Digital Preferences Survey

Clear Direction. > **From Diagnosis to Care.**

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Executive Summary

This report analyzes and evaluates the digital preferences of diagnostic imagers in Canada. We surveyed radiologists, administrators and technologists from across Canada; 59 fully completed the survey. The fully complete surveys provide insight into current online behavior, professional content preferences, and potential gaps in Radiology information specific to Canada.

The analysis of this survey confirms that professional content is accessed an average of 1.5 hours each day across a mix of devices with MR professionals most likely to use a shared computer. The top sources were general information resources such as CAMRT.ca, Auntminnie.com and our own Radiology Insider Newsletter.

We went a step further and probed specific content types that would be engaging. We found that participants were mostly interested in topics that related to their modality. More interactive content is also popular such as a quiz of the month.

This study helps to advance our understanding of the professional content needs and interests for radiologists, administrators and technologists in Canada. As we work to improve how we communicate with you and the types of professional content we offer online, we will use this feedback as guidance to ensure we're meeting your needs. Radiology Insider is a newsletter made for you.
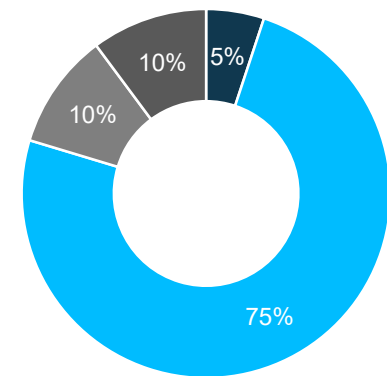
About the respondents

Q1 What is your role?

A vast majority of survey respondents were technologists.

Customer preferences survey respondents by role (n=59)

- Radiologist
- Technologist
- Administrator
- Other

Customer preferences survey respondents by role
Comparison Graph 2018 – 2019

- Radiologist
- Technologist
- Administrator
- Other
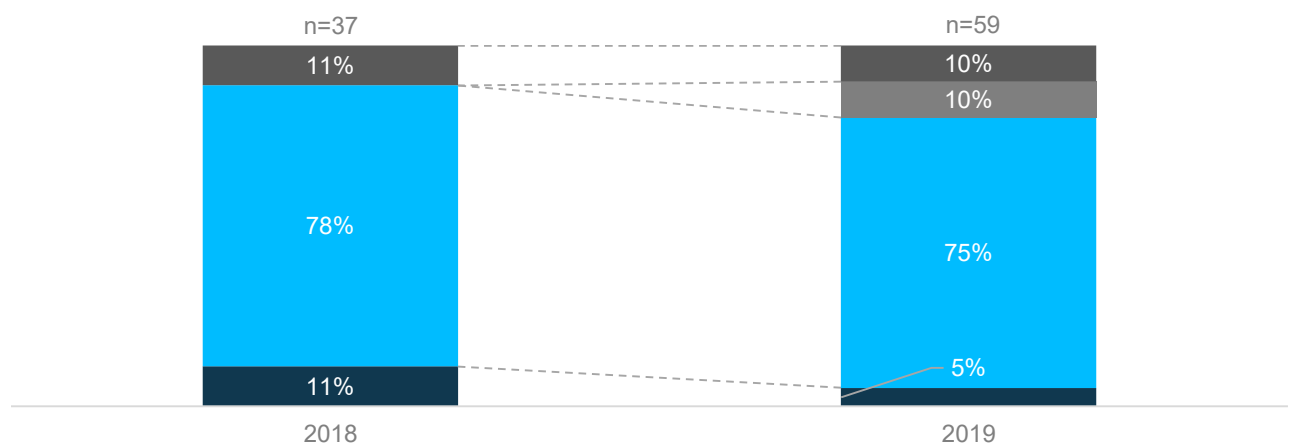
Of those surveyed this year, 75% were technologists, 10% were administrators, 10% were other occupations such as educator, nurses, and 5% were radiologists.

What is your primary modality specialty?

MR was the modality with the highest representation with other modalities following closely.
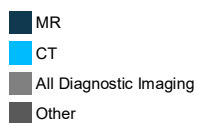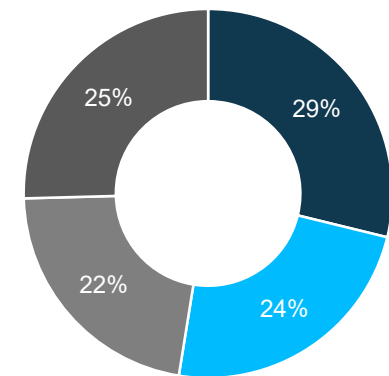
Respondents' primary modality specialty

- MR
- CT
- All Diagnostic Imaging
- Other

**Respondents' primary modality specialty
Comparison Graph 2018 – 2019**

	2018 (n=37)	2019 (n=59)
Other	26%	22%
All Diagnostic Imaging		25%
CT	46%	24%
MR	38%	29%

