

Improving Patient Centered Care in Radiology Through the Creation of a Dedicated Patient Facing Radiology Blog



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Background

Many online health resources are available to patients but few other than radiologyinfo.org are dedicated solely to imaging

The logo for RadiologyInfo.org, featuring the text "RadiologyInfo.org" in a blue serif font and "For patients" in a smaller, italicized blue sans-serif font below it.

RadiologyInfo.org
For patients

Online resources focused on the patient experience in radiology as well as greater insight into the role of radiologists is generally lacking. The creation of “Inside View” seeks to fill this void

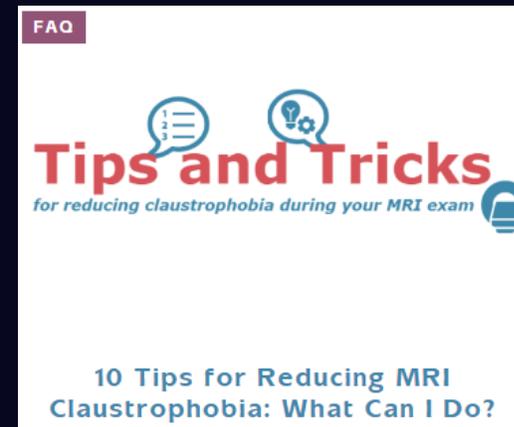
The logo for InsideView, featuring the text "InsideView" in a bold blue sans-serif font. Below it is a blue horizontal bar with the text "A BLOG FOR OUR PATIENTS" and "FROM UVA RADIOLOGY & MEDICAL IMAGING" in white sans-serif font.

InsideView
A BLOG FOR OUR PATIENTS
FROM UVA RADIOLOGY & MEDICAL IMAGING

Purpose

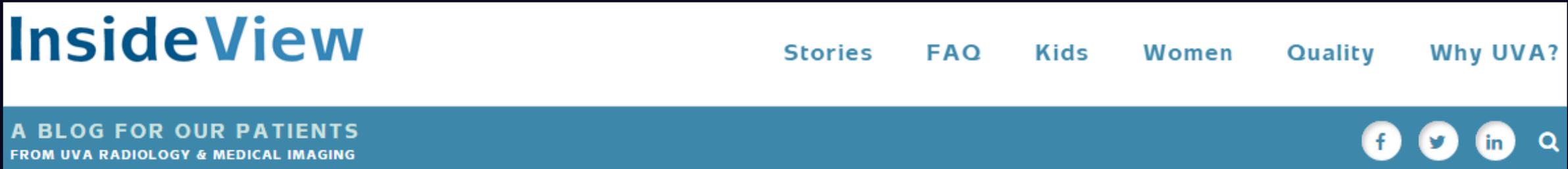
“Inside View”, our radiology blog, was created with three main goals:

- **Educate** our patients and referring providers to improve understanding and increase knowledge of radiology
- **Engage** patients by providing a forum for people to share their stories and develop a relationship with those involved in their care
- **Encourage** patients and their families to take direct action in their health care (e.g. sign up for screening, consider minimally invasive treatment)



Layout

The site is divided into 6 subcategories: Service, FAQs, Kids, Women, Service Highlights, and Why UVA?



InsideView

Stories

FAQ

Kids

Women

Quality

Why UVA?

A BLOG FOR OUR PATIENTS
FROM UVA RADIOLOGY & MEDICAL IMAGING



Each subcategory targets a specific audience, whether it be a patient preparing for a study or a prospective faculty member curious what opportunities exist outside of the workplace.

Audience

The blog is directed toward several potential audiences:

Patients: The blog provides informational resources to patients to address concerns, answer questions, and allay fears that may arise regarding imaging.

FAQ



Do I have to go where my doctor refers me?

Medical Imaging Sites: Where Should I Go?

FAQ



Medical Imaging Contrast: What is It, and What Does It Do?

FAQ

NPO?

NPO: What Is It, and Why Is It Important?

FAQ



What is an Interventional Radiologist?

Example

A concerned parent was informed their child requires an MRI



Selecting “Kids” opens posts regarding pediatric radiology including, but not limited to:



Audience

Prospective staff/faculty: Medical students, residents, physicians, as well as potential technologists.

The blog provides an avenue for future employees to investigate and experience more than what is often available on a dedicated website.



STORIES
UVA Nuclear Medicine Staff Throw Party for Xofigo Patient



STORIES
10 Surprising Things About Interventional Radiology



STORIES
Scrapbooking to Say "Thank You!" to our IR Technologists



STORIES
UVA Staff Bring a Smile to Cancer Radiation Treatment Patient

Example

A fourth year medical student is considering UVA for residency, but has a specific interest in global health.

