

RSNA-ACR Public Information Website Committee – 2015 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 dedicated to being the trusted source of information for the public about radiology and the unique and vital role radiologists play in healthcare. 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 an average of 908,573 visits per month between October 1, 2014 and September 30, 2015. Of these, about 32 percent were to the Spanish-language version of the site and about 68 percent to the English version. Overall in that time period, *RadiologyInfo.org* had more than 10.9 million visits. Monthly visits for March and April set new records of 1,011,730 and 1,026,641, respectively.

Most recently, *RadiologyInfo.org* logged more than 988,000 visits to the site in September 2015, 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 on each page allows visitors to provide feedback, the overwhelming majority of which is favorable. Committee members examine the comments regularly to gather suggestions for adding content and enhancements to the site. The survey indicates that more than 84 percent of respondents found the information they were looking for on the site.

***RadiologyInfo.org* Responsive Design**

In late July, the website was re-launched in a new responsive design, allowing for easier viewing and navigation across a range of devices including desktop computer, tablet and smartphone. Along with better accessibility, *RadiologyInfo.org* now has a cleaner look and has incorporated other user-preference improvements discovered during the website committee's focus group research and usability testing.

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 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. Several topics, including ultrasound- and MR-guided prostate biopsy, lymphoma treatment, renal cysts, dynamic pelvic floor MRI, MR defecography and abdominal x-ray, were posted to the site in 2015.

In February, five committee members recorded 30 new videos describing radiology procedures. The videos relate how procedures are performed, how patients may prepare, and the associated benefits and risks. Featuring radiologists on camera with procedure b-roll, the new videos will enhance and expand the existing “Your Radiologist Explains” video series currently featured on the site. Five new videos – Body MRI, Chest X-ray, MR Angiography, Nuclear Medicine and CT Colonography – have been posted to the website; another 36 videos are in post-production, and an additional 14 videos are scheduled to be recorded at RSNA 2015.

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. The 2015 *RadiologyInfo.org* content review was completed in concert with the responsive design, allowing the site to be launched with updated content. Site updates included the addition of Info Snapshots (brief overviews), patient-friendly images, related links and the previously mentioned new “Your Radiologist Explains” videos.

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 fourth International Day of Radiology (IDoR). In turn, a page was developed on *RadiologyInfo.org* highlighting IDoR 2015.

The Committee continues to engage the public on social media channels. As of October 21, 2015, the *RadiologyInfo.org* Facebook page has 221,525 “Likes.” The Twitter page has approximately 2,695 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 2014 annual meeting with conspicuous placement of 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 2015. *RadiologyInfo.org* signs and promotional handouts also were featured at ACR’s 2015 annual meeting.

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.

Affiliate Program

As part of its Strategic Plan goal to improve its reach and engagement, *RadiologyInfo.org* has implemented an Affiliate Program. Thus far, American Association of Physicists in Medicine, The American Board of Radiology, Indiana University Health, International Society for Computed Tomography, Miami Vascular Specialists, Radiology Associates of South Florida, The Society for Pediatric Radiology, and University of Virginia Health System have all become *RadiologyInfo* Affiliates. The Affiliate Subcommittee continues to identify and invite other prospective candidates.

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., vice co-chair Ramji R. Rajendran, M.D., Ph.D., RSNA Board liaison Mary C. Mahoney, 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., Arun Krishnaraj, M.D., M.P.H., Mahadevappa Mahesh, Ph.D., Greg Morrison, M.A., R.T.(R), Umesh D. Oza, M.D., Constantino Peña, M.D., Elissa R. Price, M.D., Cynthia K. Rigsby, M.D., Steven P. Rowe, M.D., Ph.D., Shawn D. Teague, M.D., and Amir A. Zamani, M.D.

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