Optimizing the Patient Experience: Creating Patient Centric Campaigns for Radiology

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Radiology Needs to Ensure Its Relevance

• IT Disruptions

• Commoditization Risks

• Consolidation into multi specialty organizations

• Care Bundles
• I order my meal
• I pay for my meal
• I eat my meal
Radiology

- I order my scan
- I pay for my scan
- I eat my scan
Radiology

- I request my scan
- I pay for my scan
- I benefit from information in my scan
Radiology

- **Clinician** requests my scan
- **Insurance** pays for my scan
- I benefit from information in my scan
Who Requests Imaging?

- Imaging Provider
- Referring Providers
- Payers
- Patient
- Employers & Govt.

Prior Authorization
Who Pays for Radiology?

Imaging Provider ➔ Referring Providers ➔ Payers

Co-Pay, Deductible
generated rate

Patient
Premium

Premium
Employers & Govt.
Who Benefits from Radiology?

- Imaging Provider
- Referring Providers
- Payers
- Patient

Health

Employers & Govt.
Who Benefits from Radiology?

Imaging Provider

Referring Providers

Payers

Patient

Employers & Govt.
The Public Wants Information

- Physicians have less information and time to explain modern imaging tests
- Democratization of information
- Consumerism in healthcare
We Are Giving Ourselves Cancer

By RITA F. REDBERG and REBECCA SMITH-BINDMAN  JAN. 30, 2014

DESPITE great strides in prevention and treatment, cancer rates remain stubbornly high and may soon surpass heart disease as the leading cause of death in the United States. Increasingly, we and many other experts believe that an important culprit may be our own medical practices: We are silently irradiating ourselves to death.

The use of medical imaging with high-dose radiation — CT scans in particular — has soared in the last 20 years. Our resulting exposure to medical radiation has increased more than sixfold between the 1980s and 2006, according to the National Council on Radiation Protection & Measurements. The radiation doses of CT scans (a series of X-ray images from multiple angles) are 100 to 1,000 times higher than conventional X-rays.
• 226 Procedure and Disease Descriptions
• All content reviewed and revised within 2 years
• Curated by professional volunteers
• Supported by ACR and RSNA

Welcome!

RadiologyInfo.org tells you how various x-ray, CT, MRI, ultrasound, radiation therapy and other procedures are performed. It also addresses what you may experience and how to prepare for the exams. The website contains over 200 procedure, exam and disease descriptions covering diagnostic and interventional radiology, nuclear medicine, and radiation oncology. The site is designed to help you and your patient make informed decisions.

About this Site

RadiologyInfo.org is not a medical facility. Please contact your physician with specific medical questions or for a referral to a radiologist or other physician. To locate a medical imaging or radiation oncology provider in your community, you can search the ACR-accredited facilities database.
**Monthly Page Views**
(rolling 6 month average)

August 2016: 1,420,741
Effect of Cancer Awareness Campaigns

Monthly Page Views (Thousands)

Breast

Lung

Colorectal

Baseline

Month of Campaign
## Key Performance Indicators

### RadiologyInfo.org Dashboard: August 2016 Performance

**GOAL 1:** RadiologyInfo will optimize its content to be patient centered and easy to understand and use.

**GOAL 2:** RadiologyInfo will improve its reach and engagement by using a spectrum of distribution channels with appropriately segmented content.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Key Performance Indicator</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016*</th>
<th>vs. last yr</th>
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<tr>
<td>1</td>
<td>English users: Did you find what you were looking for? (Yes)</td>
<td>75%</td>
<td>82%</td>
<td>84%</td>
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<td>Spanish users: Did you find what you were looking for? (Yes)</td>
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<td>↑ 184.68%</td>
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<td>Number of RadiologyInfo.org Affiliate Organizations</td>
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**TBD:** In development
• A link between Radiology and patients
• Reliable, accurate, up-to-date
• Platform for partnership; synergizes with hospitals and practices