September and the qualification will start with an in-person induction.

For the first time in clinical photography education and training in Wales, there will be a commissioned trainee clinical photographer in all six of the medical illustration departments in Wales.

Each of the health boards manage the recruitment process for the commissioned trainee(s) they are allocated. This year saw the lowest number of applications and consequently, the lowest number of suitable candidates we have ever seen for trainee clinical photographer positions in Wales. The HEIW Clinical Photography Education Team will be implementing a plan for marketing the qualification and profession, which will include engagement with IMI.

Staffordshire University – Simon Brown

The 2023 cohort has now finished and all students have received their results. There were several resubmissions required for this cohort currently being reviewed. The 2024 cohort is at forty-two.

The four new Specialist Assessors brought in last year and have settled into the role well. Simon Brown continues as Professional Co-ordinator, but hopes to step back over the next two years; a description of the work undertaken is in draft form, with a view to the Education Team asking members for expressions of interest over the next few months.

University of Dundee – Dr Caroline Erolin

The University of Dundee's MSc Medical Art course, now in its nineteenth year, is run jointly between the Centre for Anatomy and Human Identification (CAHID) and the Duncan of Jordanstone College of Art & Design (DJCAD) and is led by Dr Caroline Erolin.

Small changes to the programme continue to be made year on year to ensure the content remains up to date. The programme is capped at around 13 students to ensure employability and student experience remain high.

The programme lasts for a full academic year, running from September to August. A total of seven modules are delivered over the year as follows (module descriptors can be viewed at: <https://www.dundee.ac.uk/postgraduate/medical-art/teaching-and-assessment>):

Semester 1

Anatomy Body Systems (20 credits)

Anatomy Head and Neck (20 credits)

Research Methods (10 credits)

Life Art (10 credits)

Semester 2

Medical Art 1: Contemporary Theory and Practice (30 credits)

Medical Art 2: Communication and Education (30 credits)

Semester 3

Final Project (60 credits)

Students have access to facilities in both CAHID and DJCAD. This includes a programme studio where they can work independently, art workshops, and anatomy facilities.

Completing students 2023-24

The 2023-24 cohort consists of 12 students. We anticipate all 12 to successfully graduate later this year.

Students submit their final work on August 9th and will be taking part in the DJCAD physical Masters Show, opening Friday 23rd August and running for one week.

Programme Figures 2024/25

To date there have been 30 full applications to the MSc in Medical Art for 2023/24 (not including applications which were incomplete/didn't submit portfolios). So far 22 offers have been made with 13 accepted. There is also a reserve list in operation should further spaces become available.

Planned changes and Programme Review

There are currently no major changes planned to the programme. The next Periodic Programme Review (which takes place every 6 years) is scheduled to take place in early 2025. The IMI Education Committee will be provided with a copy of the report once ready.

The Glasgow School of Art & The University of Glasgow, MSc Medical Visualisation & Human Anatomy – Dr Matthieu Poyade

For the academic year 2023-24, 20 students initially enrolled into the programme. Although, one student opted not to pursue their study after completing Semester 1, and

one student did not meet the academic criteria for progression to their MSc research in Semester 3.

Therefore, both will be awarded a PG Cert Award at the next graduation ceremony.

The curriculum throughout Semester 1 and 2 has been delivered on campus, respectively at the School of Innovation & Technology at the Glasgow School of Art, and at the department of anatomy at the University of Glasgow.

Across the whole academic year, significant efforts were put into supporting students' learning & experience. These included:

1. Pre-sessional online materials produced and shared via the GSA and UofG learning platforms to better support students throughout their learning experience;
2. Additional on-demand technical supporting the form of workshops which were delivered, live-streamed and recorded (e.g. Experimental Design, Usability Assessment, Software Engineering Design, dissertation structure coaching, Storyboarding....);
3. The anatomy course has been restructured to offer a wider theoretical coverage of the human anatomy, supported by larger and more diverse set of practical activities, which include among other things, cadaveric dissections on multiple regions of the body.
4. The use of online Instant Messaging chat is still a valuable tool to engage with students on pastoral and pedagogic issues.

We are currently into the first month of Semester 3 during which students are fully engage with their MSc research.

Throughout the academic year, the levels of engagement have remained high with strong attendance and the feedback from students has been positive throughout.

