

2024 ACR-RBMA Practice Leadership Forum

Enhancing Visibility and Value:
Marketing and Branding Strategies
for Your Radiology Practice

Saturday, January 20 | Phoenix



American College
of Radiology™
Radiology Leadership Institute

RBMA |
Radiology Business
Management Association

Faculty



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2024 ACR-RBMA
Practice Leadership Forum
Jan. 19–21 | Phoenix

Marketing & Branding

Your Radiology Practice

Amy Patel, MD
Dianne Keen, FRBMA



**American College
of Radiology™**
Radiology Leadership Institute

Disclosures



Amy K Patel, MD

Journal of the American College of Radiology
Editorial Board (Associate Editor; Digital Media)

Kheiron Medical (Shareholder, Advisory Board)

Hologic, Bayer (Consultant)

MRI Online and RLI (Speaker's Bureau)



Dianne Keen, FRBMA

no disclosures

Objectives



Discuss how to craft and communicate a compelling brand identity that resonates with patients and professionals alike.



Define digital marketing techniques that connect with and educate your direct consumers and referral physicians.



Review the use of educational materials as a strategic tool to enhance visibility, credibility, and patient engagement.



Discuss how to craft and communicate a compelling brand identity that resonates with patients and professionals alike.

Understanding Brand Identity in Radiology



Defining Brand Identity:

Essential Elements: Logo, Color Scheme, Messaging

Reflects Practice's Values and Mission



Importance in Radiology:

Builds Trust and Recognition

Differentiates from Competitors



Patient-Centric Approach:

Creating a brand that speaks to patient needs

Emphasizing safety, care quality, and technological advancement

Effective Brand Communication

Consistent Messaging Across Platforms:	Uniformity in Website, Social Media, and Print Materials
	Professional yet Approachable Tone
Engagement with Both Patients and Professionals:	Patient Education through Blogs, Videos, Social Media
	Professional Networking and Collaborations
Feedback and Adaptation:	Utilizing Patient and Professional Feedback for Brand Evolution
	Continuous Improvement and Adaptation to Market Trends

Your Brand = Your Reputation



Regular Monitoring of Review Sources:



Encourage Positive Reviews:



Managing Negative Feedback:



Transparency and Authenticity:



Leveraging Social Media:



Training Staff on Importance of Reviews:



Analyzing Review Trends:



Digital Marketing

Executive Summary

Situation Analysis

Goals and Objectives

Target Audience

**Digital Marketing
Strategies**

**Search Engine
Optimization (SEO)
Strategy**

Content Strategy

Social Media Strategy

**Paid Advertising
Strategy**

**Measurement and
Analytics**

**Implementation
Timeline**

**Budget and
Resource Allocation**



Define digital marketing techniques that connect with and educate your direct consumers and referral physicians.



Marketing = Educating



Review the use of educational materials as a strategic tool to enhance visibility, credibility, and patient engagement.

Building Trust with Patients:

Create materials that explain procedures, risks, and benefits in patient-friendly language.

Use visuals and infographics for easier understanding.

Showcasing Expertise and Credibility:

Highlight advanced technologies and specialized skills of the radiology team.

Share success stories and case studies.

Enhancing Referral Relationships:

Provide referring physicians with detailed, up-to-date information about services and innovations.

Distribute published studies or scientific data on when relevant.

Digital and Print Platforms:

Distribute educational content via websites, social media, patient portals, and in print at the center.

Utilize a mix of formats - articles, videos, webinars.

Engaging with Community:

Host informational sessions or Q&A webinars for patients and the general public.

Participate in health fairs and community events.

Feedback and Improvement:

Collect patient and physician feedback to improve and update educational materials.

Continuously adapt to changing informational needs and medical advancements.

“Inside” vs “Outside” Marketing

Distinguishing Between the Two

- **Inside Marketer:** Often more comfortable and effective working behind the scenes, leveraging technology and creativity to engage audiences. They excel in a structured, digital-focused environment.
- **Outside Marketer:** Thrives in dynamic, interpersonal settings. Their strength lies in face-to-face interactions and building long-term relationships.

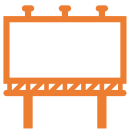
Hiring and Managing These Roles

- **Hiring:** It's important to recognize that these roles require distinct personality types and skill sets. A great inside marketer may not necessarily possess the outgoing nature required for outside marketing, and vice versa.
- **Managing Expectations:** Set clear, role-specific objectives. For inside marketing, focus on digital engagement metrics and content quality. For outside marketing, emphasize relationship depth, issue resolution, and referral rates.