- MR
- CT
- All Diagnostic Imaging
- Other
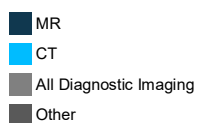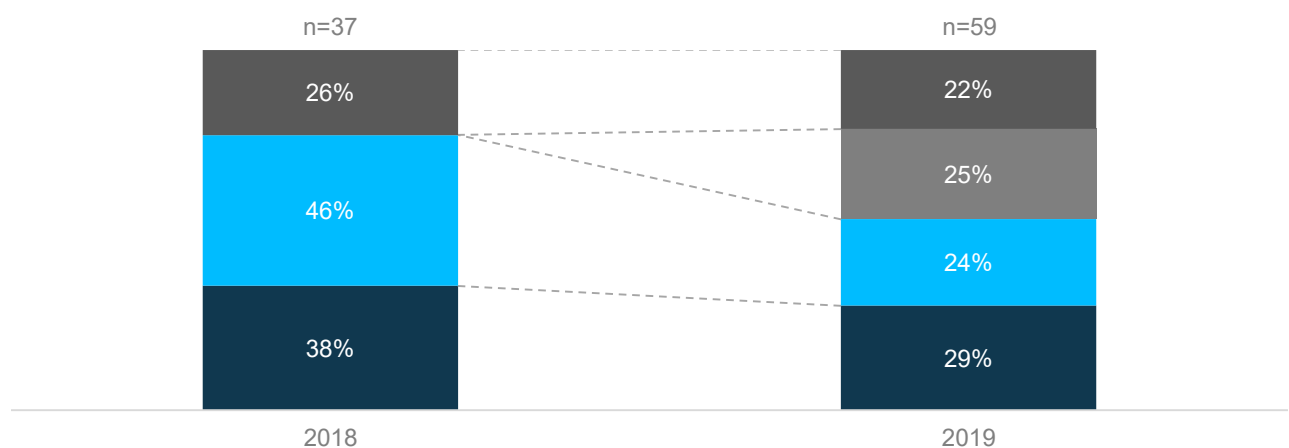
Of the respondents, 29% worked in Magnetic Resonance, 24% in Computed Tomography, and 25% in all diagnostic imaging. A further 22% worked in other modalities such as ultrasound, PET, Xray, Radiation therapy, mammography and education.

The majority of respondents work at Small and Large community hospitals.

Respondents' institution type
Comparison Graph 2018 – 2019

Large Community Hospital: 30% (2018), 37% (2019)
Small Community Hospital: 16% (2018), 31% (2019)
Academic Center: 35% (2018), 17% (2019)
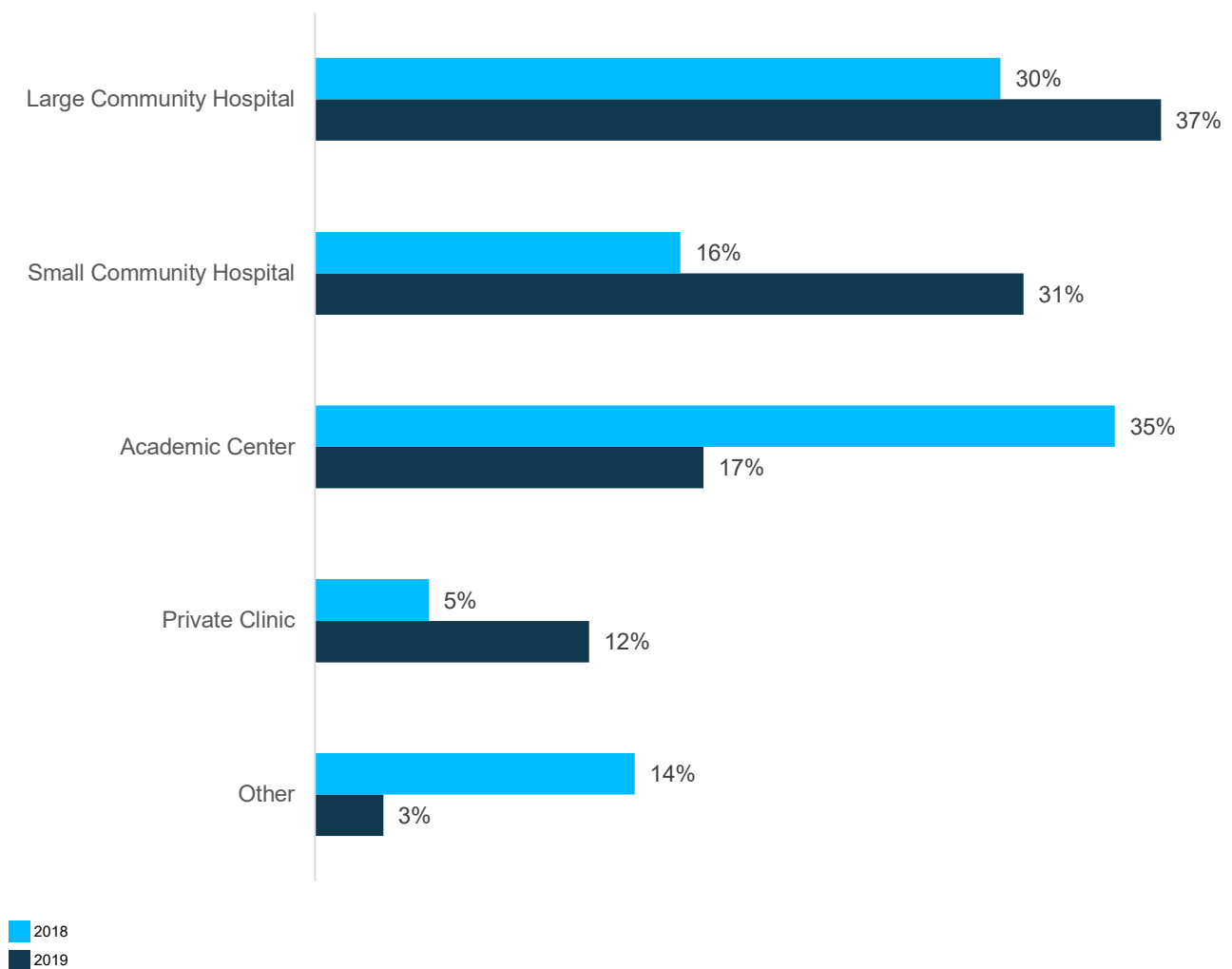Private Clinic: 5% (2018), 12% (2019)
Other: 14% (2018), 3% (2019)