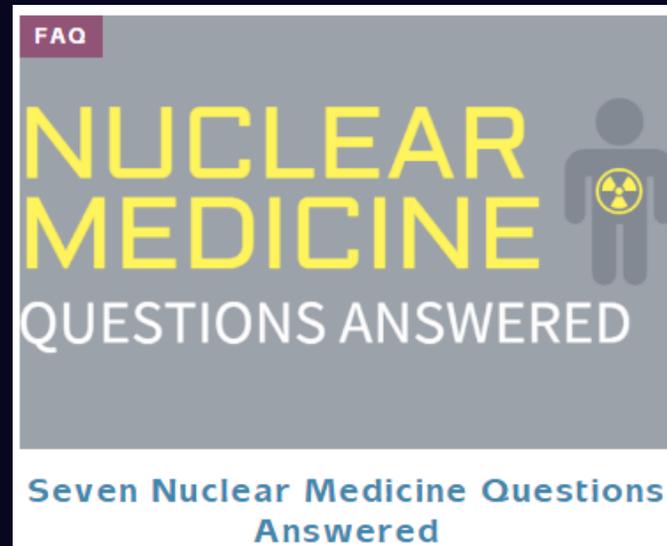


Selecting “Stories” allows the student to read first hand accounts of UVA’s global health efforts.



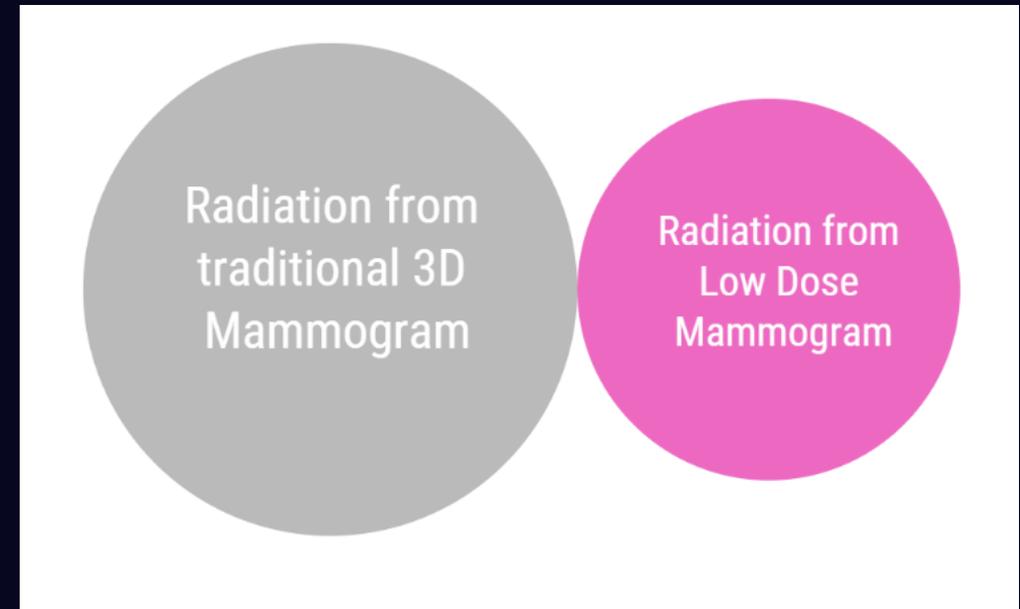
Audience

Peers in academic radiology: The blog can act as a forum for discussion for peers in academic radiology.



Example

A radiologist is considering new 3D mammography software but is interested in how it has been received at other programs.



Results

Since its launch in September 2017 the site has received 4500 page views

Currently the site averages around 500 views per month

Primary efforts at advertising the site and increasing its reach have occurred via social media channels such as facebook and twitter

What's Next

Potentially moving to School of medicine website for increase in SEO (search engine optimization)

After a recent patient based focus group, the site will be updated to include additional subcategories, for example:

- A screening focused page (etc. mammography, peripheral artery disease, and lung cancer)
- Expounding on the stories section
- Technology component (MRI v CT), Rad-Path correlation page

Conclusions

As patients seek greater information regarding their imaging through online resources we believe websites, such as our free standing patient blog, “inside view”, will improve patients understanding of the role of radiology and radiologists in their care.

As all of health care transitions into a more patient centered model, we believe there will be greater need for sites such as ours in the future.