By understanding these differences and hiring accordingly, a radiology practice can ensure a balanced and effective marketing strategy that capitalizes on both digital engagement and strong professional relationships.



Outsourcing Marketing in Radiology Practices



Outsource Creative and Digital Marketing:

Leverage expertise in campaign development, SEO, and digital advertising.

Select agencies with knowledge of radiology, especially for complex services like interventional radiology.



Benefits of Outsourcing:

Access to specialized skills and up-to-date marketing trends.

Cost-effective compared to building an in-house team.

Allows radiology groups to focus on referring MD relationships.



Choosing the Right Agency:

Look for agencies with experience in healthcare and radiology.

Ensure they understand the unique aspects of radiology marketing.

Evaluate their track record in similar projects.



Maintaining In-House Control of 'Outside' Marketing:

Personal relationships with referring physicians cannot be outsourced.

Focus on in-house efforts to build and sustain these critical connections.

Utilize internal resources for direct outreach and relationship management.



Integrating Internal and External Efforts:

Ensure seamless collaboration between in-house teams and external agencies.

Regularly review and align on marketing strategies and goals.

Use data and feedback to continually refine marketing efforts.

Data & Metrics:

CRM



Customization for Radiology:

Choose a CRM that is tailored to meet the specific needs of radiology practices, including tracking and analyzing referrals.



Integration with RIS:

Seamless integration with the RIS for consistent and accurate data flow.
Real-time data access for immediate insights and action.



Referring Physician Data Management:

Comprehensive tracking of interactions and visits with referring physicians.
Monitoring budgets and analyzing referral volumes. **\$507**



Actionable Insights and Reports:

Generation of reports for informed decision-making.
Trend analysis to identify patterns in referrals and market shifts.



Marketing and Relationship Building:

Enhancing marketer's activities based on CRM data.
Facilitating targeted outreach and communication strategies.



Continuous Improvement:

Utilizing CRM data for ongoing service improvement and adaptation to changing market needs.

Collaboration with Hospital Marketing



Shared Goals and Alignment: Establish common objectives with the hospital's marketing team, focusing on how increased radiology volumes benefit the hospital's overall service offerings and revenue.



Targeted Messaging: Develop messaging that highlights the unique strengths and capabilities of the radiology department, such as advanced imaging technology, specialized expertise, and patient-centric care.



Joint Campaigns: Collaborate on joint marketing campaigns that incorporate radiology services into broader hospital promotions, ensuring a consistent and unified message.



Educational Initiatives: Work together to create educational content for referring physicians and patients, emphasizing the quality, efficiency, and convenience of the hospital's radiology services.



Data Sharing and Analysis: Share data and insights with the hospital marketing team to identify trends, opportunities, and areas for improvement in service offerings and patient outreach.



Cross-Promotion: Utilize the hospital's existing communication channels, such as newsletters, social media, and community events, to promote radiology services.



Feedback Mechanism: Establish a feedback loop between the radiology group, the hospital marketing department, and referring physicians to continually adapt and improve strategies based on responses and changing needs.

The Risk of Reducing Your Marketing Programs



Diagnostic vs Interventional

No, not talking about the RVU fight club. 🤔

- Diagnostic marketing is often **defensive** – putting out the fires, solving problems, keeping referring physicians happy.
- Interventional marketing requires going on the **offense** – proactive, targeted, educational.

The liaison who excels at diagnostic radiology marketing might not be the right person to market your interventional radiology service line.

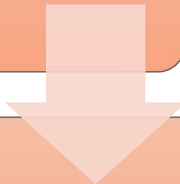
A high-quality photograph of a bedroom interior. A large bed with a light-colored upholstered headboard is the central focus. It is dressed in crisp white linens, including a duvet and several pillows. A white cardigan is draped over the foot of the bed. To the left, a bedside table holds a lamp with a white shade and a small vase of flowers. To the right, another bedside table holds a vase of white flowers. The room features light-colored wood paneling on the walls and a light-colored rug on the floor. The lighting is soft and warm, creating a serene atmosphere.

**Know Your
Audience**

**Speak to the Heart
of Their Problem**

Involving Radiologists in Marketing Efforts

Tactic: Encouraging participation, leveraging expertise, personal branding.