General updates about the MSc programme

During this academic year 2022-23, significant changes to the MSc degree in Medical Visualisation & Human Anatomy have been approved by both the Glasgow School of Art and the University of Glasgow. These changes which have been implemented in the current academic year 2023-24 consisted of (1) the separation of the Medical Visualisation & Human Anatomy pathway from the MSc Visualisation, into a separate new MSc programme; (2) New programme specification which presented a restructuration of the Learning and Teaching experience during Semester 2 at the University of Glasgow, which translates into 3 new courses: Introduction to Anatomy: Cells to Organs (20 Credits), Structure and Function of the Human Body 1 (20 Credits), Structure and Function of the Human Body 2 (20 Credits);

A new leadership team has been nominated with Dr Matthieu Poyade as Programme Leader, Dr Jenny Clancy, in lieu of Professor Paul Rea, as Programme Director, and Prof. Scott Border, in lieu of Dr Jenny Clancy, as Deputy Programme Director.

A new member of staff has joined the teaching team in the MSc Programme at the School of Innovation & Technology, Danny Buksh is the lecturer in 3D Modelling and Digital Sculpting. Danny has extensive academic and professional experience in organic modelling. He has work in the industry and has led the modelling team for the Definitive Human Project at the Glasgow School of Art (<https://definitivehuman.com/>).

In addition to the aforementioned changes, a part-time route toward the completion of the MSc degree in Medical Visualisation & Human Anatomy has also been implemented. It is expected the part-time route to offer more opportunities to applicants who experienced

challenges caused by family duties and/or the cost-of-living crisis. This route could potentially favour the application of elder students to the programme.

University of Gloucestershire

During the past two years, the University of Gloucestershire has been working in collaboration with the Institute of Medical Illustrators to design a new undergraduate Clinical Photography degree programme that would support recruitment into the profession. In July this year, it was decided that the University were unable to support the course at this time, due to financial pressures. It is hoped the collaboration with IMI can continue in some format in the future.

Kathy McFall, Education & Training Team Lead

Report of the Marketing and Social Media Team

The new marketing strategy was initiated by Cat Lamoon, to help refresh the long-term goals for those activities that fall under the marketing umbrella. It was designed to expand the team and focus on some achievable goals for the future.

The strategy document went through many weeks of consultation to give opportunities for everyone currently involved to contribute and was eventually launched at two online meetings, to encourage volunteers to come forth and join up in delivering our plans. Whilst the response in terms of the number of people who attended the consultation meetings was disappointingly low, the enthusiasm from the few IMI members who did step forward will create a quality team for the future. The strategy can be found on the IMI website.

We end the year with many people who have contributed significantly in the past, feeling it was time to step back and allow new people opportunities to take on some of their responsibilities. We would like to thank Liz Paton/ Lucy Francis (social media), Craig Harper (Web), Paul Quinlan (Merchandising), Simon Brinkworth and Rob Grant (Marketing) for all their work over the years on behalf of the whole Institute. For some, this means their energies will now be more focussed on other IMI work and for this we remain grateful.

It is the skills of individuals, however small, that keeps this Institute going forward, so if you have even just one hour per month and want to get involved, please get in touch with the Marketing Lead.

Social Media – Erin Lynskey & Lauren Price

In the last year, the social media team has been through some changes with Liz Paton and Lucy Francis stepping down from their roles, and Erin Lynskey and Lauren Price stepping in. At present IMI is active across 4 social media platforms: Instagram, Facebook, X/Twitter, and LinkedIn. TikTok is yet to be activated but there are plans to investigate how IMI can utilise this social media platform.

In the past year we have seen an increase in followers on all platforms, with the most coming from Instagram. In terms of engagement and interactions on main social media platforms are often measured in likes, plays, and shares. We have been continuing to trial various formats for our social media engagement. While our still image posts are excellent ways of sharing information about the institute, we are finding that moving image posts gain a lot of engagement and continue to do so long after they've been posted.

	Instagram	X/Twitter	Facebook*	LinkedIn**	TikTok ***	LinkTree ****
Total Followers	1,314 (+122 from 2023 report)	683 (+4 from 2023 report)	721 (+86 from 2023 report)	766 (+23 new followers in the last 30 day)	n/a	n/a

* There are 2 Facebook pages 1 x is a private group.

** There are 2 LinkedIn pages. 1 x private members page that Erin has full access too, and 1 x public page.

*** TikTok is currently still in the process of being set up and insights and stats are not currently available for this platform.

**** Data analytics are slightly different for LinkTree, it doesn't have followers. CTR is Click Through Rate. For more detailed analytics would require upgrading to the paid monthly plans.

