

Dear ACR Member:

As medical imaging procedures increasingly replace more invasive and more costly techniques, radiology is now, more than ever, at the forefront of medicine. As radiologists, it is important that we communicate our role in patient care so that patients are aware of our tremendous contribution to their well-being and can choose their care from the most qualified physicians.

As such, we have developed “The Face of Radiology” branding campaign to bridge the gap between patients and radiologists, and to provide patients, referring physicians, health care providers, and policy-makers with a clearer image of who we are and what we do.

An important goal of this campaign is to establish widespread visibility for all radiologists. By integrating traditional marketing techniques with emerging ones, such as social media outlets YouTube and Facebook, our goals will achieve more mass appeal. Through this campaign, the ACR will offer radiologists these tools, among others:

- A DVD titled, “My Radiologist,” which clearly explains the education, training, and role of radiologists for use in your waiting room
- The “My Radiologist” patient education brochure
- PowerPoint presentation for your use in presenting at local functions
- Campaign advertisements (that you are free to customize)
- Tools and visuals for use in your office waiting room

I have distributed patient education material in my practice for years. But this campaign is different in that we are not just providing people with information — we are reaching out. And it is truly a collaborative effort: We cannot disseminate these messages without the help of our colleagues in the field. Please speak with your patients. Reach out to them. Play the “My Radiologist” DVD in your waiting room.

Further, ask patients if they have any questions. Be proactive in your role in patient management and care. I guarantee you will hear overwhelmingly positive responses from your patients for the information you share, the extra time you spend with them, and for your genuine concern for their health.

As radiologists, we have been accustomed to working behind the scenes — providing a valuable

service to our patients from inside the department. It is important that we now take the time to proclaim our capabilities and invaluable expertise. Giving radiology a “face” is our best opportunity to create a stronger, brighter tomorrow for our profession.

Sincerely,

A handwritten signature in black ink, appearing to read "Arl Van Moore Jr.", with a stylized flourish at the end.

Arl Van Moore Jr., M.D., FACR
Chair, Board of Chancellors
American College of Radiology