Challenges: Time restraints, personalities, willingness.



Benefit: Adds authenticity and expertise, enhancing the credibility of marketing efforts.

Speaking of radiologists who embrace the power of branding and marketing....

Dr. Amy Patel

Paging Dr. Patel.....

- Practice Branding
- Personal Branding

Personal Branding: A Primer for Radiology Trainees and Radiologists

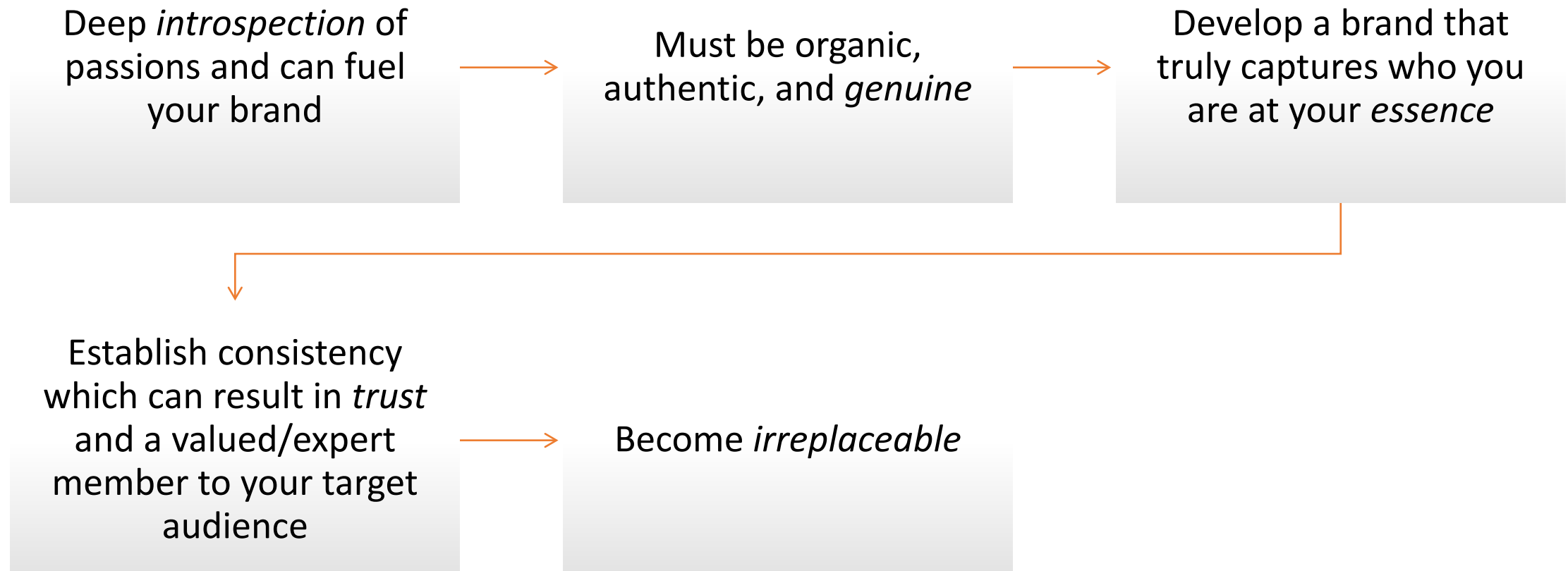
[Vivek Kalia](#), MD, MPH, MS  , [Amy K. Patel](#), MD, [Andrew K. Moriarity](#), MD, [Cheri L. Canon](#), MD



DOI: <https://doi.org/10.1016/j.jacr.2017.03.017> |  CrossMark

 Article Info

Branding Pro Tips



Practice Branding



**ALL STAKEHOLDER
MEETING TO DISCUSS
OBJECTIVES AND GOALS**



**ESTABLISHMENT OF
SOCIAL MEDIA PRESENCE**



**ESTABLISHMENT OF
OVERALL DIGITAL
FOOTPRINT**



**COMMUNITY BRAND
PRESENCE**



**STRENGTHEN LOCAL
MEDIA RELATIONS**



**GROWTH RESULTED IN
NEW ERA OF BRANDING**

Community Partnerships



Breast cancer doesn't stop for a pandemic.

If you've delayed your mammogram,
it's time to get back on track.