One way we've expanded our social media presence is by Instagram stories which are linked to the main Facebook IMI page, to share current events such as IMI Summer School. It is also a positive way of signposting our users to any recent posts made and allows us the capability to reshare upcoming events by reposting existing posts to the IMI Stories.

Instagram story reach is 531 (+32.8%) total from the last 90 days vs 90 days prior. We have published 133 Instagram stories (+121.7%) total from the last 90 days vs 90 days prior. Stories on Facebook don't seem to be gaining any engagement and have reach a total of 0. This might be that the Instagram stories aren't showing clearly on the Facebook page or could be that users of Facebook don't know that there's stories available to view compared to users of Instagram.

The Instagram and Facebook accounts are linked, and Erin has now managed to access both platforms using the Meta Business Suite, which will hopefully allow the social media team to be able to post to both platforms from one place. It would be beneficial to investigate other social media management platforms, to allow us to post on X/Twitter and LinkedIn keeping everything standardised, and linked, allowing the social media team to effectively manage the platform.

The social media team now have access to the main public LinkedIn page, and we are now able to share content to a wider audience on LinkedIn, which is traditionally a more business and employment focused orientated social media platform for professionals.

Social Media - Planned Content: Past, Present and Future

There is a Trello board that has been set up to allow us to plan our content and posts. At present Erin and Lauren are managing social media on their own, and often the creation of posts and posting can be extremely time consuming, so they haven't managed to plan their content out, but have a brief idea of the posts that are planned.

In the last 6 months we have had several successful social media campaigns, including the advertising of Conference, IMI Awards and Summer School, as well as the Institutes first year at the Photography and Video Show, and Healthcare Science Week. Coverage of these larger social media campaigns will be essential to the growth of IMI and the social media presence, and typically during these regular posts, engagement activity increases, especially when IMI awards are posted, as members are proud to share the work they produce.

Looking towards the future, we have several IMI Marketing roles to advertise, this includes recruiting to newly established roles within the social media team, as well as for Web and IMI News. At present, Erin and Lauren haven't had time to convert the information into social media posts, but it is being worked on and they are hoping to have this posted as soon as possible. This will hopefully disseminate the workload between them and allow a more seamless way of posting content in the future.

Social Media Team Future

The agreed roles within the social media team are:

- **Social Media Leads:** *Has oversight of the whole of the social media team and postings.*
- **Content Creators:** *Will be allocated a subject or campaign to create content for.*
- **Engagement Officer:** *Will be responsible for maintaining and establishing new and existing links with other corporate platforms such as the AHCS, and our members through account interaction on various social media.*

Erin and Lauren are also planning on creating a document that can be sent out to Regional Reps and members of any big marketing campaign that doesn't have an active social media user on the team, with a 'How To' on capture high quality content. It was during TPVS that it was noted that the video quality could have been better, and now Lauren and Erin are looking into how people's devices can change their camera settings to 4K video to ensure that the IMI are always striving to produce the highest quality content.

Looking to the future of IMIs social media presence, Erin and Lauren are keen to promote IMI branding across social media platforms. While social media is brilliant for engaging in professional discussions and sharing IMI events, there is also a social element to it too, and a lot of our newer members are from a generation that consumes information through social media and through sharing through social media. It has been agreed with the marketing team that everything should always lead back to the IMI website, and having the Linktree allows for this, and often posts will direct viewers back to the website, however, for events such as Regional Meetings, Summer School, and Conference, these are often time limited events, that people will post about, but typically on their stories.

To make this social element to the Institute more engaging for our users, we would like to create IMI branded GIFs that can be used on social media users' stories. These can be designed around our social media campaigns, and there can be IMI Summer School, IMI Awards, and annual Conference based GIFs that users can add to their stories when posting. We currently have countdown gifs which can be used for events, but these are a bit more generic, and are harder to use for time sensitive content.

Erin has investigated a Creators GIPHY account, but if this is possible then the IMI branded gifs would then be searchable through a GIPHY search engine, allowing users to use the branded GIFs, making it more interactive for our users.

Overall, the Social Media team have expanded the institutes platform within social media, have increased our posting rates which in turn has increased engagement across the platforms.

IMI News – Christina Knights

IMI News has seen an improvement in contributions from sources such as the Education and Learning Team and the Regional Reps, which is encouraging. Work is ongoing in improving the approach to IMI News with the main change being volunteer News Officers to help source articles. If anyone would like to join the editorial team as a journalist, please contact the Marketing Lead or News Editor. The current team is Christina Knights as IMI News Lead/Editor and Jane Fellows as Proofreader. The Editor is very grateful to Jane for her support and extremely pleased that she is willing to continue in this role. We look forward to welcoming more team members as volunteers come forward.