■ 2018
■ 2019

68% of respondents work in large and small community hospitals.
The breakdown of respondents by primary modality specialty saw the highest number of CT and MR practitioners in the hospital environment, while Academic Institutions and Private clinics contained a number of other disciplines in strong numbers.

Online behavior usage

In a typical day, how many hours do you spend using the Internet for professional purposes?

The average number of hours spent online per day was 1.5, with 69% of respondents spending between 0-1 hours online per day.

The modality that spent the most time online was the All Diagnostic Imaging group, who spent an average of 2.2 hours online per day. Academic centres are spending the most amount of time online.

Hours spent using the internet
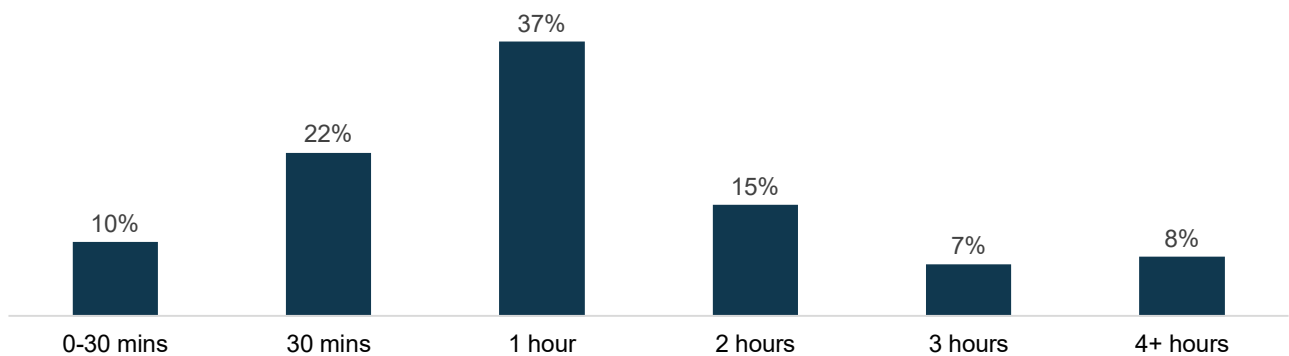
Hours spent using the internet by modality