The breast care center at
Liberty Hospital takes care of
you whether you need a
mammogram or more.

- Routine screening
- Diagnostic imaging
- 3D biopsies and procedures
- High-risk breast care
- Nurse navigator
- Genetic counseling
- Breast surgery and reconstruction
- One-on-one support

816.792.7016



New location opening mid-June
2525 Glenn Hendren Drive Liberty, MO 64068



FOX4KC.COM

**Liberty Hospital launches cutting edge breast care
center in Northland**



Breast Care Center

Join us for

Ribbon Cutting ~ and ~ VIP Reception

4-7 p.m.

June 22, 2021
Medical Plaza East, Suite 206

Results

Patient satisfaction scores

As our organization continues to grow and evolve, we are focused on achieving patient satisfaction scores in the 90th percentile. This means awards are more selective. Each area must have a minimum of 10 returned surveys and be at or above the 90th percentile. Congratulations to these areas for achieving or exceeding our HCAHPS goal in March and for the first quarter:

Highest performing areas for March

- Breast Care Center – 99th percentile
- Surgery – 98th percentile
- Mother/Baby – 97th percentile
- Sports Medicine – 95th percentile
- Cardiology Services – 92nd percentile

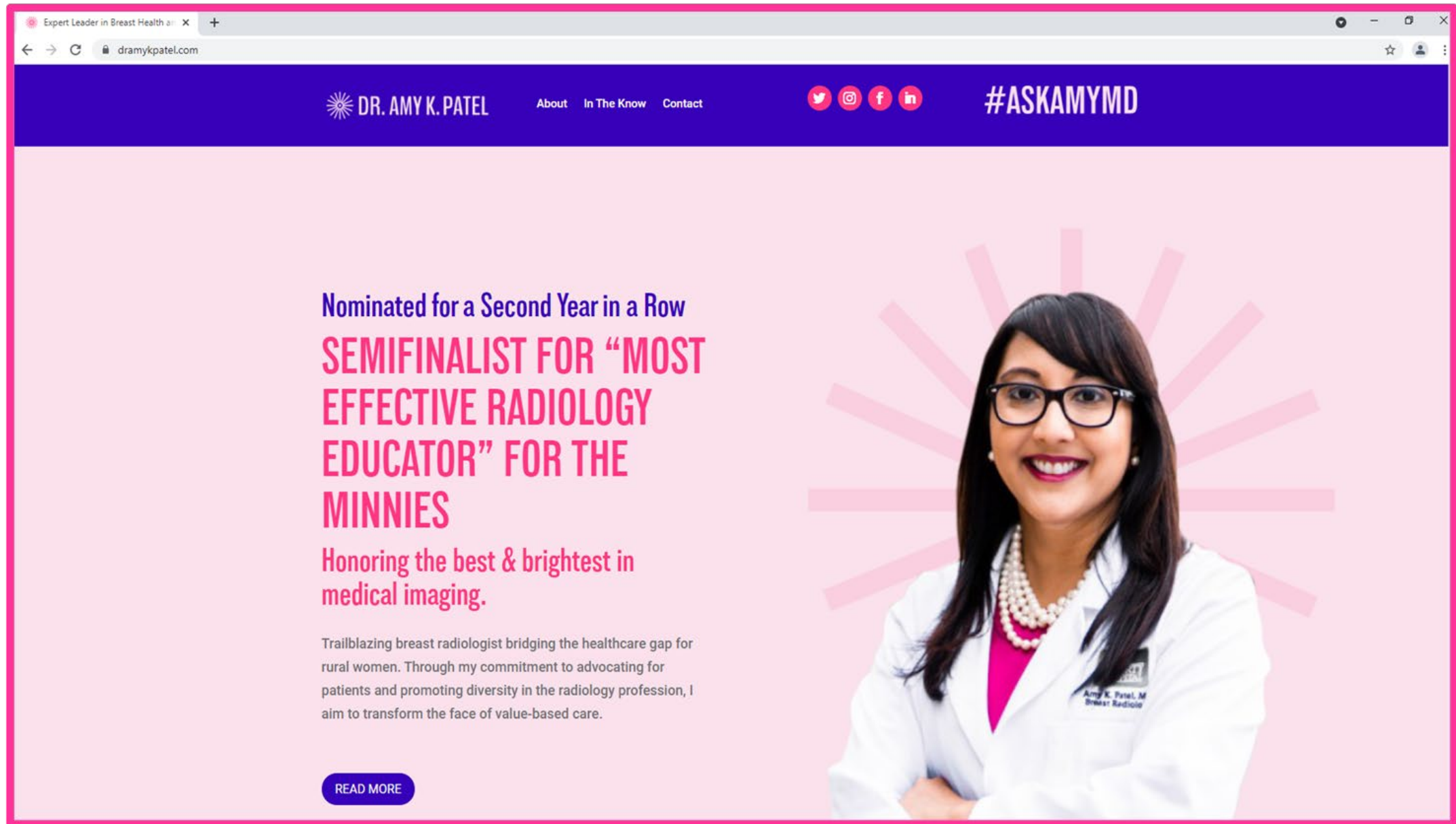
Highest performing areas for Q1 2022

- Breast Care Center – 99th percentile
- Mother/Baby – 94th percentile

My Personal Branding Journey

- Why
- When
- Where
- How
- Result