Web – Deirdre Justusson and Leilani Winslade

This year has seen significant changes in the web team. Craig Harper and Matt Wood have stepped down from their roles, and we extend our gratitude for their dedicated service. Deirdre Justusson and Leilani Winslade are now sharing the role of web lead. They are currently awaiting training from Design Monkey and full website permissions to fully assume their responsibilities.

A major update this year was the implementation of our new membership platform, Woo Commerce. While there were initial challenges during the transition, we're pleased to report that these issues have since been resolved. The new platform is now functioning smoothly and offers improved functionality for our members.

Regular maintenance continues, including updating website information, posting news, event and careers items. Managing membership details, processing payments, sending all-member emails and managing access to IMI.org email addresses are all areas Deirdre and Leilani require training on in order to maintain functionality and communication effectively.

Once training has been received, we will be able to more accurately assess the functionality of the website and identify areas for improvement.

We welcome new volunteers to join our web team, particularly those with experience in web design. Your expertise would be invaluable as we continue to evolve and improve the IMI website.

Merchandising

IMI branded items continue to be available via the company Branded-4U. This is a bespoke service and for ease of use by our members, orders can be placed via the telephone or email having chosen the product from the website and merely quoting the reference number. There will be a review of this service going forward to see if there is any better way of delivering this facility.

Jane Tovey, Marketing and Social Media Lead

Membership Report

The new member's database which was launched at the beginning of this year is a vast improvement on its predecessor which had numerous developmental issues that were difficult to rectify completely, resulting in log in delays to many IMI members and new applicants. So, a big Thank You to the Web Team, Kathy McFall, Cat Lamoon and Carol Fleming for all their hard work in this long and difficult project.

The current membership numbers as of July 2024 are as follows:

Numbers Report	July 2023	18 th August 2024
Affiliate Members:		
Photographic		21
Graphics		5
Video		5
Other		0
Total number of Affiliate Members	48	31
Professional Members:		
Photographic		203
Graphics		37
Video		8
Other		16
Total number of Professional Members	317	264
Student Members:		
Photographic		20
Graphics		1
Video		1
Other		0
Total number of Student Members	45	22
Retired Members:		
Photographic		9
Graphics		0
Video		1
Other		1
Total number of Retired Members	11	11
Fellows	13	11
Honorary Fellows	16	14
Corporate Members	5	11
Members on Career and Maternity Breaks		1
TOTAL MEMBERSHIP	455	365

Membership numbers are slightly down on previous years, and this is down we believe to existing members not being aware that they need to re-register their membership on the new website and to complete their subscription when prompted. This may be why several applicants still have pending payments that require their attention. The membership team will however be sending out email reminders to all these members.

To avoid delay in upgrading student membership experienced in previous years, Students who are due to graduate in January (Staffordshire) and March/April (HEIW) will be contacted by email to remind them to contact Membership, with supporting evidence of their award for them to apply for Professional membership.

Melvin Bond, Membership Secretary and Ceri Llewellyn, Deputy Membership Secretary

IMI Awards

Following the close of the 2023 Awards, certificates for all award winners were sent out by Carol Fleming. The catalogue, designed by Kathy McFall and NHS Greater Glasgow & Clyde Medical Illustration Services, was extremely well received. We have received great feedback regarding the exhibition at conference, arranged by Anthony Edwards, by those in attendance. Katie Owen successfully coordinated the presentation of all winning entries on the IMI website. A special thank you to Cat Lamoon for creating a video loop of winning video entries to be displayed at conference.

Bethan has been working with Katie Owen to gain more experience in using the back end of the website: All Awards pages were updated to reflect the 2024 Awards and Bethan has also been regularly posting news items to the website and providing updates via social media, whilst always directing traffic to the website. Bethan also provided a “countdown” to the Awards opening via social media with the hope of garnering interest and reminding members to start considering their entries.

It was decided by Council that the Awards would be open for submissions for a shorter period of time this year, and as a result, the Awards were open from April 29th to May 31st. It was also agreed that entries would be limited to three per entrant, including joint entries. This is to ensure that a high standard of entries is maintained but also to allow the judging panel the time to fully acknowledge and recognise each entry.

