

VIRTUALLY YOURS! 5TH ANNUAL CHICAGOLAND RADIOLOGY VIRTUAL EXPO PLANNING AND EXECUTION: A SUCCESS STORY



K.M. KULKARNI, B.D. PETROVIC , T. KIM, E. MARSHALL, H. MAZIN, J. TELLERIA, C.W. YANG

Presenter: Kirti M. Kulkarni, M.D.

Associate Professor of Radiology

Vice Chair for Communications

Director, Breast Imaging Fellowship Program

Department of Radiology

University of Chicago Medicine, Chicago, IL, USA.

PURPOSE

- **History:** Radiology expo originated in Nov 2016 from the Dept. of Radiology Diversity Committee with a goal to strengthen the pipeline and **improve career advancement of women and other underrepresented minorities in medicine (URiMs)**, particularly in radiology.
- Due to the COVID-19 pandemic and remote workings, the core committee members of the 5th Chicagoland Radiology Expo planned their **first virtual meeting** for medical students, hosted on November 14, 2020.
- Although virtual in 2020, our **mission to demonstrate radiology's central role in medicine and inspiring medical students** remained the same.
- Planning of the virtual meeting was unique and challenging, but afforded us enormous opportunity to **expand our outreach beyond Chicagoland** and create a **global brand** for us.

PLANNING AND EXECUTION

Team Personnel:

Radiology and radiation oncology faculty, resident & fellow volunteers, IT consultant, IT webmaster, IT support team, graphic design team, finance administrator and program coordinator.

Effective communication platform between the team members via **SLACK**.

Expo tasks were divided into 3 categories within the committee members:

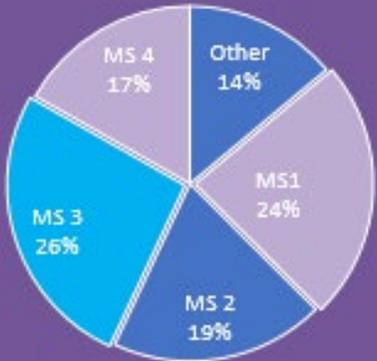
- *Funding & Sponsorship*: raise funds to host a virtual event and create a virtual interactive exhibit hall similar to a live meeting environment
- *Program Content*: design a unique hybrid program with pre-recorded subspecialty lectures, interactive panel discussions, and educational sessions
- *Publicity*: promote the event via social media, rigorous marketing campaign, and personal outreach

WEBSITE DEVELOPMENT AND ANALYTICS

- www.chicagoradiologyexpo.org (domain developed by the web design team)
- 9 am to 2 pm CST, Saturday, Nov 14, 2020
- **Hybrid venue** to host interactive educational and pre-recorded subspecialty sessions
- **Analytics data** (including demographic data) collected from the registrants during the period October 1, 2020 to December 1, 2020
- All speakers and facilitators (with their brief biography and headshot) were registered and subsequently featured on the website prior to event day to increase their visibility
- Randomized **pre- and post-survey data** was collected from attendees, related to the radiology content delivered through the virtual event
- Reminders (pre-event) and thank you (post-event) emails were sent to the presenters, facilitators, sponsors and volunteers

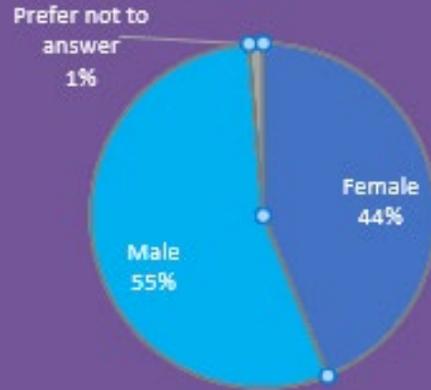
RESULTS (DEMOGRAPHIC DATA)

Fig 1: Attendance from MS1, MS2, MS3, MS4 and other categories



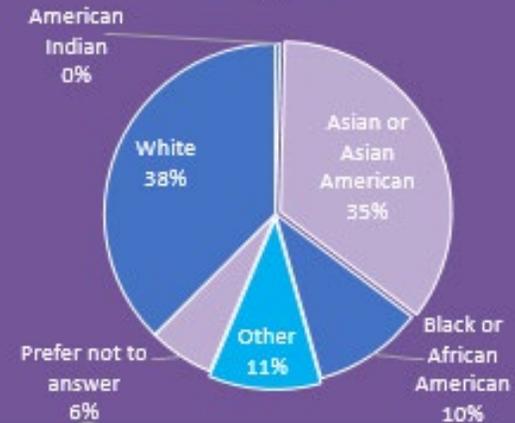
N = 360

Fig 2: Gender distribution amongst the registrants



N = 587

Fig 3: Race distribution amongst the registrants



N = 587

Expo participant breakdown:

