

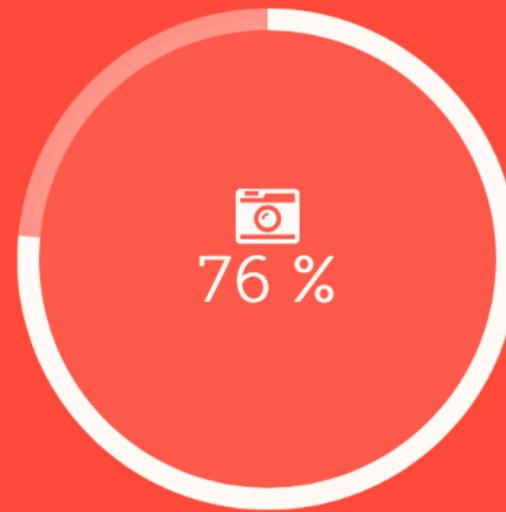
Getting Rid of Patients' Misconceptions about the Radiology Department Using Animated Video in the Waiting Room

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Misconceptions about Radiology

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*Say the radiologist
"takes the x-rays"*

Only 24% of surveyed patients realized that radiologists interpreted scans. Most believed that a radiologist simply operated the machine!



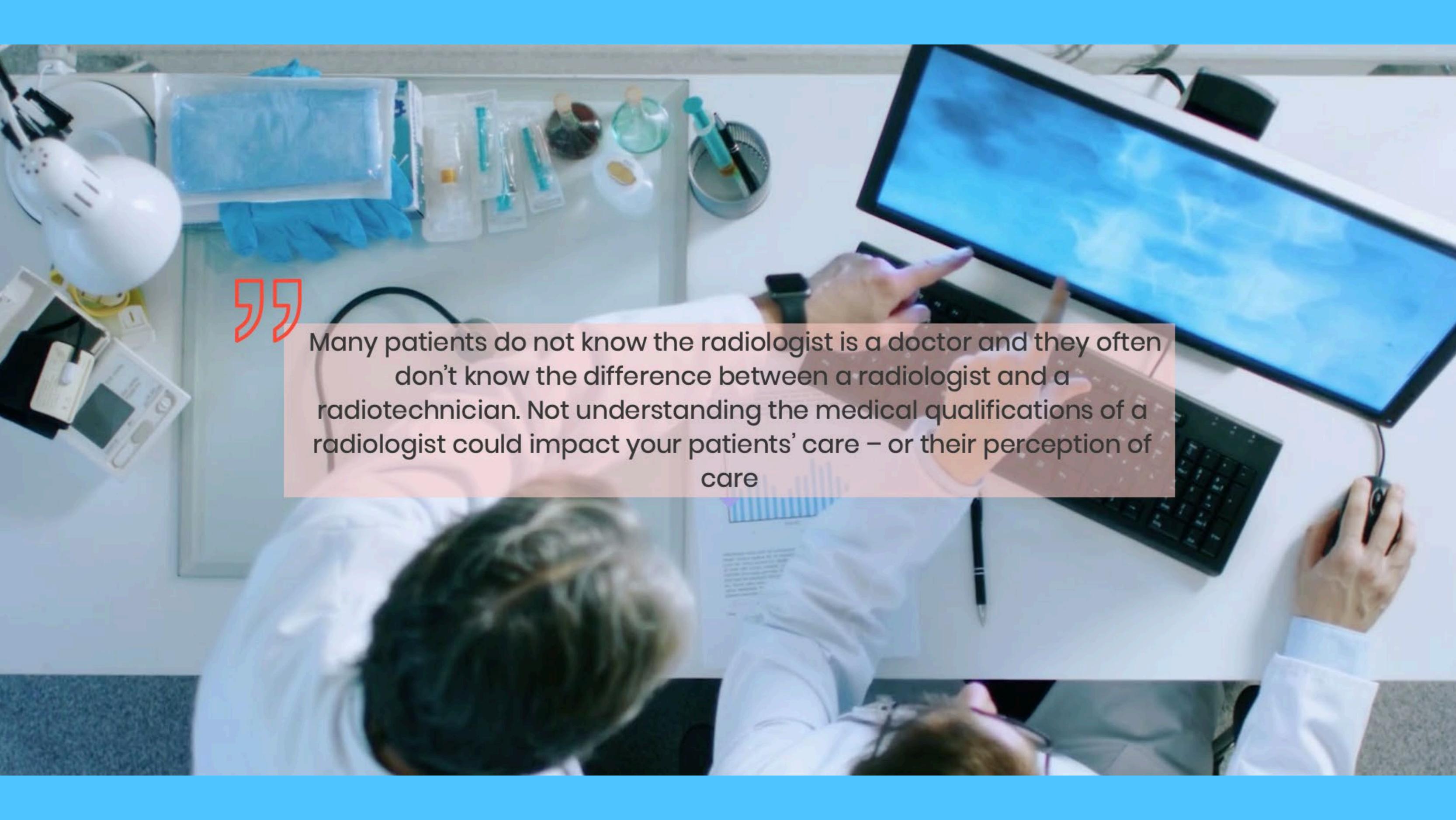
*Think the radiologist
"is not a doctor"*