Over the years, the Awards Team have received many requests for feedback following the IMI Awards, and it is with regret that we are unable to provide individual feedback to entrants regarding their submissions. With this in mind, we asked several of our 2023 judges to provide some general feedback on what they feel makes a successful (or unsuccessful) entry. We hoped that this feedback would prove useful and will provide some insight into the way in which the judges approach each submission. This was posted to the IMI website and has been well received.

Cat Lamoon made contact with Wellcome in order to hopefully reinstate the Wellcome Trust Photographic Award. Following positive discussions with Dr Sabrina Taner, the Wellcome Trust Photographic Award will be given to a photographic entry that shows a new perspective on science and health, and that combines striking visual impact with a clear story behind the image. The winner of this prize will also receive £200, sponsored also by Wellcome.

Bethan put out a call for judges in order to offer those who have shown interest in the past a chance to be involved in this year’s judging. It was requested that interested individuals contact Bethan with a short statement explaining why they would like to be considered and what qualities they believed they could bring to the judging panel. In total, eleven

individuals registered their interest and provided statements. Bethan forwarded these on to the Chair and Education Lead for discussion, and the following judging panels were decided:

Photography	Ophthalmology	Video	Graphics
Simon Brown	Jane Fallows	Roger Hickinbotham	Christopher Tetley
Jaclyn Swindell	Dr Caroline Erolin	Jon Shears	Kim Baxter
Elisa Murgatroyd	Victoria McCulloch	Stephen Hall	Maria Kazmaly
Simon Brinkworth	Lucy Wilmer	Keven Siegert	Rebecca MacPhee
	Phillip Ferguson Jones		Anthony Vukic

In total, 338 entries were submitted to the 2024 IMI Awards. There were some issues with individuals being able to enter who were not fully paid up, but this seems to have now been resolved. There have also been issues with members not being able to view their entries on the newly instated Award Entries page, which will be followed up with Design Monkey. Following the close of the Awards, unfortunately, some issues were experienced with downloading the entries from the website. It took Design Monkey some time to be able to resolve this, which regrettably delayed the judging process. Kathy McFall was instrumental in creating the shared spreadsheets for the judges to view entries and provide their input. Judging will be finalised very soon with winners being notified by mid-August.

Rachael Wicker has joined the Awards Team as Awards Support and has been shadowing Bethan for the past few months with the hope that she will be in a better position to provide valuable assistance for the 2025 Awards.

The Awards Team would like to extend thanks to everyone who has contributed and supported the 2024 Awards in all capacities.

Bethan Howlett, Awards Lead

Permanent Conference Team

England - Castle Donington 2024 – Roddy McColl & Christina Knights co-chair

<https://www.radissonhotels.com/en-us/hotels/radisson-blu-east-midlands-airport>

It is fully expected that this conference will sell out (at time of writing this report). This is a new venue for IMI and we are looking forward to assessing for a possible future return.

England - Newcastle 2025 – Jason Candlin & Andrew Hall co-chair

The Permanent Team are happy with this choice of venue as Conference has not visited this area of England previously. A contract is expected to be signed prior to the AGM and a local team be established.

Proposed future venues

- Scotland - Clydebank 2026

It is proposed that Conference returns to the Golden Jubilee Hotel. Early contract enquiries will commence shortly. As normal, once a contract is agreed a Chair will be appointed by Council.

- Wales – 2027

- England – 2028
- Ireland/England – 2029
- Scotland - 2030

Booking system

Successful Events took over the 'day to day' running of the conference booking system for the 2024 Conference. This Permanent Conference Team feedback to SE after conference to identify areas of improvements and review continuation of the contract.

Amy Lake and Ross Milligan, Permanent Conference Team and Geoff Gilbert, Hon.Treasurer

2024 Conference

The IMI Conference 2024 will be held at Castle Donington, Radisson Blu Hotel, East Midlands Airport on the 4-5 October. Conference team has been established with the following members:

Co-chair: Roddy McColl and Christina Knights

Permanent Conference Secretary: Amy Lake

Permanent Conference Treasurer: Ross Milligan & Geoff Gilbert

Trade: Paul Quinlan

Audiovisual: Anthony Edwards

New Voices & Social: Charlie Shepherd

Photography & Video Stream: Laura Abbatiello

Ophthalmic Stream and Communication: Lauren Price

Professional Development, Leadership and QI Stream: Nigel Beardsmore

Graphics & Art Stream: Kelly Cassidy

Graphic Design: Melissa Melling

Reception & House Management: Alice Milligan

Delivery of the conference is going to plan and is on budget. The programme is filled and published on the website. There will be four streams at this year's conference, Photography and Video, Medical Art and Graphics, Ophthalmic Imaging and the new Professional Development, Leadership and QI stream. This new stream will help underpin the newly emerging IMI special interest group for leadership.