“There is not enough focus on women’s health – specifically, KC is in great need of an advocate for breast health.”



MY MISSION

is to Empower Women & All People to Take Charge of their Breast Health

My areas of excellence are in Clinical Expertise and Innovation and Radiology Political Advocacy. I have championed the recruitment of women in radiology including devising the implementation of solutions to recruit women into the field, as well as encouraging greater communication with patients involving my work regarding turnaround time of image-guided breast biopsy results and advocating for radiologists to educate patients regarding their breast health.



Additionally, I am a staunch advocate of radiology healthcare reform and advocating for our profession so that patients receive fair radiological care, particularly in the realm of annual mammography screening in average risk women beginning at age 40 and earlier surveillance in women who are high risk for breast cancer. In fact, I was involved in helping pass both bills in the state of Missouri to ensure these tests are covered by private insurers.

Taken together it is clear that my interests lie in women's

Building Your Practice Brand



All stakeholder meeting to discuss objectives and goals



Establishment of social media presence



Establishment of overall digital footprint



Community brand presence

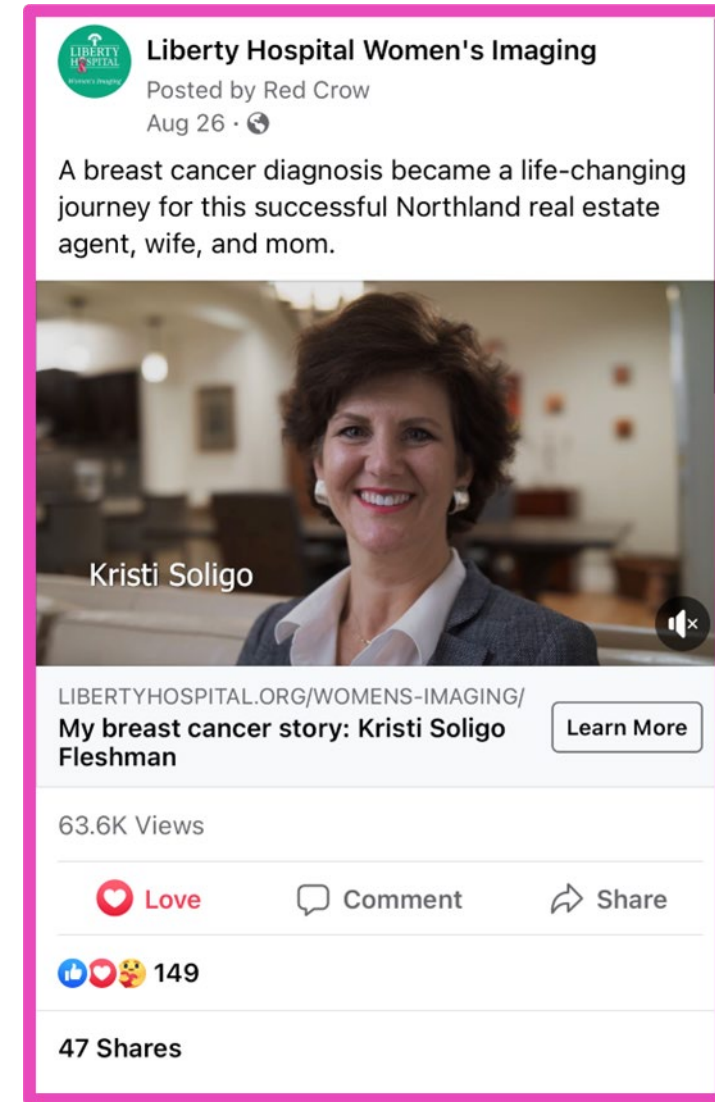
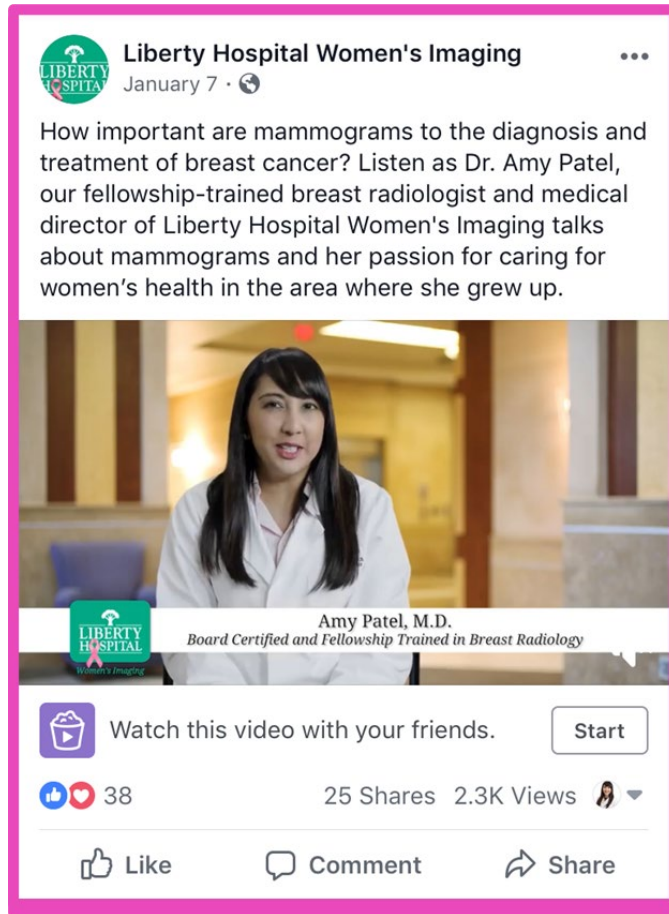