Online resources used

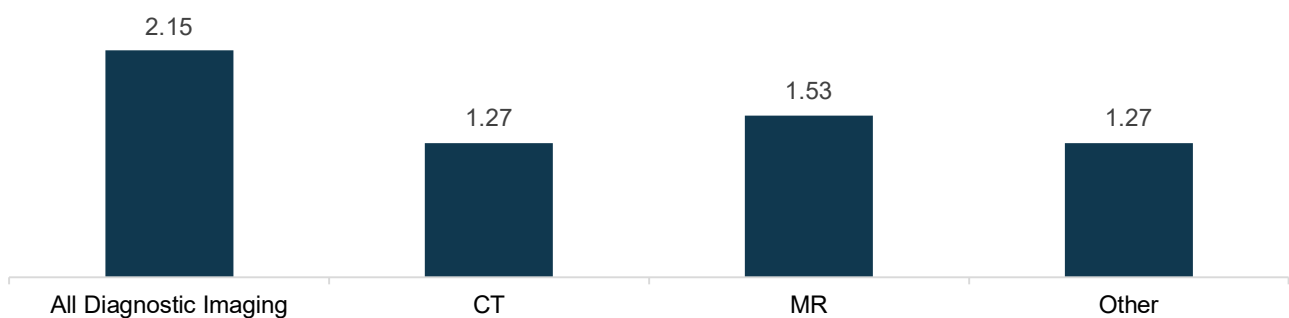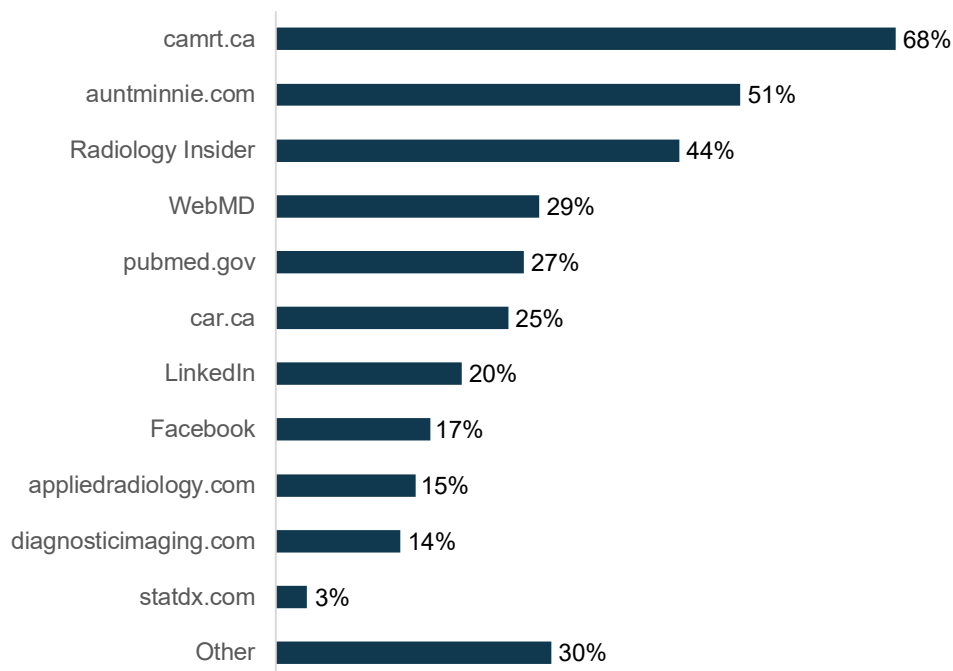| Resource	Percentage
camrt.ca	68%
auntminnie.com	51%
Radiology Insider	44%
WebMD	29%
pubmed.gov	27%
car.ca	25%
LinkedIn	20%
Facebook	17%
appliedradiology.com	15%
diagnosticimaging.com	14%
statdx.com	3%
Other	30%

CAMRT.ca is the most used online resource at 68%. Auntminnie.com is the second most popular at 51%. Other websites mentioned by comment field were Instagram, mrisafety.com, mrimaster.com, arinursing.org, EANM, SNMMI, IAEA, CNSC websites, ASRT Insider, Journal of Radiology Nursing, AUCUN

Top 3 sites by role

	Most used	2nd most used	3rd most used

Radiologists	// Auntminnie.com
	// car.ca
		// Radiology Insider
		// pubmed.gov
		// LinkedIn
		// statdx.com
			// n/a

Technologists	// Camrt.ca	// Auntminnie.com	// Radiology Insider
Administrators	// Camrt.ca	// Auntminnie.com	// LinkedIn

Other	// Auntminnie.com	// Camrt.ca
		// Radiology Insider
		// car.ca
			// WebMD
			// pubmed.gov

**Frequency of device usage for professional purposes
Comparison Graph 2018 – 2019**

Device	Value
My own Desktop Computer 2018	89%
My own Desktop Computer 2019	49%
Shared Desktop Computer 2018*	
Shared Desktop Computer 2019	60%
Laptop 2018	53%
Laptop 2019	54%
Mobile 2018	70%
Mobile 2019	58%
Tablet 2018	39%
Tablet 2019	21%

■ Always
■ Very Often
■ Sometimes
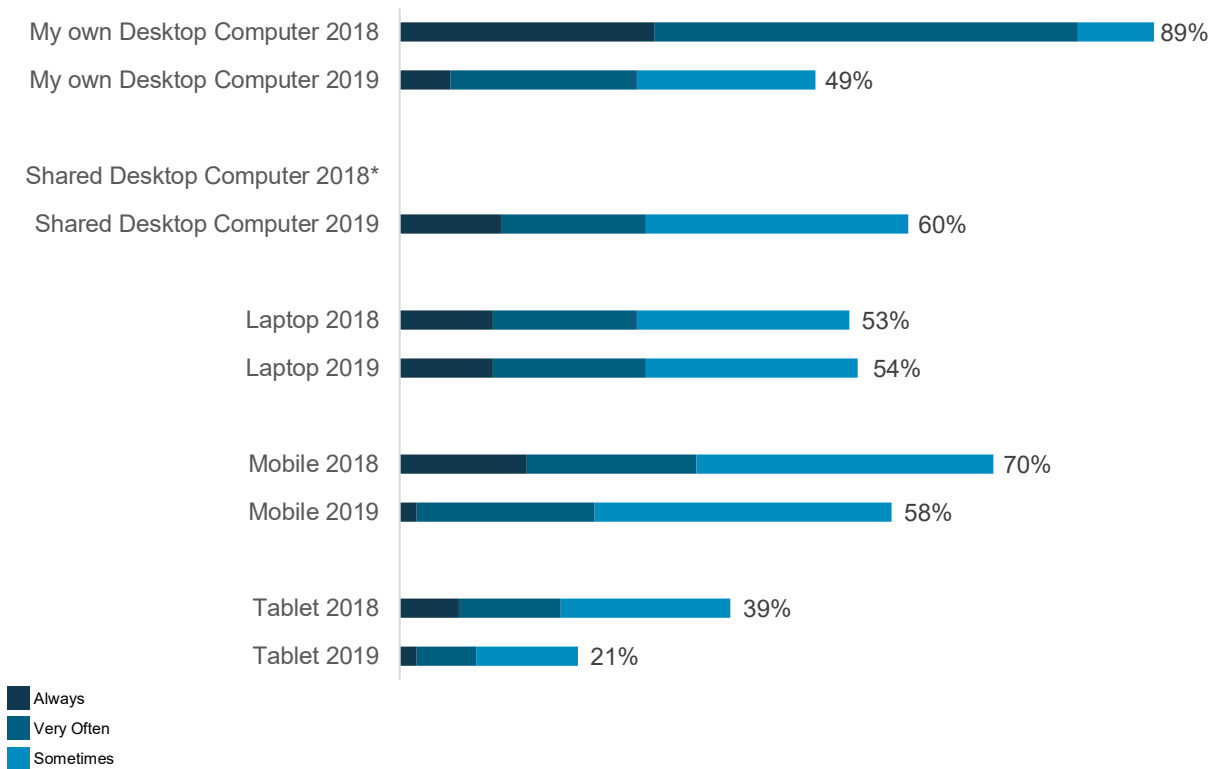
*no Shared Desktop Computer data for 2018 available