All the full tickets have sold out and it is projected that the day tickets will sell out too so we will have a vibrant conference with many of our members in attendance. The teams focus in now turning to finalising the social program, trade engagement, graphics requirements, handbook and promoting what we hope will be a wonderful conference for all who attend.

We would like to thank the permanent conference team for all their guidance and support throughout the year.

Roddy McColl and Christina Knights, 2024 Conference Co-Chairs

The Journal of Visual Communication in Medicine

Editorial Board

The current Executive Editorial Committee is currently as follows:

Editor in Chief

Timothy Zoltie, Leeds, UK

Scientific & Technical

Michelle Corrie, Leeds, UK

Mark Roughley, Liverpool, UK

Matthew Wragg, Bath, UK

TBC – Currently recruiting

TBC – Currently recruiting

TBC – Currently recruiting

Gallery and Alternative Gallery

Tom Archer, Leeds, UK

Ana Antonello, London, UK

Professional Development

Mr David Bryson, Derby, UK

Overview

The journal continues to run successfully and can be accessed online at <https://www.tandfonline.com/toc/ijau20/current>. However, IMI members should first log into the members area of the IMI webpage and access the journal from the link there in order to get free access to all papers.

The journal saw a three-month delay in publishing issues 1/2 during the back end of 2023, due to difficulties in attaining peer reviewers, coupled with a more stringent approach to manuscript acceptance. T&F also had production delays in the printing of the journal. We are not on track to catch up the volumes at this current time but hope with more submissions we are able to release more journal issues.

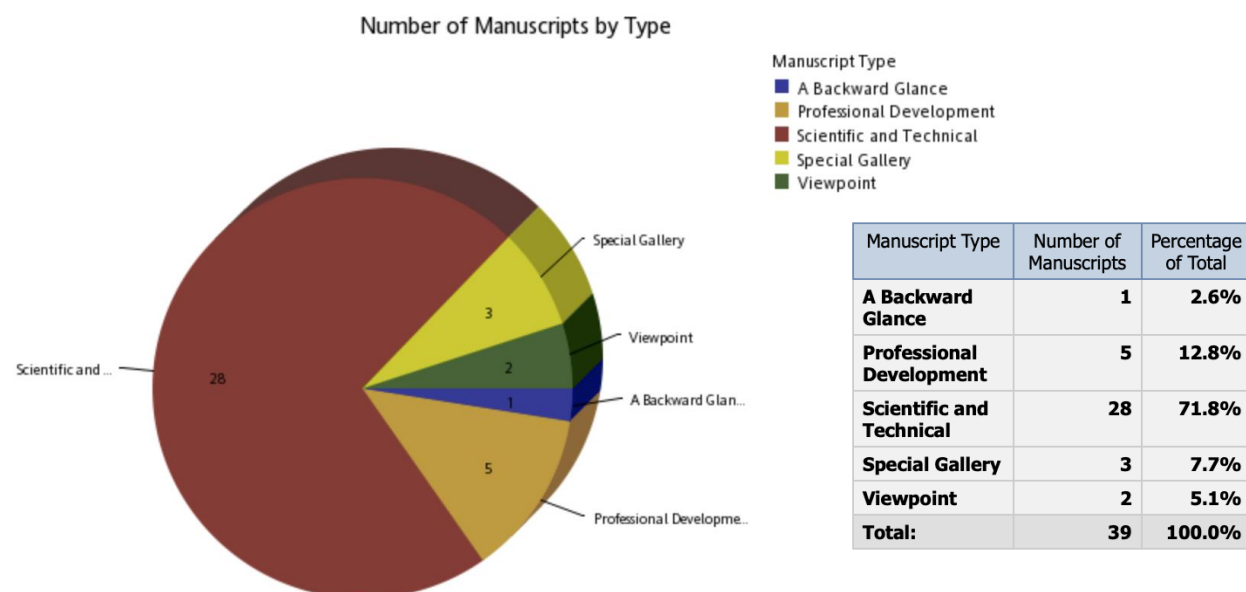
The editorial board has had considerable changes over the past 12 months, with 4 members stepping down. We are currently recruiting new members of the editorial team, and these should be in place by September 2024.

Journal Metrics are strong, with an increase in submissions this year.