- n=587 attendees registered
- n=360 registrants attended the event
- Most attended by MS3 26%
- Female 44%
- Asian or Asian American 35%
- International student attendees 9.2%

RESULTS: ANALYTICS DATA (WEBSITE TRAFFIC)

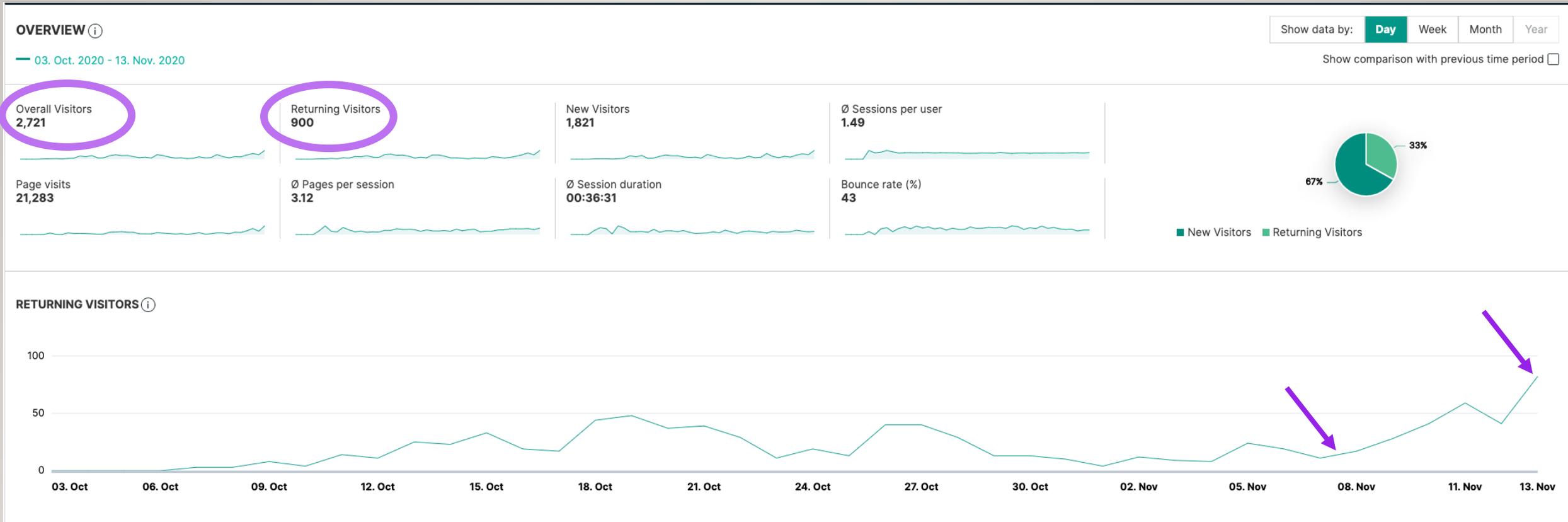


Fig 4: Overview of the website traffic during the period of October 3, 2020 – November 14, 2020

A total of **2721 visitors** explored the website - with **33% returning visitors** - which shows consistent engagement from the online content. A week before the Expo (from November 6, 2020), we saw a **sudden consistent rise in the number of visitors** accessing the content.

RESULTS: DAY OF THE EXPO ANALYTICS

| Sessions | # of attendees |
|------------------------------------|----------------|
| Opening Keynote | 155 |
| Pre-recorded Sessions | 151 |
| Interactive Cases | 80 |
| Underrepresented in Medicine panel | 75 |
| Speed Advising | 75 |
| Residency Application Panel | 67 |
| Closing Keynote | 60 |
| Work Life Balance Panel | 51 |
| Women in Radiology Panel | 32 |

Table 1: Number of attendees present at the 9 plenary and breakout sessions, with the **most popular session overall** and most **highly attended panel** highlighted in yellow.