The data shows us that the respondents use a wide mix of technology to access information. The majority of people use either a shared or their own desktop computer. A large number of people never use a tablet.

Q6 How often do you use the following devices
to read medical related information? (2/2)

Frequency of device usage for professional purposes across modalities

CT

My own Desktop Computer — 35%
Shared Desktop Computer — 71%
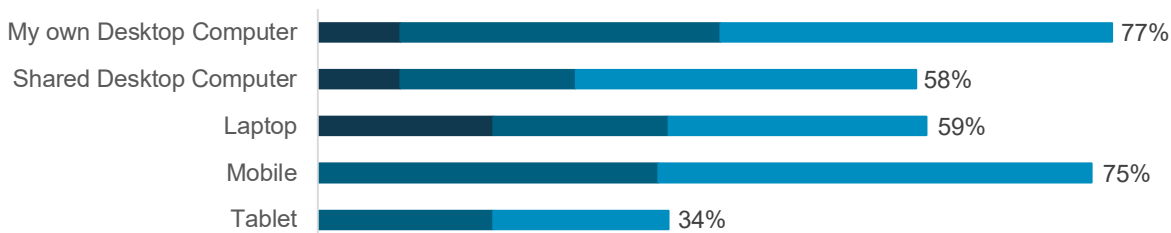Laptop — 28%
Mobile — 43%
Tablet — 28%
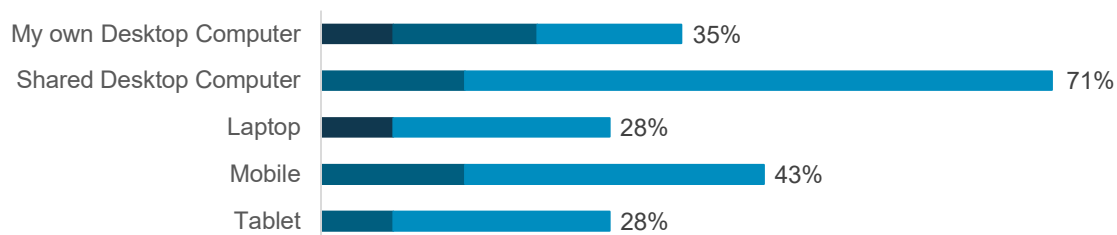
We can see that CT professionals less frequently use devices to view medical information. If they are using a device, it's mostly a laptop or their own desktop computer.

MR

My own Desktop Computer — 48%
Shared Desktop Computer — 76%
Laptop — 73%
Mobile — 59%
Tablet — 18%
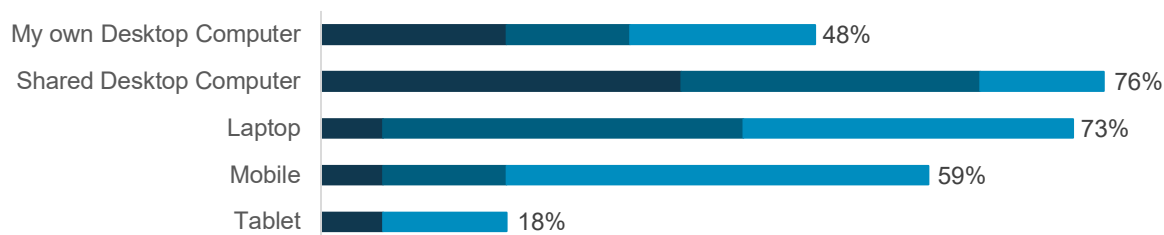
MR professionals on the other hand, are mostly using a shared desktop computer.