Journal Metrics

 Usage	 Citation metrics	 Speed/acceptance
• 32K annual downloads/views	• 1.0 (2023) Impact Factor • 1.1 (2023) 5 year IF • 1.5 (2023) CiteScore (Scopus) • Q1 CiteScore Best Quartile • 0.529 (2023) SNIP • 0.252 (2023) SJR	• 88 days avg. from submission to first decision • 43% acceptance rate

Submission Metrics (Aug 2023 – Aug 2024)



I would like to thank all IMI members for their continued support and valued contributions.

Timothy Zoltie, Editor in Chief, Journal of Visual Communication in Medicine

Report of the Research and Innovation Group (previously Innovation and Technical Group)

The group is in its infancy since changing from Innovation and Technical Group to Research and Innovation Group in May 2024.

Members thus far are: Group Lead - Paula Beazley. Members Emily Appleby and Melissa Melling.

Activity:

- Handover meeting held in May 2024, PB and EA along with Cat Lamoon in her capacity of IMI chair.

Actions:

- A Research/Networking/Sharing session at conference
- Source appropriate projects/research/innovation for inclusion in Journal or IMI News

Paula Beazley, Research and Innovation Lead

Report of the Regulation and Governance Group

Emily Appleby took over from Lucy Tinniswood as regulation lead in April 2024 and has continued to attend regular AHCS meetings, both in person and virtually.

Regulation has now been combined with governance to form one group.

A report on the outcome of the MPTS case against Dr Christopher Valentine has been submitted to the IMI News Editor and a piece on the importance of registration for Medical Photographers is in progress.

The AHCS are currently reviewing the CPD process to ascertain whether to move to a revalidation model instead of the current percentage audit.

Emily Appleby, Regulation and Governance Lead

Student Representative

I attended the Photography & Video Show at the NEC, Birmingham and presented a talk all about the profession, why it's beneficial & how to get into clinical photography. A recording will be done of this so everyone will be able to view it.

Leading on from this, I will be doing a presentation at my old college in Lichfield in September and to the new cohort of students at HEIW in September about Clinical Photography and how to get into it.

My student questionnaire has been discussed by the officers and for the time being, it is being put on hold until the Gloucester course has been setup so it would be more beneficial for all students, and we can then collect more accurate data to help the institute.

A student mentioned there wasn't much on the website on how to get into clinical photography & I also get asked this often too. I have started to make a start on a career pathway (which I'm hoping will be displayed on the website as a diagram). I feel like this will break it down for people and easier to read.

I intend to liaise with the newly appointed Careers lead to discuss how we can engage more people into the institute and the career of Clinical Photography, Videography and Graphics.

Luke White, Student Representative to Council

Report of the Graphics Lead

The Artist and Graphics lead has dealt with various enquiries.

Other duties have included continuing with contributions to the IMI Conference 2024 programme with securing presentations, workshops and materials for the Art and Graphics section.

Future plans

Future art and graphics webinars / online tutorials to be uploaded onto IMI website via the IMI Art and Graphics Lead account Graphics@imi.org.uk

Possible tutorials to be used first are:

1. Useful tips when working on an iPad
2. Emerging software
3. Techniques to approach a client
4. 2D colour pencil tips

There are plans to create another art and graphics members questionnaire to gain new feedback on ideas for the Art and Graphics section.

Xinlin Chen (professional member of IMI) is to help work with the Art and Graphics lead.

Kelly Cassidy, Art and Graphics Lead

Academy of Health Care Science Professional Council

AHCS Chief Executive – Janet Monkman

Janet Monkman has organised a 1-2-1 with all members of the PBC to discuss their respective organisations and stay up to date – meeting booked for 6th August 2024

PSA Quality Mark

Due to incorrect use of the PSA Quality Mark being used by clinical photographers (not registered with IMI), the regulation team are creating a document to clearly document when such logos should be used, alongside the benefits of registration with the AHCS.

Communications Plan

AHCS Comms plan shared with PBC and feedback required. William (Comms officer) to action plan once agreed. Cat Lamoon offered photography/filming support as required.