A lack of knowledge of the medical qualifications of the radiologist will impact on a patient's decision to follow the advice given to them at the time of an examination or procedure.



*Believe the radiologist
"plays no role in
patient care"*

The popular media portrayal of radiologists is a contributing factor to our "invisibility" in the clinical setting. The principal focus is on physicians and surgeons, even showing them performing and interpreting scans without recourse to radiologists.

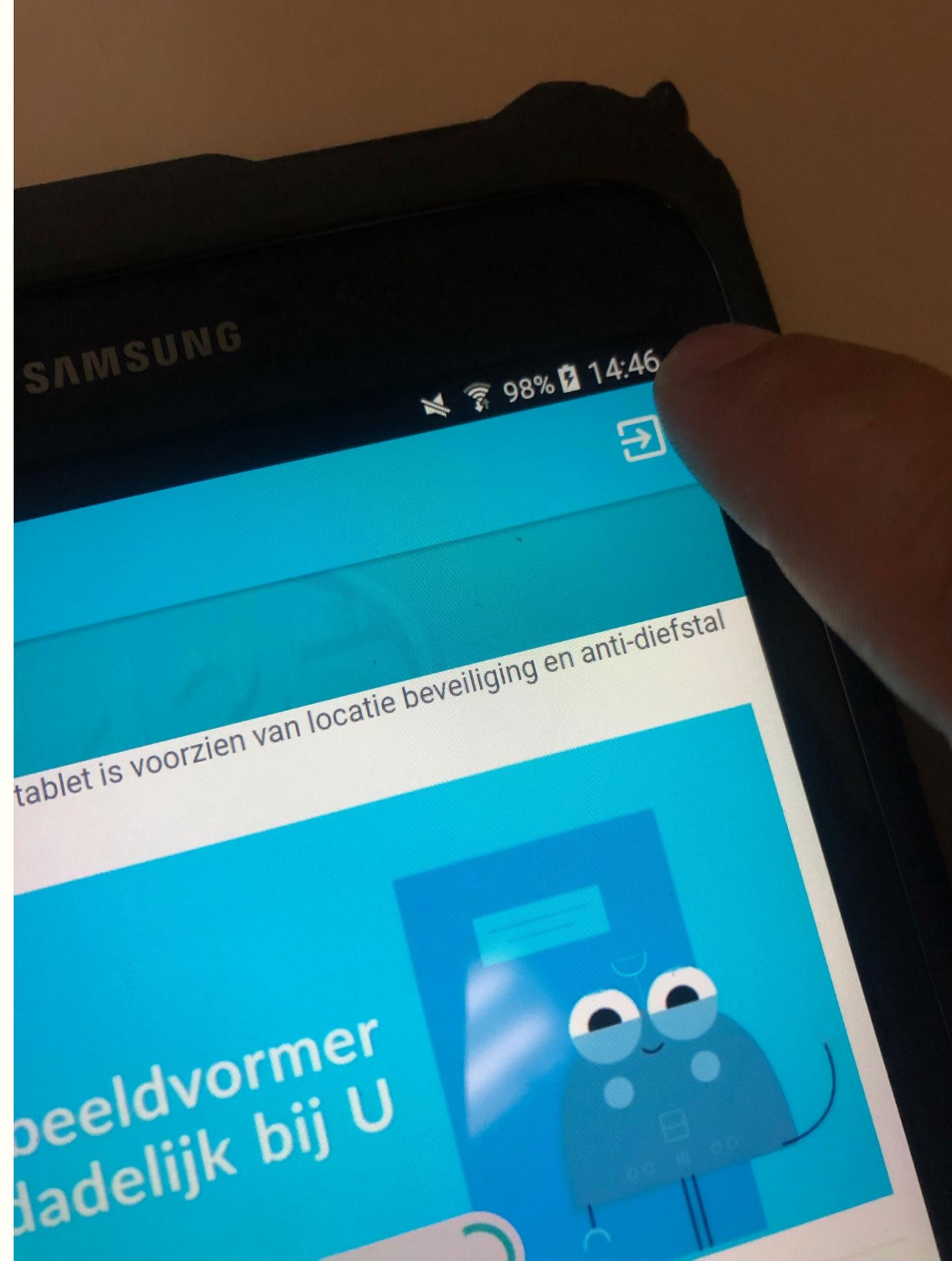


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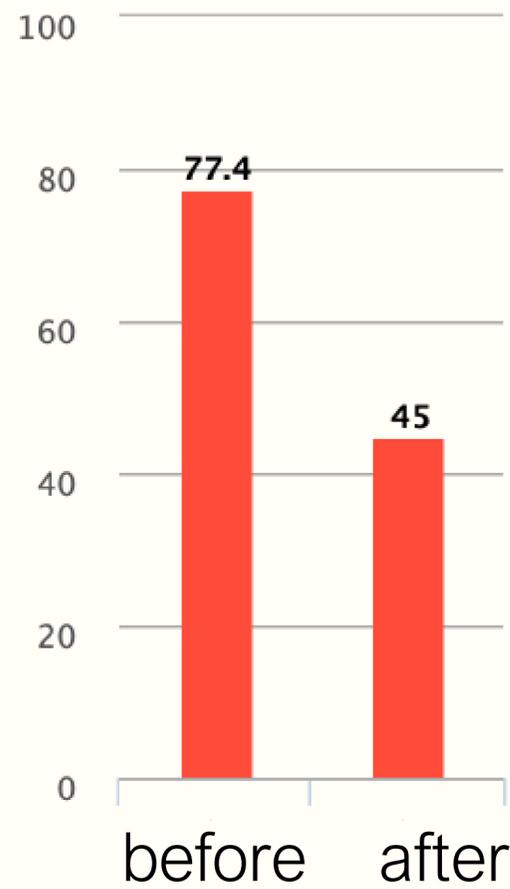
Many patients do not know the radiologist is a doctor and they often don't know the difference between a radiologist and a radiotechnician. Not understanding the medical qualifications of a radiologist could impact your patients' care – or their perception of care

Study Method & Goal

- 278 patients, July/August 2019
- Multicentric (2 hospitals), Belgium
- Data acquisition: survey
- Informational animation video about the radiology department played within the radiology waiting room. Patients surveyed before and after seeing the video.
- Explore patient's perception of the role of the radiologist in their care
- Evaluate if it is possible to get rid of misconceptions using animated video in the waiting room





