

RSNA-ACR Public Information Website Committee – 2012 Annual Report

The RSNA-ACR public information website, *RadiologyInfo.org*, is a radiology information resource that is accurate, comprehensive, current and useful to patients. Launched in 2000, *RadiologyInfo.org* is presented in English and Spanish. With considerable effort on the part of many individuals, the site continues to garner accolades primarily as an outstanding service to patients and secondarily as a patient-communication tool for physicians.

Measurement

RadiologyInfo.org attracts more than 650,000 visitors per month, with approximately 25 percent visiting the Spanish desktop site and nearly 17 percent accessing the English and Spanish mobile sites. More than 7.8 million people visited the site from October 2011 through September 2012.

Site usage is monitored regularly via Google Analytics and took a slight downward turn in 2011 (about 8 percent) after Google implemented a new search engine ranking algorithm. Traffic statistics began to rebound after staff made technical modifications to accommodate the new algorithm, but did not completely recover. In 2012, Google implemented another modification to its search engine ranking algorithm, and site usage again declined. Despite this, *RadiologyInfo.org* continues to appear in the top 10 positions for almost all of the key words used by major search engines for radiology terms. The search engine results position is critical, because these portals are the principal drivers of traffic to the site. The RSNA-ACR Public Information Website Committee continues to closely monitor site usage.

A brief user survey posted at the bottom of each page allows users to provide feedback, the overwhelming majority of which is favorable. Committee members examine the survey results regularly to gather suggestions for adding content and enhancements to the site. From October 2011 to March 2012, a longer, more formal survey option was added to the site. The results were tabulated and compared against prior survey benchmark data. The findings were on par with previous surveys conducted from 2004 to 2006. Notable outcomes from the survey include:

- Most respondents were first-time visitors who found the site through a Web search.
- The majority of respondents rated the site's quality of information, design and ease of navigation as "Excellent."
- Users generally indicated that they found what they were looking for on the site.

Awards

Through the years, *RadiologyInfo.org* has been recognized with numerous awards. In late 2011, *RadiologyInfo.org* received an Aesculapius Award of Excellence in Health Communication from the Health Improvement Institute.

Content

The website has offered valuable information to patients about our specialty and the expertise and knowledge radiologists bring to their overall healthcare. *RadiologyInfo.org* currently has content and video clips on nearly 130 radiology topics covering diagnostic and interventional radiology, nuclear medicine and radiation therapy, with new content continually being developed and posted to the site.

In 2012, *RadiologyInfo.org* Committee members recorded 18 new “Your Radiologist Explains” videos related to specific radiology procedures on the site, including one video recorded in Spanish. These “podcasts” are also available as looping videos for physicians to use in their practices as patient education tools. Three podcasts that relate to radiology safety were posted in the site’s Patient Safety section with their own HTML pages.

Some of the new topics posted to the site in 2012 include cranial ultrasound, CT perfusion of the head, barium enema for intussusception, panoramic x-ray and dental cone beam CT. Each year, all existing content on the site is reviewed for accuracy and currency.

In 2012, the committee began adding disease- and condition-oriented topics to the site. Several topics, including appendicitis, blood clots, hematuria, osteoporosis and pneumonia, were posted to the site. Topics such as Alzheimer’s disease, stroke, headaches, epilepsy, and more are in development. The RSNA-ACR Public Information Website Committee has prioritized a list of 100 medical conditions that will be developed and added to the site.

Enhancements

In 2012, the committee began investigating the development of an “app” to be created from existing patient safety content on *RadiologyInfo.org*. The purpose of the app is to provide radiologists and referring physicians with a handy mobile patient communication tool for informing their patients about radiation dose and other radiology-related patient safety issues. The app is designed for iPads,

Android tablets and later generation iPhones, and contains a wealth of patient safety information from *RadiologyInfo.org*. The app is slated to launch in November 2012.

In 2011, the Patient Safety section was enhanced to include patient-directed benefits and risks content developed in conjunction with the Image Wisely campaign. In 2012, four new topics were added, and all 13 video presentations in the section were revamped with a new design, music and voiceovers. More topics will be added in the future.

