

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:

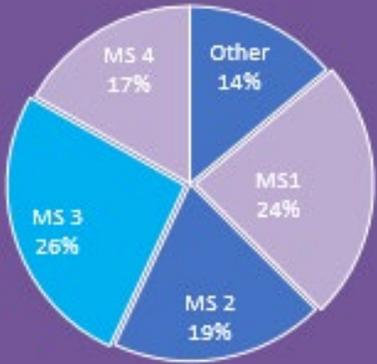
- *Funding & Sponsorship*: raise funds to host a virtual event and create a virtual interactive exhibit hall similar to a live meeting environment
- *Program Content*: design a unique hybrid program with pre-recorded subspecialty lectures, interactive panel discussions, and educational sessions
- *Publicity*: 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

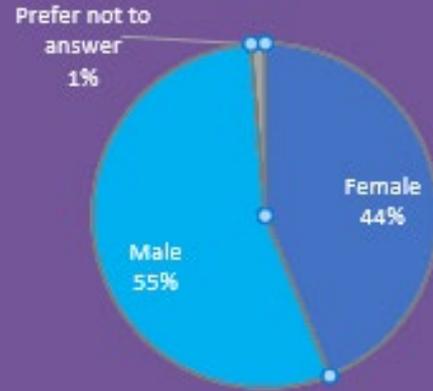
RESULTS (DEMOGRAPHIC DATA)

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



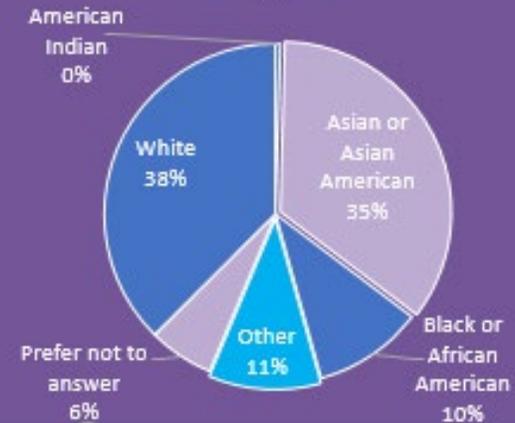
N = 360

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)