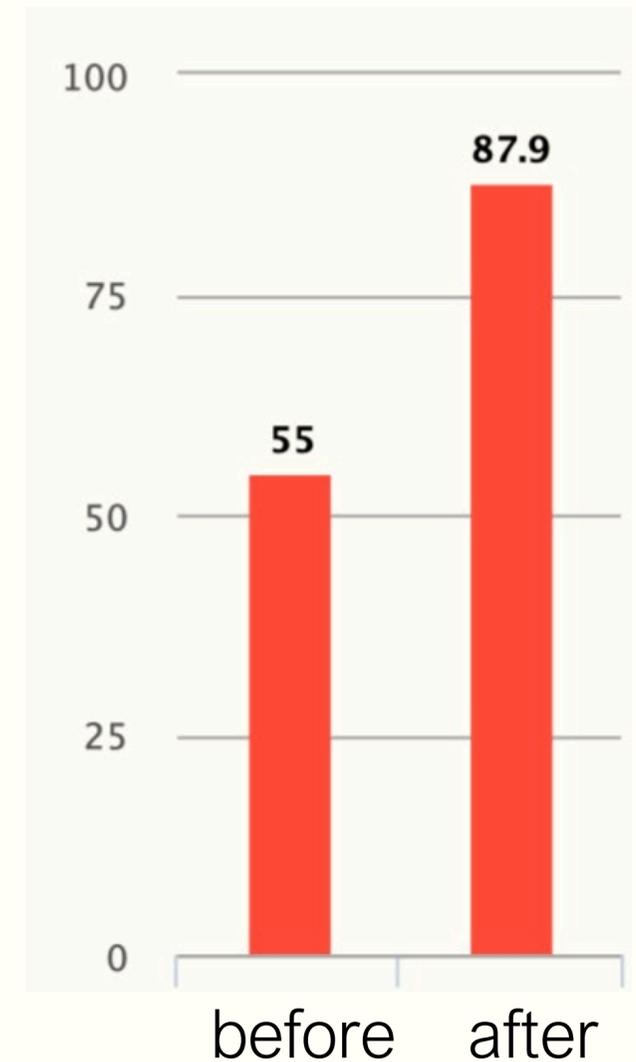


Do you expect to meet the Radiologist?

After the video, 32% less patients expect to meet the radiologist

