



BACKGROUND

For a radiology practice to excel and grow in the current market, the practice must not only maintain a reputation of diagnostic and procedural excellence, but also must competitively innovate in order to attract new patients, engage with the current patient population as well as utilize churn analysis to prevent further losses.

Patient acquisition refers to recruiting new patients. Patient engagement refers to communicating with current patients in explicit and implicit ways that helps lead to improved healthcare outcomes including patient education. Churn analysis refers to understanding and measuring why patients leave a practice.

PURPOSE

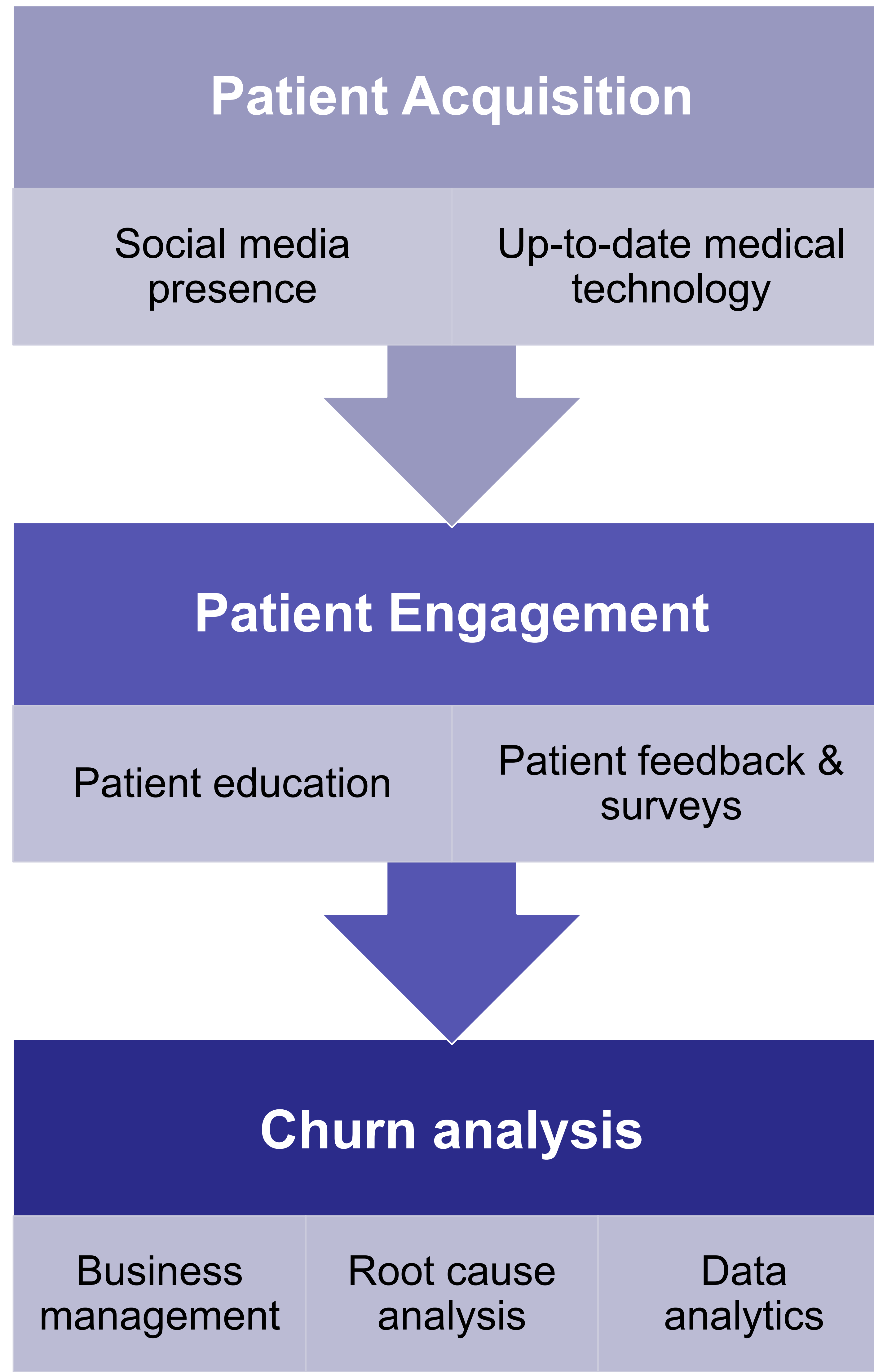
We aim to utilize concepts such as patient acquisition, patient engagement and patient churn analytics to help radiology practices excel and grow.

METHODS

- Discuss the various methods of patient acquisition, engagement and churn analysis as it applies to the radiology workplace.
- Document that the increase of competition of radiology practices have demanded more complete approach to attracting patients to a radiology practice.
- Describe how to successfully attract patient population utilizing patient acquisition, engagement and churn analysis.

RESULTS

Fig 1. Team performance over time and throughout the 5 stages



RESULTS CONTINUED

The three concepts of patient acquisition, engagement and churn analysis are important to the success of a radiology practice. Patient acquisition can be achieved through an effective social media presence as well as the most up to date radiology technology. Patient engagement through patient education such as explanations for medical jargon in radiology reports and feedback and survey techniques can help keep patients more connected to the practice.

Utilizing churn analysis with the assistance of a dedicated business management team in addition to utilizing root cause analysis for errors and data analytics to understand the trends of patient demographics and practice choice can help the practice learn for the future.

CONCLUSIONS

Effective strategies that can maximize patient acquisition, improve patient engagement and utilize churn analysis can help a practice achieve a robust and satisfied patient population.

Given the changing times and business models, it is more critical than ever for radiology practices to chart their paths forward.

REFERENCES

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2. Westgate, Aubrey. "7 Ways to Attract New Patients to Your Medical Practice." *Physicians Practice*, Physicians Practice, 16 Nov. 2020, <https://www.physicianspractice.com/view/7-ways-attract-new-patients-your-medical-practice>.