All Diagnostic Imaging

My own Desktop Computer — 77%
Shared Desktop Computer — 58%
Laptop — 59%
Mobile — 75%
Tablet — 34%

Other

My own Desktop Computer — 54%
Shared Desktop Computer — 36%
Laptop — 28%
Mobile — 54%
Tablet — 9%
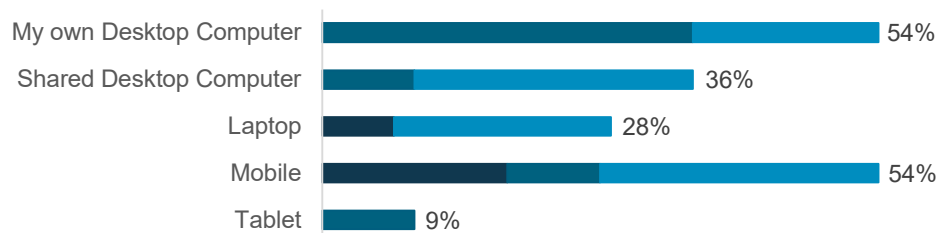
■ Always
■ Very Often
■ Sometimes

Radiology Insider and key topics

Topics of importance in Radiology Insider
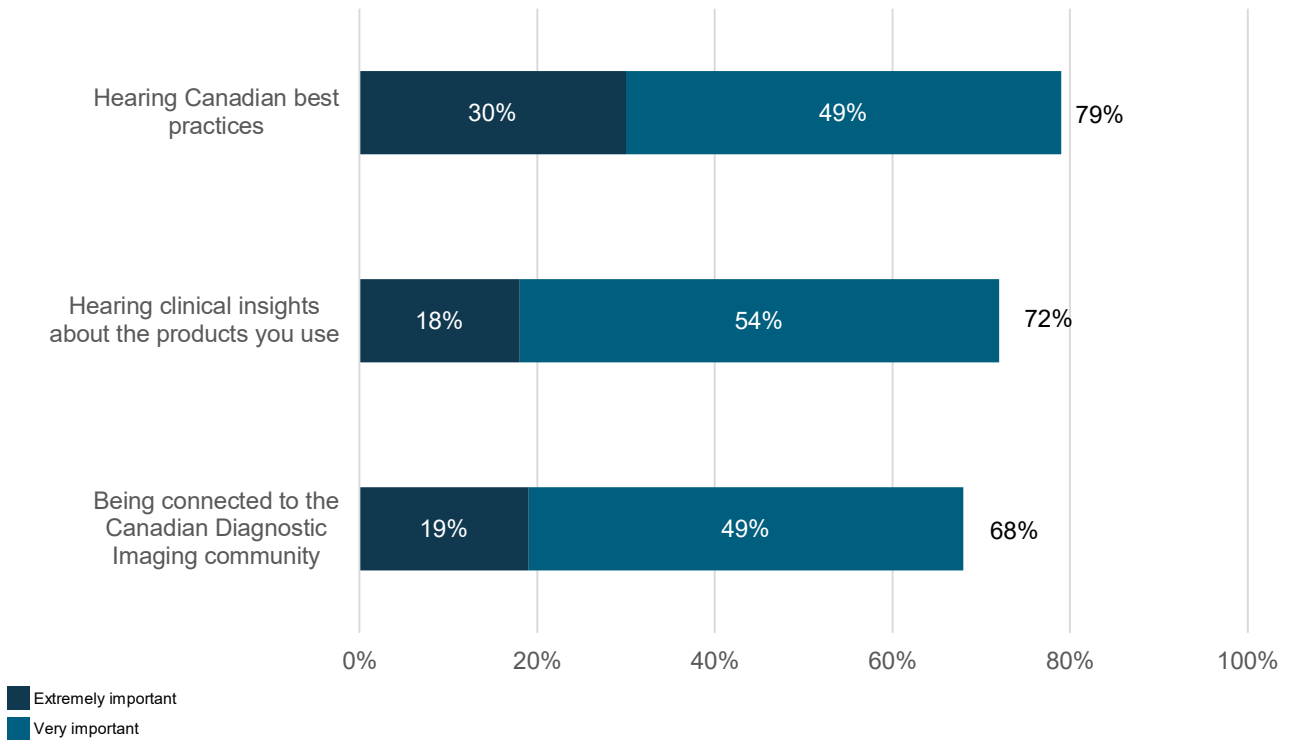
The scale question shows that all topics were listed of almost equal importance to our readers with 54/59 saying they found all 3 of the topics between extremely and very important.