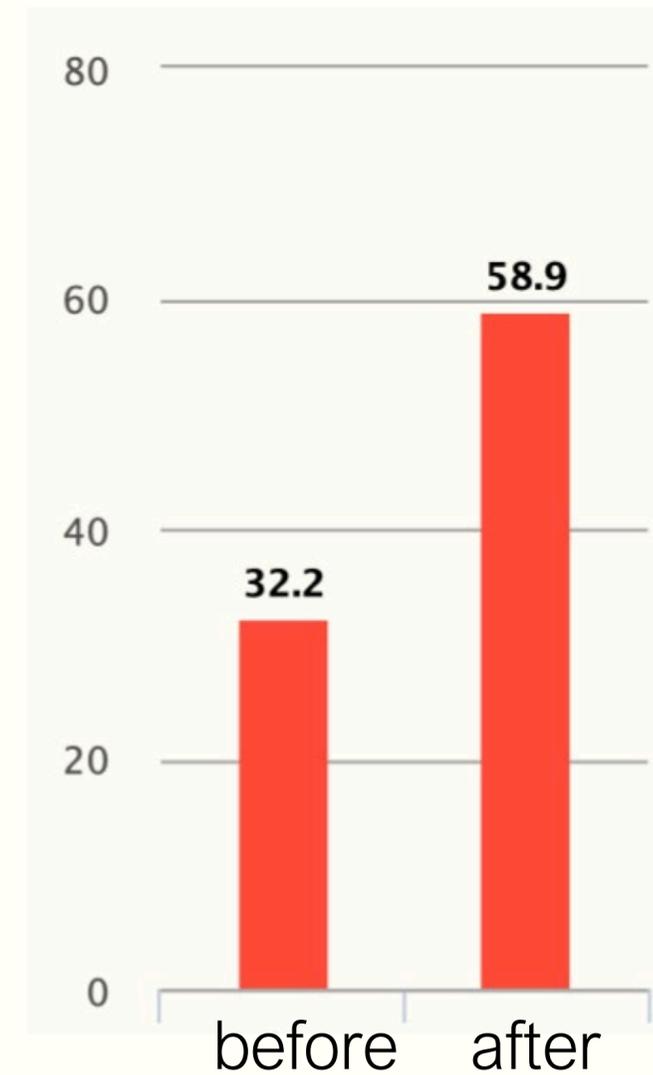
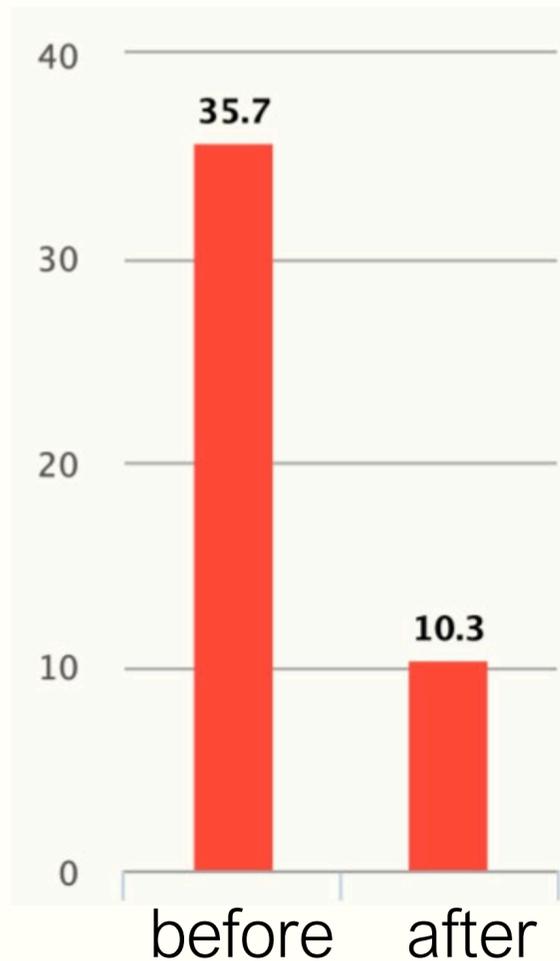
"The Radiologist does the Interpretation"