In 2012, the committee discussed development of a new section for the site related to Screening and Wellness. A template is currently in review. This section will include information about breast, lung and colon cancer screening and cardiac and carotid screening.

Promotion

Although the site is directed to the general public, it is physicians—including radiologists—to whom we most often, but not exclusively, focus marketing materials. Referring physicians and radiologists often direct their patients to the site and find it to be an excellent resource. A few of these marketing ventures include articles and ads published in the journals and member newsletters of both organizations, the distribution of public service announcements to consumer radio stations nationwide, and updates on RSNA and ACR social media outlets. The media relations teams of both organizations regularly highlight *RadiologyInfo.org* in press releases and other media outreach. The website was featured in public-facing promotions of the first International Day of Radiology, including in a nationally syndicated news article.

In order to increase awareness of *RadiologyInfo.org* among radiology professionals, the Committee approved print and online advertising efforts to reach the members of the American Society of Radiologic Technologists, the Association for Radiologic & Imaging Nursing and the American Academy of Family Physicians. If these efforts are successful, more advertising may be done during Fall 2013.

The Committee has made it a goal to become more engaged on social media channels. The Facebook page currently has 2,405 fans. After two successful advertising testing campaigns on Facebook in 2012, the Committee agreed to run monthly ads targeting both patients and radiology professionals. The ads have helped increase the number of page “Likes.” The Twitter page that was launched in

2011 has approximately 250 followers. A plan to further increase social media engagement is currently in development.

RadiologyInfo.org is featured as an important patient-communication tool in patient-centered radiology courses presented to radiologists at the RSNA annual meeting and other meetings nationwide.

The site was actively promoted at RSNA's 2011 annual meeting with conspicuous placement of banners and signs throughout McCormick Place, and a demonstration booth with promotional *RadiologyInfo.org*-branded lip balm and a daily drawing for an iPod Touch. In addition, the site was promoted on the media wall in the Grand Concourse, on the digital navigators and on a digital tower near the booth. Similar promotional efforts are in place for RSNA 2012.

RadiologyInfo.org signs and promotional handouts were also featured at ACR's annual meeting and at other medical meetings, including the Sociedad Mexicana de Radiología e Imagen, the European Congress of Radiology, the American Medical Association – Medical Student Section meeting, American Society of Neuroradiology, The Royal Australian and New Zealand College of Radiologists, and the meeting of the Association of University Radiologists, as well as at meetings of library associations.

RadiologyInfo.org is featured on *RSNA.org* under a link titled "Patients." The page contains links to key highlights of the site. RSNA and ACR also continue to promote the site to each organization's membership through word-of-mouth, emails, print and online publications, and at meetings. RSNA members are encouraged to visit the website and to direct their patients and referring physicians to it as well.

On behalf of the committee, I would like to express my sincere appreciation to the RSNA Board for its strong support of this important public information project, which provides valuable information to the public, improves communication between physicians and their patients, and enhances the public perception of radiology and radiologists.

I am also grateful to the members of the committee for their time and expertise in developing and reviewing the content for *RadiologyInfo.org*. I extend my gratitude to my ACR counterpart and co-

chair Christoph Wald, M.D., Ph.D.; Vice Co-Chairs Elliot K. Fishman, M.D., and Geoffrey D. Rubin, M.D.; RSNA Board Liaison William T. Thorwarth Jr., M.D.; ACR Board Liaison David C. Kushner, M.D.; and committee members Nancy A. Ellerbroek, M.D.; Mark Guenin, M.D.; Jeremy J. Kaye, M.D.; Jonathan Kleeffeld, M.D.; Susanna I. Lee, M.D., Ph.D.; Mahadevappa Mahesh, Ph.D.; Umesh D. Oza, M.D.; Constantino Peña, M.D; Ramji R. Rajendran, M.D., Ph.D.; Shawn D. Teague, M.D.; and Clayton K. Trimmer, D.O.

Sincerely,

James S. Donaldson, M.D.

Co-chairman, RSNA-ACR Public Information Website Committee