The comments from the respondents to this open text box question can be distilled to 2 main topics. Never subscribed, and staying well informed of news and tech updates. Of the 59 respondents, 42% completed this question.
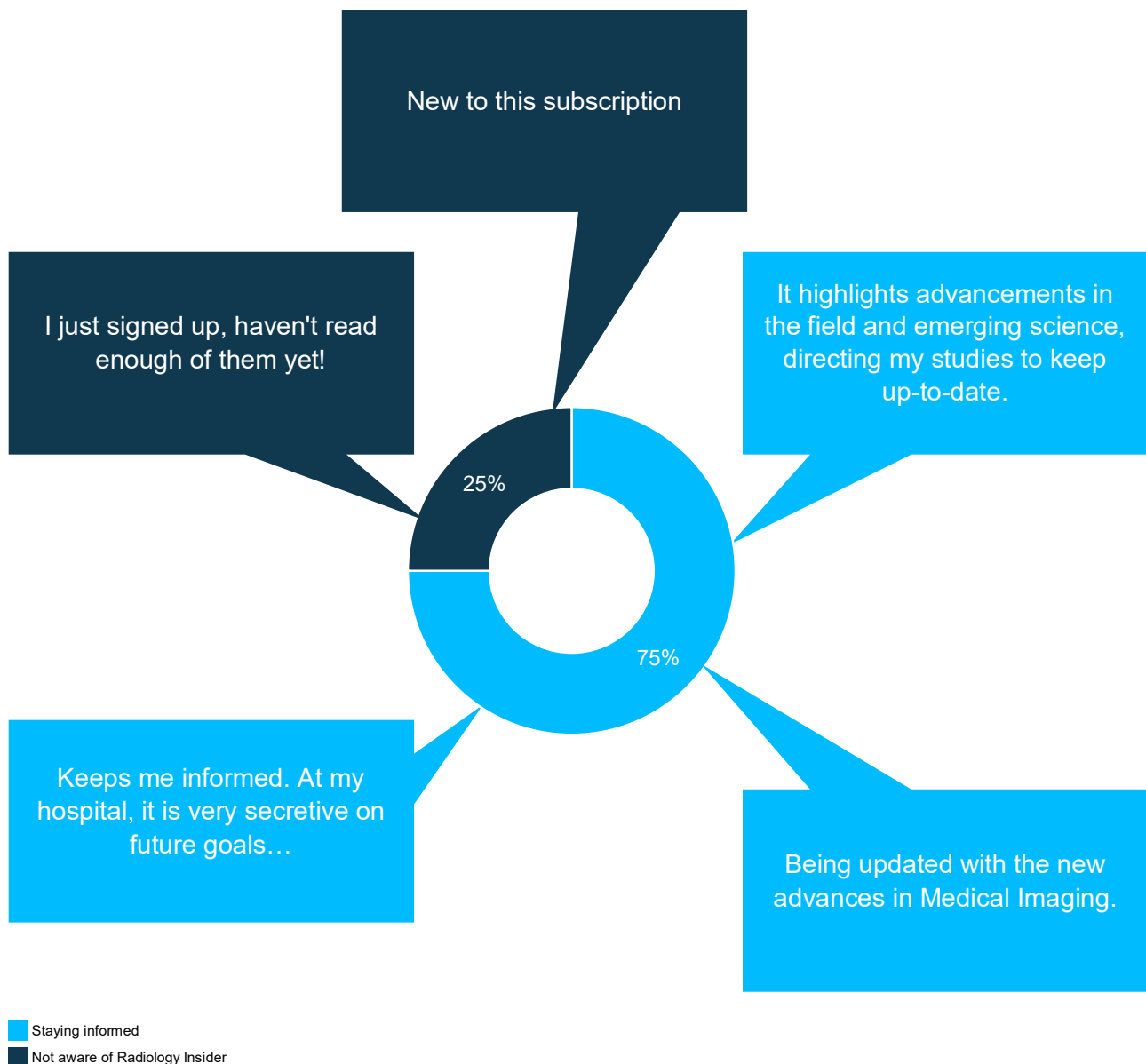
New to this subscription

I just signed up, haven't read enough of them yet!

It highlights advancements in the field and emerging science, directing my studies to keep up-to-date.

25%

75%

Keeps me informed. At my hospital, it is very secretive on future goals…

Being updated with the new advances in Medical Imaging.

Staying informed
Not aware of Radiology Insider

Articles that were interactive and about peers were the preferred articles.

Article preference*

Article	%
Quiz of the month: You make the diagnosis	50%
Why I scan: Canadians share why they chose Diagnostic Imaging	46%
Global Best Practices: Ultralow-dose CT for emphysema quantification	42%
Canadian Best Practices: Improving MR patient experience	39%
Case: 2 year old male with right third cranial nerve palsy	38%
Gadovist among agents with exceedingly low or non-existent risk of NSF according to CAR guidelines	26%
Canadian Best Practices: Improving MR Throughput	25%
FDA grants breakthrough device designation to artificial intelligence software for CTEPH pattern recognition	20%
Global Best Practices: 3 minute breast MRI protocol	16%

Legend: 1, 2, 3

Participants were asked to rank these articles 1-10. 1 = most of interest; 10 = least of interest

*Sum of 1st, 2nd and 3rd place rankings

Respondents of this survey ranked Quiz of the Month where you make the diagnosis, and learning about other Canadian DI professionals as their top choices in which articles interest them most. These were followed by reports that were a mix of global and Canadian best practices.

