



In December of 2007, Edelman conducted focus groups in Miami, Florida and Burlington, Vermont and in-depth-interviews in Washington, D.C. Each gave us the opportunity to test potential ACR position statements and messages. The following table demonstrates the feedback we received from participants who responded on a scale of 1-10 their receptivity to each of the following messages.

Test Messages:

Message Statements about Radiologists	Ranked by Most Believable	Then by Most Convincing
Radiologists are best equipped to understand the potential benefits and dangers of radiation exposure	9.1	9.0
Because of the increasing importance of and emphasis on using medical imaging to catch problems early, radiologists are best equipped to catch problems early.	8.4	8.4
Radiologists are imaging specialists trained to see and diagnose what others can't.	8.2	8.1
Your radiologist- the doctor making the expert diagnosis through medical imaging.	7.7	7.6
Radiologists are experts in diagnosis, patient care and treatment through medical imaging.	6.6	6.2
By specializing in diagnosing and treating disease and injury by using medical imaging techniques, your radiologist is critical to your health care – no other doctor can do what they can do.	5.8	6.2
Your radiologist- the physician expert in diagnosis, patient care, and treatment through medical imaging.	5.6	5.7
Your radiologist is the best qualified person to recognize, diagnose, and sometimes treat medical conditions.	4.8	4.9

That feedback revealed the following elements for us to keep in mind when developing final messaging.

- While most of the statements were well received, participants had trouble connecting the word “**treatment**” with radiologists. The focus group participants associated “treat” or “treatment” with their primary care physician and indicated that treatment included face to face interaction, something they had never experienced with a radiologist.
- The campaign messages must **educate** the general public on who a radiologist is and what a radiologist’s level of education is. Only after establishing that level of awareness, will messages on diagnosis and treatment resonate.
- In general, our campaign messages should convey:
 1. Radiologists are **doctors**
 2. Radiologists are **highly trained**
 3. Radiologists are experts in using this **technology**
 4. The radiologist is part of a “**consulting team**” that patients should know about and take advantage of

**Note: the above are not recommended messages – just themes based on feedback that we used to develop the positioning statement and messages.*

With this in mind, below is our proposed positioning statement, message pillars and key messages.

Positioning Statement:

❖ Your radiologist - the physician expert in diagnosis through medical imaging technologies.

Message Pillars:

- **Radiologists are physicians**
- **Radiologists are highly trained in diagnostic imaging**
- **Radiologists deliver high-tech health care**
- **Radiologists are your physician**

Key Messages:

- **Radiologists are physicians**

- Your radiologist is a medical doctor who specializes in diagnosing and treating disease and injury by using medical imaging techniques.
- **Radiologists are highly trained in diagnostic imaging**
 - Your radiologist has graduated from an accredited medical school, passed a licensing examination and completed a residency of at least 4 years of unique postgraduate medical education.
 - In addition to medical school, a licensing examination and a 4 year residency, your radiologist has likely completed a 1-2 year fellowship of specialized training in a particular subspecialty of radiology.
- **Radiologists deliver high-tech health care**
 - Your radiologist is at the forefront of imaging technology; as technology grows, so does the importance of your radiologist in health care.
 - Your radiologist understands the potential benefits and dangers of radiation exposure and can help catch problems early through his or her expertise in and understanding of medical imaging.
 - Your radiologist is leading the development and implementation of CT, MRI, PET and fusion imaging as well as minimally invasive procedures such as endovascular treatment of aneurysms and tumors, biopsies and pinpoint radiation therapy.
- **Radiologists are your physician**
 - Your radiologist plays an important role in your health by acting as an expert consultant to your referring physician.
 - Your radiologist is available to you and your referring physician in choosing the proper examination, interpreting the resulting medical images, and in using test results to recommend further examinations or treatments.

Elevator Speech:

As a medical doctor who specializes in diagnosing and treating disease and injury by using medical imaging techniques, your radiologist plays an important role in your health. Your radiologist has completed at least 13 years of training including medical school, licensing, a four year residency and often a 1-2 year fellowship of specialized training. Your radiologist is also at the forefront of imaging technology through the continued growth of minimally invasive procedures; as technology grows, so does the importance of your radiologist in health care. Your radiologist is available to you and your referring physician in choosing the proper examination, interpreting the resulting medical images, and in using test results to recommend further examinations or treatments.