

*San Bernardino County Medical Society
2010 William L. Cover, M.D. Award for
Outstanding Contribution to Medicine*

presented in memory to

Peggy Fritzsche, M.D.

This twenty-third day of June, in the year two thousand ten

*A*t the time Peggy Fritzsche was pursuing a career in medicine, not many women were encouraged to become physicians. That same passion, commitment, and pioneering spirit fueled a long and successful career championing radiologic innovation and improving patient care.

Dr. Fritzsche generously served organized medicine through her active participation in the San Bernardino County Medical Society, as president in 1997; she was honored in 2006 with the Society's highest award, the Nicholas P. Krikes, MD Award for Outstanding Contribution to the Medical Society. She served as a delegate to the CMA and AMA. She was an active member of the CALPAC Board of Trustees and a key contact. She served on the SBCMS Legislative Commission/LOPAC Committee for 27 years.

Dr. Fritzsche was president of the American Association for Women Radiologists. She was actively involved in the Radiological Society of North America (RSNA) for 26 years and chaired a number of committees. Elected to the RSNA board of directors in 1995, she later became chair of the board and president in 2003. She was largely responsible for expanding the public communication efforts of the organization and launching their website. She was also on the editorial board of several peer-review journals. She gave hundreds of lectures, published at least 50 articles and book chapters, and co-authored a textbook.

Peggy was a fellow of the American College of Radiology and served as an Alternate Delegate to the ACR Council. She worked on their Neuroradiology and MRI Commission and participated in the development of the Appropriations Criteria for Radiology. She received honored fellowship status from the ACR and honorary membership from the European Congress of Radiology and the Swiss Radiology Society.

From 1991 to 2004, Dr. Fritzsche was the medical director of Riverside MRI Center in Riverside. She established her reputation as a pioneer in private practice by introducing advanced MRI techniques into the community setting, making patient comfort her utmost priority. Her prototype office design, which allowed mid-field open MRI available at the same location as a high-field MRI to accommodate large and claustrophobic patients, became a model for MR practice in the 1990s. Her career has also included innovative research into urologic radiology and MR imaging, particularly related to the use of contrast materials and to procedures such as percutaneous nephrostomy and ureteral stent placement.

In celebration of her many years of dedicated service to her patients and her profession, it is my sincere privilege to present the 2010 William L. Cover, MD Outstanding Contribution to Medicine Award in memory of our friend and colleague Peggy Fritzsche, MD.

Rodney Borger

Rodney Borger, M.D.
President