Q9 Which articles most interest you? (2/2)

Top 3 choices by modality

CT Modality article interest (in priority order)

- // Global Best Practices: Ultralow-dose CT for emphysema quantification
- // Why I scan: Canadians share why they chose Diagnostic Imaging
- // Case: 2 year old male with right third cranial nerve palsy
- // Quiz of the month: You make the diagnosis

MR Modality article interest (in priority order)

- // Canadian Best Practices: Improving MR patient experience
- // Gadovist among agents with exceedingly low or non-existent risk of NSF according to CAR guidelines
- // Canadian Best Practices: Improving MR Throughput

All Diagnostic Imaging article interest (in priority order)

- // Canadian Best Practices: Improving MR patient experience
- // Gadovist among agents with exceedingly low or non-existent risk of NSF according to CAR guidelines
- // Canadian Best Practices: Improving MR Throughput

Other modality article interest (in priority order)

- // Quiz of the month: You make the
- // Why I scan: Canadians share why they chose Diagnostic Imaging
- // FDA grants breakthrough device designation to artificial intelligence software for CTEPH pattern recognition

Of CT respondents, 86% ranked Global Best Practice: Ultralow-dose CT for emphysema quantification in their top 3. Of MR respondents, 73% ranked Canadian Best Practices: Improving MR Patient Experience in their top 3. The majority of those who work in Other and General DI fields, selected Quiz of the month and Why I Scan topics in their top 3.

What can we improve in the Radiology Insider e-newsletter to make it more useful to you?

A selection of comments:

Modality specific sends (CT info to CT techs etc.)

I'm pleased with the Radiology Insider Newsletter – perhaps a skill testing question based on one of the articles with a draw for like a $20 Starbucks gift card would be fun incentive to potentially read an article I may have not read otherwise
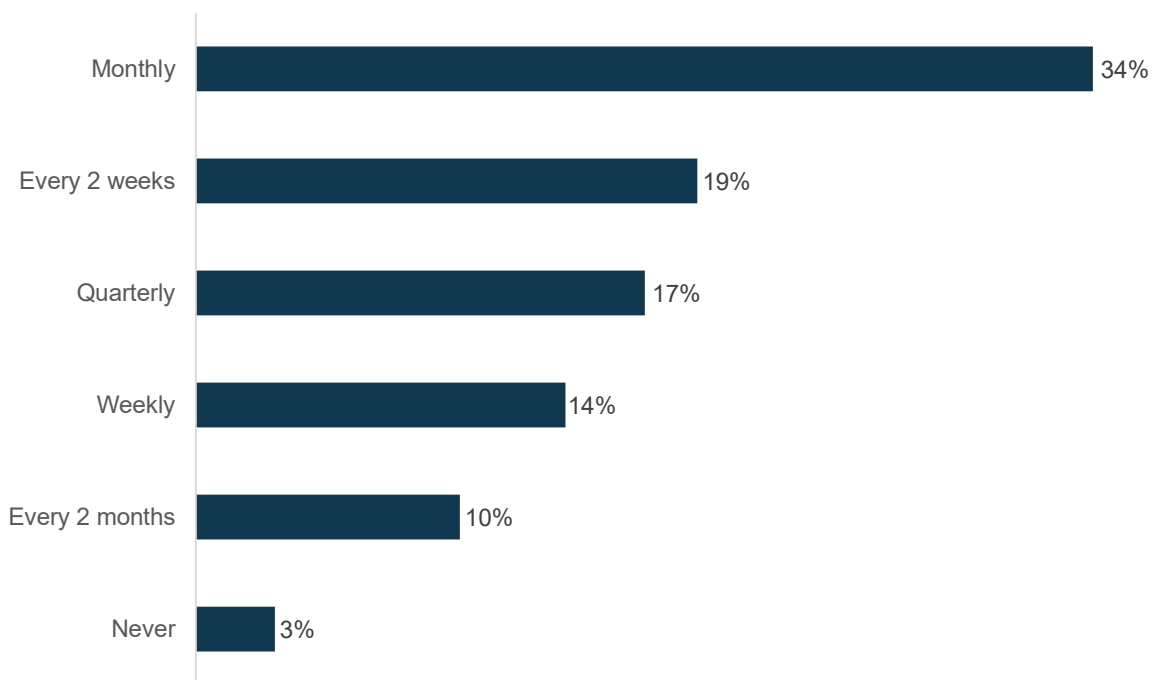
Relevant current topics

Scanning tips and tricks

Supported with clear and high resolution pictures (images)

Q11 How often would you like to receive Radiology Insider?

Respondents most commonly indicated that they would like to receive the Bayer Radiology Insider monthly. The small number who weren't interested in receiving the newsletter were from Academic Centres.

Frequency	Percentage
Monthly	34%
Every 2 weeks	19%
Quarterly	17%
Weekly	14%
Every 2 months	10%
Never	3%

The impact of this survey

Our customer preferences assists in advancing our understanding of the professional content needs and interests for radiologists, administrators and technologists in Canada. As we work to improve how we communicate with you and the types of professional content we offer online, we will use this feedback as guidance to ensure we're meeting your needs.

We hope you enjoyed reading this report and thank you to those who participated.

Your Bayer in Radiology Team

Clear Direction.

From Diagnosis to Care.

Every day it's your expertise that provides clear direction on a patient's clinical journey. Putting an end to uncertainty. We recognize the difference you make. That's why we're committed to supporting you in your crucial task. Every single day.

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