

RSNA-ACR Public Information Website Committee – 2013 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 logs nearly 500,000 visits per month on average. Of these, about 25.5 percent are to the Spanish desktop site and 27 percent to the English and Spanish mobile sites (combined). Nearly 6 million (5,925,414) visits to *RadiologyInfo.org* were made between October 1, 2012 and September 30, 2013.

Site usage is monitored regularly via Google Analytics. Site visits declined in the wake of algorithm changes implemented by Google in 2011 and 2012. Despite this, *RadiologyInfo.org* continues to appear near the top 10 positions for many of the search terms used. 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 visitors 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. The survey indicates that 75 percent of respondents found the information they were looking for on the site.

Awards

Through the years, *RadiologyInfo.org* has been recognized with numerous awards. In July 2013, *RadiologyInfo.org* received a Merit Award for Mobile Website (Small Mobile Device) from the Winter/Spring 2013 Web Health Awards.

***RadiologyInfo.org* Website Focus Groups/Usability Testing**

The committee established a Usability Task Force to facilitate third-party qualitative testing of *RadiologyInfo.org* users. In July 2013, an outside firm conducted 1) two focus groups with the goal to understand how consumers and healthcare professionals obtain health information and 2) one-on-one

usability testing to help inform decisions about possible enhancements and the future direction of *RadiologyInfo.org*.

Reports on both endeavors – with methodology, findings and recommendations – were presented to the Usability Task Force which, in turn, distributed them to the full RSNA-ACR Public Information Website Committee. The *RadiologyInfo.org* Strategic Planning Task Force will use the reports as part of its background materials as it conducts its Strategic Planning process.

Content

The website offers 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 over 155 procedures, exams and disease topics covering diagnostic and interventional radiology, nuclear medicine and radiation therapy, with new content continually being developed and posted to the site.

In 2013, *RadiologyInfo.org* Committee members recorded 22 new “Your Radiologist Explains” videos related to specific radiology procedures on the site, including two videos recorded in Spanish. These “podcasts” – which now total 75 – are also available as looping videos for physicians to use in their practices as patient education tools.

The committee continues to add disease- and condition-oriented topics to the site. Several topics, including angina pectoris, arthritis, cervical cancer, cholecystitis, diffuse interstitial lung disease, headaches, croup, peripheral artery disease, renal failure, stroke, cirrhosis of the liver and chronic obstructive pulmonary disease were posted to the site in 2013. Topics such as cystic fibrosis, anemia, benign prostatic hypertrophy, brain tumors, breast cancer and more are currently in development.

Each year, all existing content on the site is reviewed to ensure it is accurate and current with the assistance of more than 140 reviewers, committee section stewards and staff. In an effort to enhance the content review program, a plan is in development for implementation in 2014 to conduct and complete a full review of all existing content over a two-year period, with a three-year rotation period contingency plan. In addition, an automated system is being developed to offer reviewers and section stewards better access to their documents, improved tracking and an enhanced email distribution and notification process.

Enhancements

In November 2012, the committee launched an “app” created from existing patient safety content on *RadiologyInfo.org*. The app provides 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*.

In 2013, the committee launched a new section for the site related to Screening and Wellness. This section currently includes information about breast cancer and lung cancer screening. Forthcoming topics include colorectal cancer, cardiac and carotid artery 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 promotional materials. Referring physicians and radiologists often direct their patients to the site and find it to be an excellent resource. A few of these promotional 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 second International Day of Radiology (IDoR). In turn, a page was developed on *RadiologyInfo.org* highlighting IDoR 2013.

The Committee has made it a goal to become more engaged on social media channels. As of October 22, 2013, the *RadiologyInfo.org* Facebook page has 40,754 “Likes.” The Committee continues to run monthly Facebook ads targeting both patients and radiology professionals. The ads have helped increase the number of page “Likes.” The Twitter page has approximately 990 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 2012 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 a Kindle Fire HD. 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 2013.

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, the Society of Imaging Informatics in Medicine, 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 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.; Debra A. Gervais, M.D.; Mark Guenin, M.D.; Jonathan Kleefeld, M.D.; Arun Krishnaraj, M.D., M.P.H.; Mahadevappa Mahesh, Ph.D.; Umesh D. Oza, M.D.; Constantino Peña, M.D.; Ramji R. Rajendran, M.D., Ph.D.; Cynthia K. Rigsby, M.D.; Zehava S. Rosenberg, M.D.; and Shawn D. Teague, M.D.

Sincerely,

Elliot K. Fishman, M.D.

Co-chairman, RSNA-ACR Public Information Website Committee