

RSNA-ACR Public Information Website Committee – 2016 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 as an outstanding service to patients and as a patient-communication tool for physicians.

Measurement

RadiologyInfo.org logged an average of 1,230,343 visits per month between October 1, 2015 and September 30, 2016. Of these, about 37 percent were to the Spanish-language version of the site and about 63 percent to the English version. Overall in that time period, *RadiologyInfo.org* had more than 14.7 million visits. Monthly visits for August set a new record of 1,424,523.

Most recently, *RadiologyInfo.org* logged more than 1.4 million visits to the site in September 2016, 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 comment form 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. A user survey – conducted April 15 through June 22 – revealed that more than 88 percent of respondents found the information they were seeking and more than 83 percent found the written information on a page to be “just right.”

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 225 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 Dementia, Dense Breasts,

Intravascular Ultrasound, MR-guided Focused Ultrasound for Uterine Fibroids, Pediatric MRI and Venous Sampling, were posted to the site in 2016.

In May, Dr. Constantino Peña recorded seven new Spanish-language 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 enhance and expand the existing “Your Radiologist Explains” video series currently featured on the site. Since RSNA 2014, a total of 62 new videos have been recorded, 36 of which have been posted to the website.

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 2016 *RadiologyInfo.org* content review 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 fifth International Day of Radiology (IDoR). In turn, a page was developed on *RadiologyInfo.org* highlighting IDoR 2016.

In September, Drs. Elliot Fishman, Geoffrey Rubin, Arun Krishnaraj, Mahadevappa Mahesh and I submitted a manuscript to the *Journal of the American College of Radiology (JACR)* for publication. The manuscript describes the evolution of *RadiologyInfo.org* since its inception and provides an overview of the recent responsive design and re-launch.

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 2015 annual meeting with conspicuous placement of a demonstration booth with promotional *RadiologyInfo.org*-branded lip balm. *RadiologyInfo.org* signs and promotional handouts also were featured at ACR's 2016 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.

The Committee continues to engage the public on social media channels. As of October 21, 2016, the *RadiologyInfo.org* Facebook page has 240,149 "Likes." The Twitter page has approximately 3,500 followers.

In October, *RadiologyInfo.org* was awarded a 2016 Gold MarCom Award for website redesign. The MarCom Awards program is a creative competition that recognizes excellence in the conception, writing and design of print, visual, audio and web materials and programs.

Affiliate Program

As part of its Strategic Plan goal to improve its reach and engagement, *RadiologyInfo.org* implemented an Affiliate Program. As of October, 12 new radiology practices, medical societies, patient advocacy groups, hospitals and educational institutions have become *RadiologyInfo* Affiliates for a total of 22. 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, MD, RSNA Board liaison Mary C. Mahoney, MD, ACR Board liaison James V. Rawson, MD, FACR, and committee members Ricardo C. Cury, MD, Nancy A. Ellerbroek, MD, John Francis Feller, MD, Arun Krishnaraj, MD, MPH, Mahadevappa Mahesh, PhD, Greg Morrison, MA, RT(R), Umesh D. Oza, MD, Jay K. Pahade, MD, Constantino Peña, MD, Elissa R. Price, MD, Cynthia K. Rigsby, MD, Steven P. Rowe, MD, PhD, S. William Stavropoulos, MD, and Amir A. Zamani, MD.

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