Almost 33% more patients realise the job of the radiologist is to actually interpret the images and make a report of the findings, after seeing the video



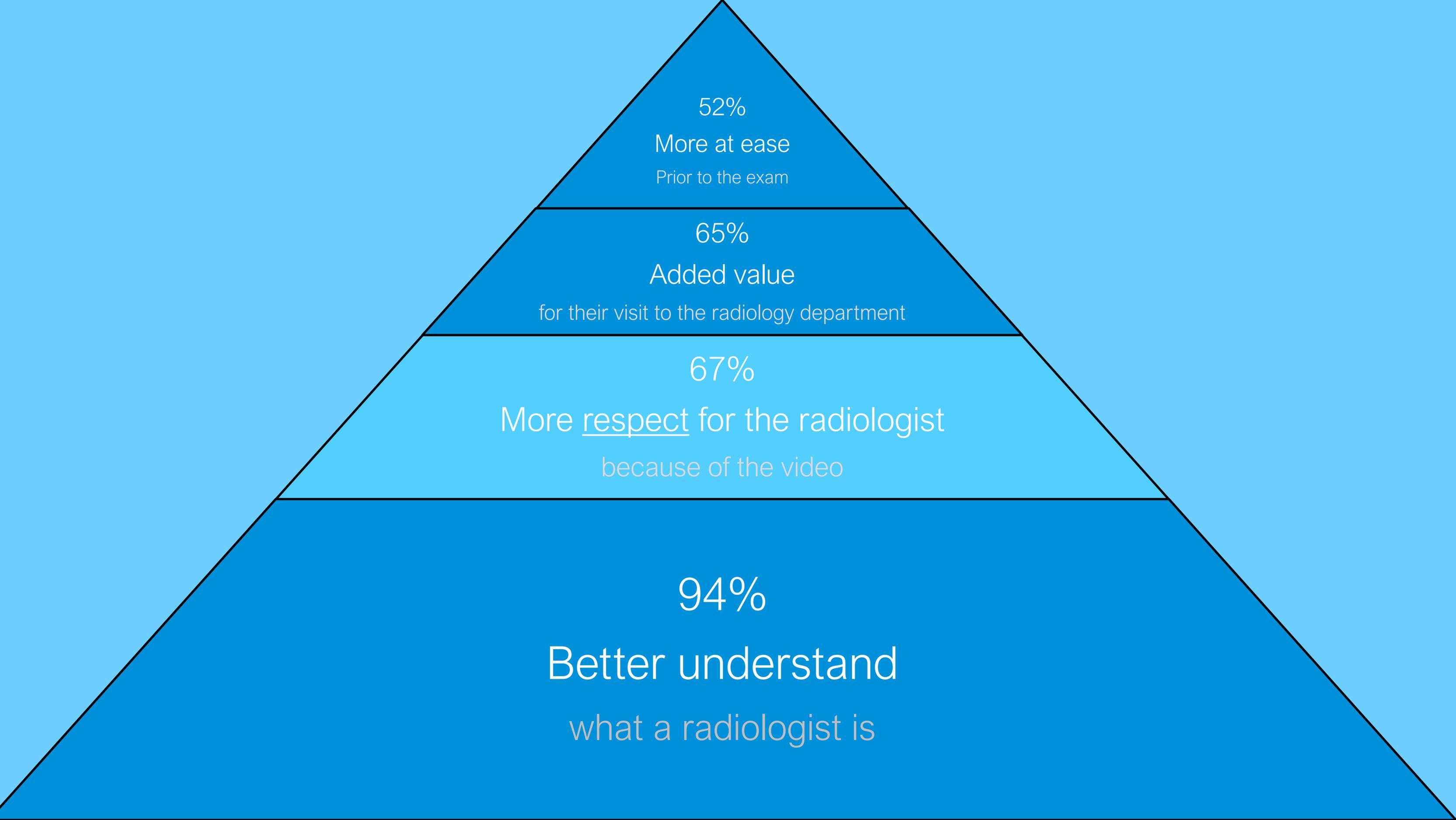
"The Technician performs the Exam"

