

RSNA-ACR Public Information Website Committee – 2014 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 logged nearly 450,000 visits per month on average between October 1, 2013, and September 30, 2014. Of these, about 20 percent were to the Spanish desktop site and about 40 percent to the English and Spanish mobile sites (combined). Overall in that time period, *RadiologyInfo.org* had more than 5 million visits.

Site usage is monitored regularly via Google Analytics. Following a recent favorable algorithm change, *RadiologyInfo.org* logged more than 802,000 visits to the site in September 2014, and the website continues to appear near the top 10 positions for many of the procedure 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 more than 80 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 April 2014, *RadiologyInfo.org* received a Merit Award for Website from the Winter/Spring 2014 Web Health Awards.

***RadiologyInfo.org* Strategic Planning**

Using information gathered by the *RadiologyInfo* Usability Task Force and Strategic Planning Task Force, the committee developed a three-year Strategic Plan to guide and plan enhancements and the

future direction of *RadiologyInfo.org*. As part of the strategic planning process, the committee developed a new mission statement, specific goals and tactics, an implementation plan, and key performance indicators, which will allow the committee to measure performance.

The usability research and strategic planning decisions are driving improvements to the website's structure, content formatting, and delivery channels to best address the radiology information and technology needs of patients and their families.

While its goal to serve patients remains the same as it has always been, *RadiologyInfo.org*'s restated mission follows:

RadiologyInfo is dedicated to being the trusted source of information for the public about radiology and the unique and vital role of radiologists in their healthcare.

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 nearly 200 procedures, exams and disease topics covering diagnostic and interventional radiology, nuclear medicine, radiation therapy and radiation safety, with new content continually being developed and posted to the site.

The committee continues to add disease/condition-oriented topics to the site. Several topics, including endometrial cancer, lymphoma, lung cancer, brain tumors, head and neck cancer, Crohn's disease, ovarian cancer, cystic fibrosis, prostate cancer, diverticulitis, breast cancer, and benign prostatic hypertrophy were posted to the site in 2014. Procedure topics such as abdominal x-ray, fiducial marker placement and more are currently in development.

With the assistance of more than 140 reviewers, committee section stewards and staff, existing content on the site is regularly reviewed to ensure that it is accurate and current. Starting in 2014, a full review of all existing content will be conducted over a two-year period, in place of the previous annual review. An automated system was implemented in 2014 to provide reviewers and section stewards better access to their documents, improved tracking and an enhanced email distribution and notification process.

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 third International Day of Radiology (IDoR). In turn, a page was developed on *RadiologyInfo.org* highlighting IDoR 2014.

The Committee continues to engage the public on social media channels. As of October 22, 2014, the *RadiologyInfo.org* Facebook page has 196,055 “Likes.” The Twitter page has approximately 1,834 followers.

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 2013 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. Similar promotional efforts are in place for RSNA 2014.

RadiologyInfo.org signs and promotional handouts were also featured at ACR’s annual meeting and at other medical meetings, including the Radiology Business Management Association, Sociedad Mexicana de Radiología e Imagen, the Sociedad Argentina de Radiología, the European Congress of Radiology, the Society of Interventional Radiology, and the meeting of the Association of University Radiologists.

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 Mary C. Mahoney, M.D., FACR; 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 Kleefield, 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.

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