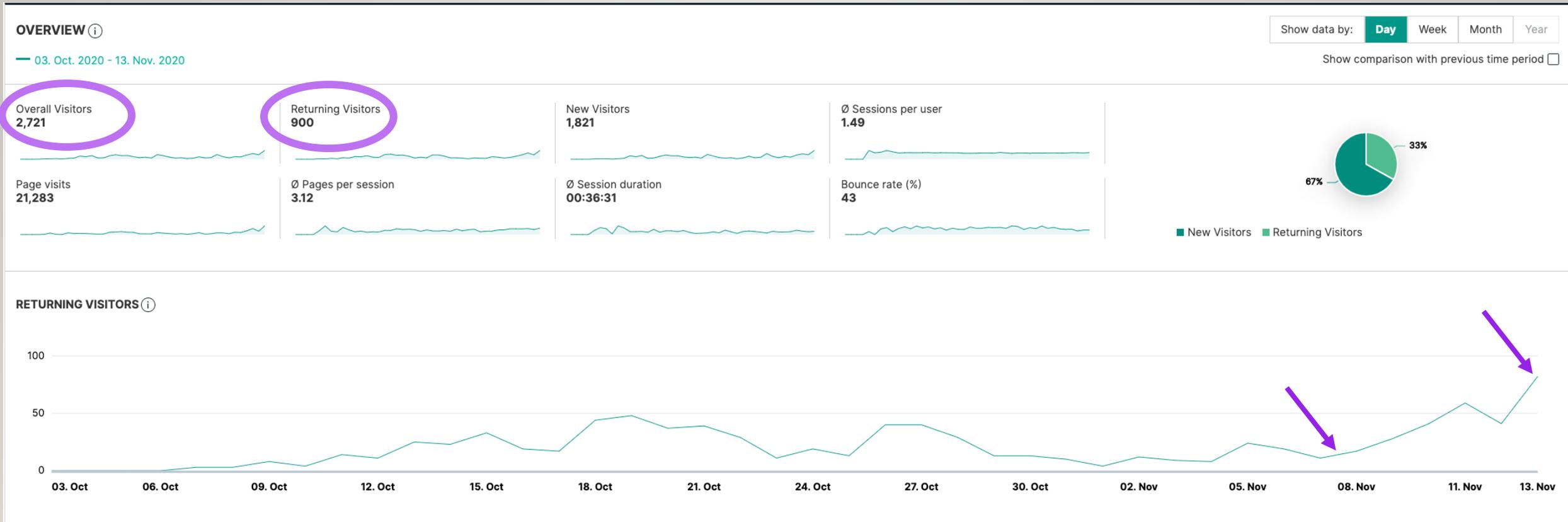


Fig 4: Overview of the website traffic during the period of October 3, 2020 – November 14, 2020

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

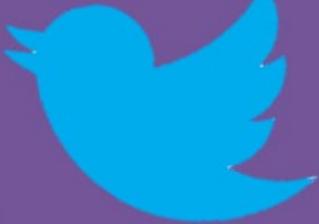
Audience Growth Rate = 400% about
10% Conversion on Attendees

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

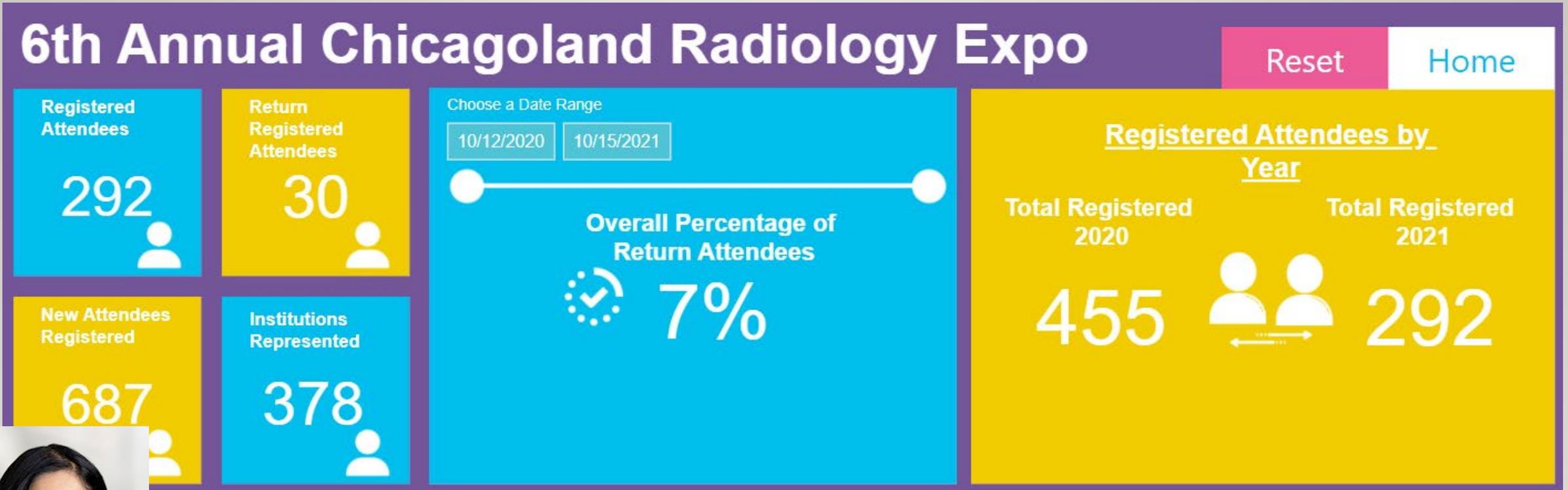
CHECK OUT THIS YEAR'S WORLDWIDE PARTICIPATION



  2  7 

   4 

CONCLUSION



Infographics and mobile friendly version for easy access



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