- Lineup of speakers included an opening keynote presentation by Dr. Richard Gunderman from Indiana University and closing remarks by Dr. Geraldine McGinty, President of the ACR.
- Out of 9 plenary and breakout events, the most popular event was: **Opening Keynote Address on Radiology: Past, Present, and Future**; and **Panel on Application Pearls & Pitfalls**

RESULTS: PRE AND POST SURVEY DATA

| Survey Questionnaire | Percent (%) Change |
|--|--------------------|
| Comfortable work condition | 19 |
| Intellectually stimulating | -30 |
| Appropriately compensated | 48 |
| New technologies will be replacing Radiologists in the future | 204 |
| Physics learned prior to medical school completion is adequate for radiology | 202 |
| Radiology mentors exist that can meet my personal needs | 113 |
| Radiology offers physicians the option to meet their desired work/life balance | 166 |
| Length of radiology residency interferes with my personal life goals | 202 |
| Radiation exposure in radiology concerns me | 176 |
| Lonely | 226 |
| Repetitive | 139 |
| Job security in radiology is a concern | 162 |
| Field of radiology offers physicians the freedom to select the amount of patient interaction | 12 |

Expo survey data:

- n=116 attendees filled out the pre-survey
- n=13 attendees filled out the post-survey
- Two survey questions with maximum percent change were game changers in the med student decision making process
 - Radiologists are not lonely
 - New technologies are here to enhance radiologists rather than replace them

Table 2: Percent change in the pre- and post-survey results gathered from only a small group of attendees (n=13). Although the percent change is significant (>100% in 10/15 questions), due to a website glitch, post-survey was not made available to attendees to immediately and conveniently access as they were exiting the virtual expo, limiting post-survey respondents.

RESULTS: SOCIAL MEDIA IMPACT

40 Tweets

149 Likes in 5 days

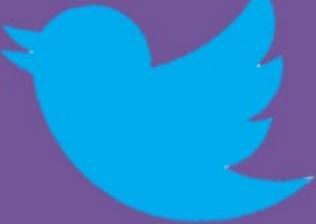
Audience Growth Rate = 400% about
10% Conversion on Attendees

Engagement Rate = 320% over 5 day
period

13,000 Impressions in 5 days

5.1% engagement rate

Sentiment Analysis = 100% of posts
contained positive keywords



 **luiza** @luizagschmitt · Nov 14

Brazil is present at @ChicagoRadExpo
  

#radexpo2020

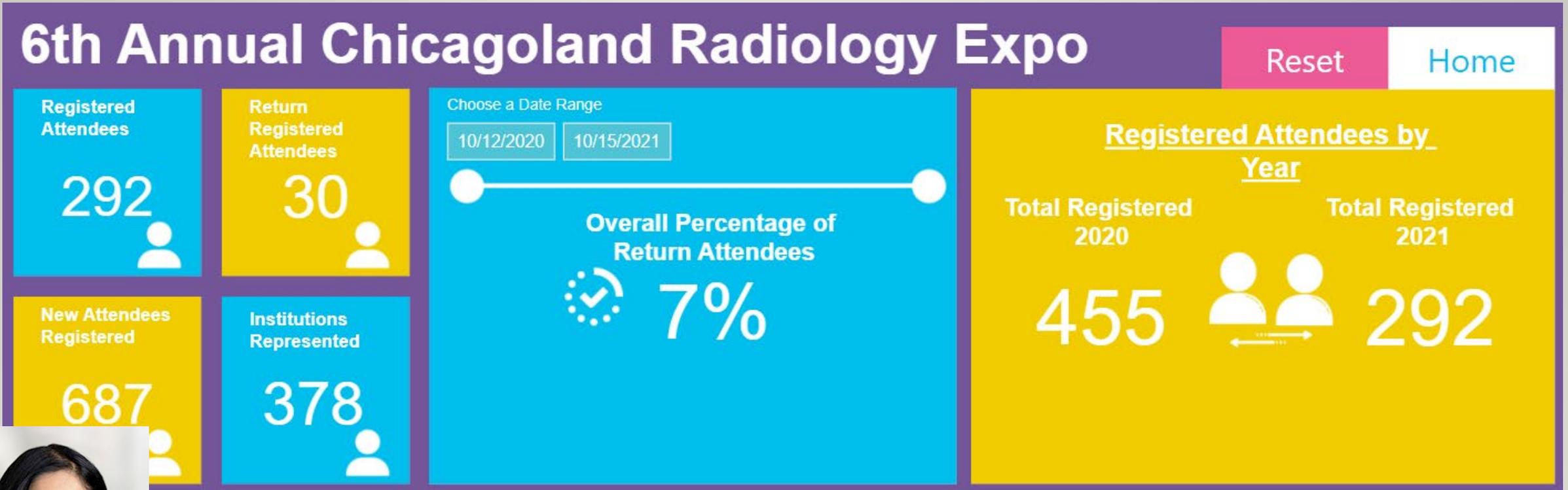
CHECK OUT THIS YEAR'S WORLDWIDE PARTICIPATION



  2  7 

   4 

CONCLUSION



Infographics and mobile friendly version for easy access



THANK YOU!
Email: kkulkarni@radiology.bsd.uchicago.edu