Strengthen local media relations



Growth resulted in new era of branding

Social Media: Facebook



Connect With Patients

**Amy Patel, MD**
Medical Director of The Breast Care Center at Liberty Hospital; Vice Chair of American...
3d • 🌐

It took immense courage for Amy to share her story. To be honest, our entire team was initially shell shocked, including myself, as she is my right hand colleague at work, trusted confidante, and I truly consider her family. However, we as a team have worked together ensuring she will have the best outcome. This [#October](#), PLEASE make yourself a priority and make sure you are up-to-date on your [#mammogram](#). And if you have any hesitation in getting one, please reach out to breast imaging specialists such as myself who are equipped to answer questions to mitigate any fears. This screening tool could save your life. [#BCSM](#) [#BCAM](#) [#AskAmyMD](#)



Metro cancer clinic manager shares powerful message following diagnosis

fox4kc.com • 2 min read

**Amy Patel, MD**
Medical Director of The Breast Care Center at Liberty Hospital; Vice Chair of American...
6h • Edited • 🌐

I always love being on the [#GrillNation](#) Show. However, this episode is especially important as we discuss the impact [#COVID19](#) has had on the field of [#breastcancer](#) and [#breastimaging](#). Ways to tune in below 📌 [#BCAM](#) [#BCSM](#) [#AskAmyMD](#)

**Jason Grill** • 1st
Public Affairs | Public Policy & Engagement | Media Relations | Strategic Communications | Advocacy |...
7h • 🌐

It's [#BreastCancer](#) Awareness Month. Dr. Amy Patel (Medical Director, Breast Care Center At [Liberty Hospital](#)) joins the Grill ...see more

THE GRILL NATION SHOW WITH JASON GRILL



Host: Jason Grill Dr. Amy Patel

🔗 with You and 1 other

Social Media Background



Websites and applications that enable users to share and create content or to participate in social networking



Existing platforms: Twitter, Facebook, LinkedIn, Instagram , SnapChat, YouTube, TikTok..the list goes on!

By The Numbers

2019-3.4 billion users

- *2025: 4.41 billion*

Radiologists?

