

Sponsorship/Exhibits/Advertising Campaign

2019 Winner: The American College of Radiology

Entry Title: Patient-Centered Care Integrated Advertising and Exhibit Campaign

Project Overview

The American College of Radiology (ACR) is the leading accrediting body of medical imaging to ensure safe and appropriate imaging in the diagnosis and treatment of patients. Accreditation is a mandate of federal law and also the prime non-dues revenue source for our membership organization of 38,000 physicians and physicists. Past campaigns promoting the power of accreditation focused on facility benefits and physician testimonials. The current campaign strategy takes a timely approach by focusing on a hot topic in healthcare—patient-centered care and satisfaction. Accreditation sets rigorous standards for technologists, radiologists, physicists, and the medical imaging equipment operation, including monitoring radiation dose.

The ultimate beneficiaries of these rigorous standards for accreditation are our patients. The integrated, multichannel advertising campaign, including exhibits at 26 trade shows over the course of the campaign, features patients telling their stories in narratives, photos, soundbites, and videos. Our content strategy repurposes the stories in print and digital ads, on our websites, in e-newsletters, our journal and member magazine, and in trade show exhibits, including a high-visibility exhibit in November 2018 at the world's largest conference on radiology. The readily accessible content resides on two websites: acraccr.org, for health care providers and patients, and radiologyinfo.org, the leading patient resource for information on medical imaging exams and treatments. By presenting the perspectives of a diverse patients dealing with various health issues, we were able to raise awareness of the importance of medical imaging accreditation as a vital component in patient care and satisfaction.

Goals/Objectives

Research data shows that some minorities are more vulnerable to certain health risks as well as myths about medical radiation so it was imperative that we tell compelling stories from representative individuals who could speak to these diverse populations. The patients include a 41-year-old African American yoga-loving, career woman in for breast cancer screening, a 30-year-old Caucasian grad student in treatment for joint replacement, a 65-year-old Latina grandmother in treatment for cancer and stroke, and a high-risk, 42-year-old Indian American fertility patient pregnant for the first time—and finding out she was carrying twins.

In addition to our diversity outreach goal, we seek to dispel myths around mammography, radiologists and medical imaging radiation.

For example, our “yoga woman” Carrie tells the story of how she was inspired to get regular mammograms after the cancer death of her mother who did not have annual screening. And, Veena was so grateful she had her 20-week ultrasound performed

appropriately by a physician in an accredited facility. The 20-week ultrasound, performed appropriately, is critical for detecting health biomarkers of gestating fetuses. Unnecessary joint replacement surgery is a topic in the news, so we focused on Kevin's story of his battle with rheumatoid arthritis to highlight the positive changes in his active life after his diagnosis and treatment. And, Milagros tells the story of her multiple imaging exams, for serious illnesses over time, and the resulting happy miracles in her life.

Each of these examples highlights positive patient outcomes in situations that are often clouded by myths, misunderstanding and fear.

Strategy/Tactics

To promote a revenue-generating service, that also is the lifeblood of our members' profession, and a vital component in patient satisfaction, we knew this campaign had to strike a resonant chord with our audiences.

Our strategy to feature patient stories as way to showcase the benefits of appropriate medical imaging was developed in close collaboration with the teams from ACR accreditation and quality and safety, including clinicians. In addition, we keep our Commission on Patient- and Family-Centered Care informed of progress.

Our visuals prominently display the ACR Gold Seal of Accreditation, a recognizable brand in the radiology profession and a reassuring sign of quality that is displayed in all accredited facilities.

Targeted outreach messaging is being directed to radiologists, referring physicians and physician assistants, radiologic technologists, radiology business managers, hospital administrators, and, of course, to our patients and patient advocacy groups.

A full series of print and digital ads for industry websites (e.g., American College of Obstetricians and Gynecologists, Society of Diagnostic Medical Sonography, Radiology Business Managers Association), ACR publications, trade publications (e.g., Radiology Business Journal, Obstetrics & Gynecology Journal), and multiple e-newsletters.

Sponsorships and exhibits at influential conferences with trade shows, including patient advocacy conferences.

Patient content was repurposed into looped videos running on 90" monitors and exhibit signage featured patient photos and quotes. One trade show alone had more than 50,000 attendees.

Highly visible placement of patient images on websites, linking to the patient videos and a collection of ads, all of which are available as download files for physicians to use in patient education, including a customizable marketing toolkit for facilities.

Social media outreach continues to earn desired results. The ACR creates hundreds of social media posts on various topics each month and the patient stories are part of our ongoing rotation.

Success Metrics/Results Achieved

In just the first four months of the campaign, ACR accreditation applications for new facilities are up 10%, well on its way to reaching the 15% annual goal. Traffic and new users to the ACR accreditation web page increased 5% in the same time frame.

Organic social media campaign efforts focusing on featuring real patient voices, and other aspects of the ACR's patient- and family-centered care work, have resulted in more than 250,000 impressions, 1,067 engagements (retweets, likes, comments, and shares), and 710 visits to acraccr.org and/or acr.org. Engagement with the patient videos has topped 3,000 impressions with 430 unique views, and we are seeing rates over 1% for digital advertising targeted to OB-GYN physicians.

Given the positive response to our patient-centered care campaign, we are considering adding more patient stories to create additional awareness and understanding.

Learn more

[Click here to view:](#)

Campaign Digital Ads

Campaign Exhibit Sign

Campaign Exhibit Booth

Association Website:

www.acr.org