Presentation made by Prof Delia Ripley (Senior Programme Manager for the National Healthcare Science programme)

- Rob Orford has stepped down as professional lead for healthcare scientists in NHS Wales. Recruitment process taking place, but in the meantime, Delia Ripley will hold the positions of Head of Profession, CSO role and CSA for Health. She will be leading the Science evidence and advice group within Welsh Government.
- Published diagnostics strategy and put together a national programme to coordinate activity in the areas of pathology, imaging, healthcare science, genomics and endoscopy. Align national programmes against the key priorities within the diagnostics strategy.
- Standardisation for support worker roles across diagnostic modalities, previously had significant differences before.
- Extending opportunities for existing workforce to access equivalence and support for that.
- Mapping out Pathology Professions. Key to clarifying HCS careers and progression. Started with pathology, but also important for other HCS professions. Identified this and something we will work on in the future.
- Developing R&I strategy for HCS. In development for our HCSs. First of its kind in the UK and we'll be giving permission for our HCSs to engage in research and innovation activities.
- Travel Fellowships/Secondments available for HCS to support development.

Presentation made by Catherine Ross (*Chief Scientific Officer (CSO) for Scotland*)

- First ever strategic approach paper for Healthcare Science in Scotland. Rolling programme of work that needs to be agile and flexible that we constantly return to.
- Demonstration of clear commitment to HCS and its development from Scottish ministers.
- Work announced in parliament and significant discussions around it took place.
- Evidence based, working with data analysts. Considering remote and rural Highlands and Islands approach particularly in education and workforce.
- Very positive, especially around highlighting role of HCSs within NHS in Scotland.

- Paper is first in a series of papers and acts as an anchor document. 4 key ambitions.
- Developed with significant input and engagement from across our system, very senior leaders on the development group and international colleagues.
- Plan will be taken into the foreseeable future. (10-year programme, but no set timeline.)

AHCS Professional Bodies Council Meetings

Discussions about face-to-face meetings and financial implications. Suggest each profession donate £1 per member to PBC for funding. Strategy/work plan required to see spending insights.

Cat Lamoon, Academy of Healthcare Science Professional Council Representative

Teledermatology Working Party

The Teledermatology Working Party group continue to meet regularly.

- Action by NHSE is slow in responding to request for outcome of the business case submission to fund the online course, due to delays from the election. However, it was suggested at the last meeting that this will be agreed soon, so once it is, work will need to commence on F2F training and online modules.
- Jason Candlin continues to expand the content of the F2F training course following the ETT feedback- this has been paused until funding agreed to save wasted work.
- The SIG leads Ceri, Jason and Becky are planning a programme of meetings & lectures for 2024, the most recent one being about managing referrals. Further meeting dates will be agreed soon.
- Concerns have been raised from the Institute about several inappropriately banded jobs which have been advertised recently.
- Lucy Wilmer is now on maternity leave so the group is looking for a secretary.
- Several pathway maps are being branded to be added to the Telederm toolkit pages to support members in setting up new services.
- The photographer training course originally written by Stephen Kenny has been uploaded to the toolkit with a focus on competencies for training photographers who are not clinically qualified/experienced.
- The IMI Telederm Guidelines which were written by Becky Lee and Beth Flowers with support from Ceri Llewellyn and Simon Brinkworth have now been published and are available on the website.
- Business case examples are now on the toolkit web pages along with a summary paragraph on what to include in a business case.
- Bristol's Telederm QAS Audit took place and was successful.
- We have been working closely with the BAD to provide photography advice on several upcoming documents which are out for consultation and will be published soon:
 - BAD Teledermatology Service Standards
 - GMC making and using of audio and visual recordings of patients
- We have provided guidance for the BAD and GPs to support dermoscopic photography of larger lesions.

- We are working on some 'top tips' for taking images for the BAD to use in combination with GPs to aid the taking of better images for advice and guidance referrals.
- We have been asked to work on some quality criteria for the BAD to aid dermatologists in auditing GP images and empowering them to reject referrals with poor image quality. We provided the attached, which was amalgamated from some examples and have been given the following feedback:
 - We would recommend using a table format audit with a checklist approach, e.g. have each subtitle, for example 'paperwork' with each criteria point labelled under so the auditor can check whether this good/acceptable/unacceptable.
 - The audit process should follow the order of the patient pathway e.g. paperwork to be the first audit criteria point.
 - Include macroscopic images as well as dermoscopic images as dermoscopic images aren't always included.
 - Some of the criteria points are slightly repetitious, for example cross lighting is included within 'exposure' and 'lighting' under good criteria descriptors – this could probably be shortened down?
 - Add a column for overarching feedback/conclusions which can be feedback to the photographer

The BAD would like to have this as an IMI badged document to support the image taking which they're asking GPs to do with referrals.

Becky Lee, Teledermatology Working Party Lead