- RANSOM survey in 2016
 - 477 responses; 277 from Europe, 127 from North America
 - 85% utilizing #SoMe, mixed personal and professional reasons
 - Facebook used more for personal, Twitter and LinkedIn for professional

(statistica; number of social network users worldwide)

Commonly Used in Radiology



LinkedIn:

Traditionally, a business-to-business platform

Peer networking

Industry specific information

Connecting to other businesses

Personal Branding



Twitter:

Microbursts of information

In-the-moment conversation



Facebook:

Largest social network amongst adults

Ideal to building close relationships & communities



Instagram:

Image driven (great for cases!)

Can be linked to other social media accounts for dissemination



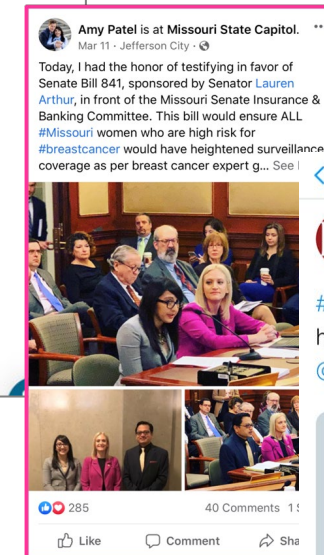
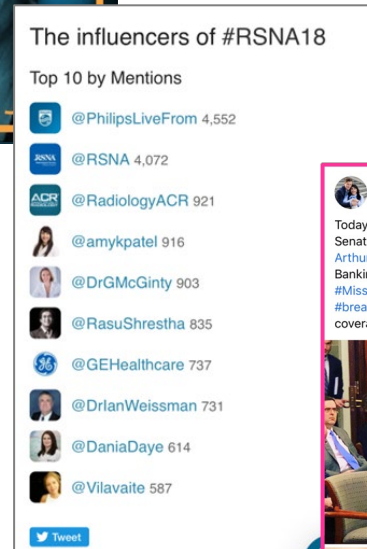
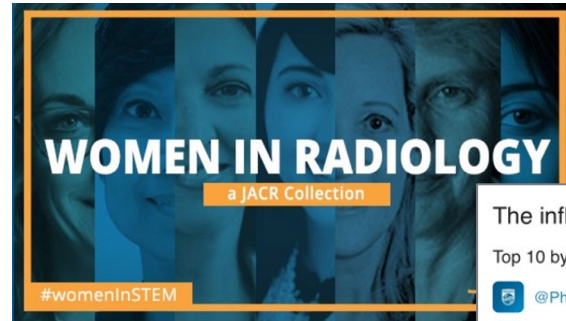
YouTube:

Video content

Instructional, promotional, personal brandin

Twitter and Building Your Personal Brand

- Global Professional Networking
- National Meeting Engagement
- Promote Industry Initiatives
- Drive Policy Change



Considerations

- A time commitment!
 - Fatigue is real
 - *“Social media gives a platform to your every thought”*
 - Sharing meeting material without author’s consent
 - Trolls
 - Separating truth from myth
 - Can affect relationships
 - Negative perceptions by #SoMe naysayers
- Think before you treat.
 - Unintended Physician-Patient Relationship
 - Responding to Negative Patient Reviews
 - HIPAA Privacy – Avoid Sending Images w/PHI or Mentioning Patient Information

*Once you tweet or post,
it’s out there forever!*

” (Barefield, J. 5 Pitfalls of Social Media. <https://builttobrag.com/5-pitfalls-of-social-media/>)

Organizational Policy



Check with your organization/legal team for proper use.



Most organizations have online use policies.



If you will be posting anything, take the utmost care to protect patients.



Don't post anything that could be considered in poor taste.



Strive to exercise judicious posting

- Employers are watching
- Over 75% monitor website activity; 65% block some sites
- 52% review current employee social network profile
- 18% have terminated employees for social media behavior
- ***Web = permanent “business card”***

Final Thoughts



Understand what your passions are which will drive your brand



Devise a branding plan that can ensure consistent success and results



Who is your target audience?

Will drive the type of platform you utilize



Don't get overwhelmed!

#SoMe is a marathon, not a sprint! (unless you're participating in a tweet chat 😊)



Stay Engaged! Maintaining a constant presence is paramount, but you don't have to be a #SoMe-aholic to make an impact!

Thank You!