Without the animation video, only one third of patients know the exam will be conducted by technicians, after seeing the video that number rises to almost 60%.



"The Referring Physician does the Image Interpretation"

Over one third of patients in the waiting room think the referring physician will do the imaging interpretation, after seeing the video that misconception in that same room lowers by factor 3.5



52%

More at ease
Prior to the exam

65%

Added value
for their visit to the radiology department

67%

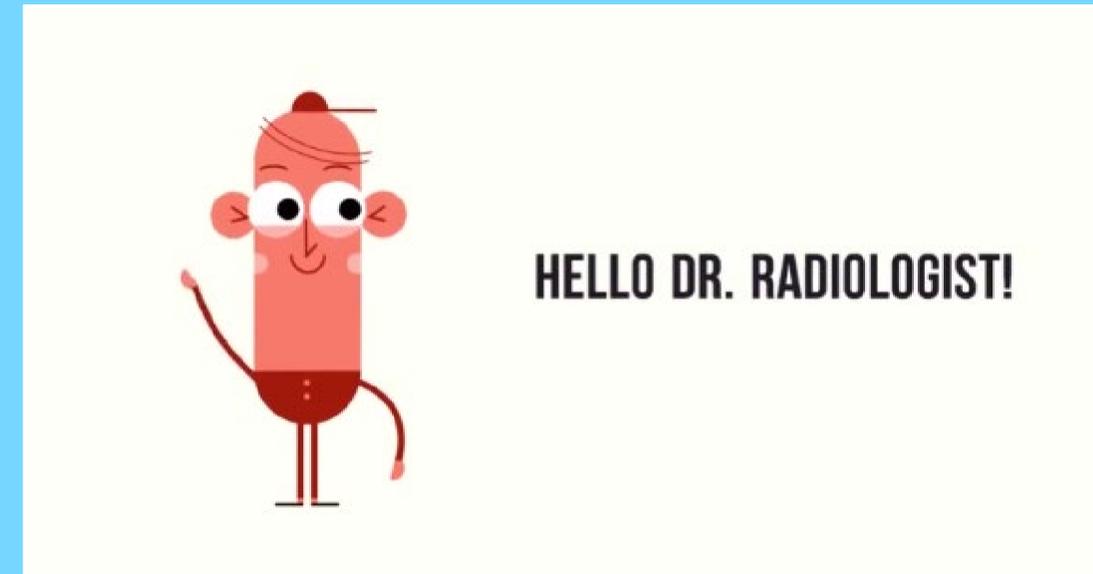
More respect for the radiologist
because of the video

94%

Better understand
what a radiologist is

More information

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SHORT ABSTRACT

Getting Rid of Patients' Misconceptions about the Radiology Department Using Animated Video in the Waiting Room

Michel Lavaerts

The aim of this study was to explore patients' perceptions of the role of the radiologist in their care and to evaluate if it is possible to get rid of misconceptions using animated video in the waiting room. 278 Patients were surveyed before or after the animation video was shown in the radiology waiting rooms. After watching the video, almost 30% more people understand that the examiner is the technician, not the radiologist. Patients who think their own physician will interpret the images lowers by a 3.5 factor. Owing to the video, many patients actually understand why they will probably not need to meet the radiologist. Of the patients that have seen the video, almost two thirds declare to experience more respect for the radiologist, without having to meet one.

Keywords: Radiology; Quality; Management; Survey; Animation; Video; Waiting room; experience; educate; technician; radiotechnician; misconception; MRI; X-ray; CT