

# MICHIGAN RADIOLOGICAL SOCIETY

→ Michigan Radiology Practices

## ADVOCACY CAMPAIGN

### Project Overview

MiRadiologists' goal is to establish itself as a leading voice within the healthcare conversation in Michigan. Our strategy leverages social media platforms like LinkedIn, X, and Facebook to educate stakeholders on critical healthcare policies and Radiologists' roles. At the core of our campaign is a distinctive educational and advocacy-focused website equipped with interactive tools for users to easily engage with legislators. These tools streamline community engagement and serve as an example for other organizations striving to improve advocacy initiatives.



**MiRadiologists**

PHYSICIANS ELEVATING CARE, ONE IMAGE AT A TIME

### Strategy

MiRadiologists used website creation, email marketing, social media management & advertising, and earned media tactics to achieve our goals.

#### Website Development

**6K**  
WEBSITE USERS  
(LAST 12 MONTHS)



[miradiologists.com](http://miradiologists.com)

#### Op-Ed Placement

##### The Detroit News

TARGETED PLACEMENT IN A STATEWIDE PUBLICATION, THE DETROIT NEWS, TO BOOST AWARENESS.



[detroitnews.com/story](http://detroitnews.com/story)

#### Social Media Management & Advertising

##### Organic Content

**140,978**  
IMPRESSIONS

**1.3%**  
ENGAGEMENT RATE

**1,838**  
ENGAGEMENTS

##### Meta Paid Ad Campaign

8% CLICK THROUGH RATE (CTR)

**26,827**  
REACH

**2,135**  
LINK CLICKS



**YOUR INPUT IS CRUCIAL IN SHAPING HEALTHCARE POLICY!**

Reach out to key committee members and urge them to **OPPOSE SB 279**

SB 279 will...

- Increase out-of-pocket expenses
- Compromise quality of care

**\$119** monthly increase

**20x** more likely to overprescribe

Senator John Cherry  
Health Policy Committee Member

[www.miradiologists.com](http://www.miradiologists.com)

### Goals



#### Patient Care Quality



#### Cost-Effective Healthcare



#### Patient Safety

### Project Objectives

Aims to improve patient outcomes by advocating for policies that align with radiology standards



#### Cost Impact

SB 279 and HB 6167 will increase out-of-pocket expenses for patients managed by non-physicians, **adding up to \$119 monthly**. Inappropriate referrals will exacerbate costs, counteracting potential savings.



#### Overprescribing Risks

NPs with independent prescription authority, as proposed in SB 279 and HB 6167, heighten the risk of opioid overprescribing, **raising concerns for patient safety**.



#### Referral Rates and Costs

Patients under non-physician care, like nurse practitioners (NPs), exhibit higher rates of specialist referrals and diagnostic imaging, **driving up healthcare expenses**.



#### Quality of Care Concerns

Studies indicate higher patient satisfaction with physicians, and physician-led teams show better outcomes, **particularly for complex cases**. Independent NP care **raises safety concerns**.

# Michigan Radiological Society

(Michigan Radiology Practices)

# ADVOCACY CAMPAIGN





## Overview

MiRadiologists, dedicated to advancing radiology practice in Michigan, developed an online campaign to bolster their advocacy efforts, focusing on influencing key legislative decisions and enhancing their statewide influence.



Physicians  
elevating care,  
one image at a  
time.



At **MiRadiologists**, we're  
dedicated to **elevating**  
**radiology standards** and  
**patient outcomes**, while  
**advocating** for policies that  
prioritize **excellence** and  
**precision** in healthcare.



**MiRadiologists**

Radiologists are like secret superheroes you may not know about!

- Diagnose many illnesses and injuries
- Coordinate with your team to give you the best care
- Have over 10 years of training

Read More Below



**Keeping Your Kids Safe: Understanding Pediatric Radiology**


MiRadiologists



**What is Interventional Radiology?**

MiRadiologists


[www.miradiologists.com](http://www.miradiologists.com)



MiRadiologists

**JOIN US IN CELEBRATING INTERNATIONAL DAY OF RADIOLOGY**

Today we celebrate the essential role of radiologists, radiographers, radiological technologists, professionals in other related fields and radiology patients!



**UNDERSTANDING RADIATION DOSE IN IMAGING**

MiRadiologists

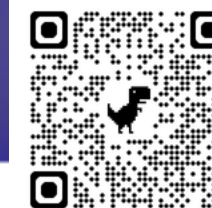


MiRadiologists

[www.miradiologists.com](http://www.miradiologists.com)

February 4th

**WORLD CANCER DAY**



## Goals & Objectives

- Establish MiRadiologists as a leading voice in Michigan's healthcare landscape, leveraging digital platforms including LinkedIn and Meta to educate stakeholders, mobilize support, and drive legislative action.
- Target healthcare professionals, policymakers, and stakeholders interested in healthcare policy as well as everyday constituents and key committee members.
- Activate "calls to action" to engage Michigan Radiologists with healthcare policy and their local legislators.



### Cost Impact

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### Referral Rates and Costs

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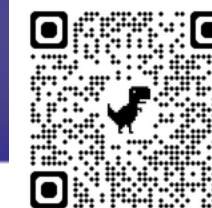
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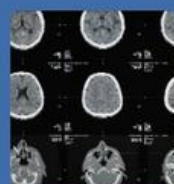


## Strategy & Tactics

- Generate advocacy-focused website equipped with interactive tools to facilitate direct engagement with legislators on key healthcare polity issues via an action center
- Launch strategic email campaigns to mobilize MiRadiologists' membership base and legislative network.
- Utilized organic posting strategies on Meta, LinkedIn, and X to amplify MiRadiologists' messages and foster community engagement.
- Partnered with the Michigan Radiological Society and the American College of Radiology to increase visibility via digital campaign tactics to include Meta and LinkedIn ads



Your Radiologist may have just received the highest honor from the American College of Radiology



Applied Radiology: Scope of Practice Legislation Across the US: Current Trends in Evidence, Advocacy, and Action



Why you should care who orders your Imaging Studies?



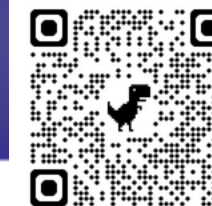
Title transparency: Why it matters when it comes to your health



Radiology Goes Global: Dr. Boyd N. Hatton's Impact



Membership matters: What getting involved in professional societies can do for you



## Challenges & Solutions

- Establishing a brand: developed logo and mission statement and shared across all online platforms.
- Engagement:
  - Targeted key legislative districts with critical information regarding bills in front of them
  - Encouraged Radiologists and patients in Michigan to engage & boost social media posts

## Success Metrics

### Website Development

**6K**  
WEBSITE USERS  
(LAST 12 MONTHS)

[miradiologists.com](http://miradiologists.com)

### Email Marketing

<b>1,326</b> OPENS (MRS MEMBERS)	<b>535</b> OPENS (MRS MEMBERS)
<b>60</b> OPENS (LEGISLATORS)	<b>7</b> OPENS (LEGISLATORS)

MARCH 2024      DEC 2024



### Social Media Management

**140,978**  
IMPRESSIONS

Feb - Dec 2024  
Follower Growth

**+62**  
X NET FOLLOWER GROWTH

**1.3%**  
ENGAGEMENT RATE

**+87**  
FACEBOOK NET FOLLOWER GROWTH

**1,838**  
ENGAGEMENTS

**+21**  
LINKEDIN NET FOLLOWER GROWTH

### Op-Ed Placement

**The Detroit News**

Targeted placement in a statewide publication, The Detroit News, to boost awareness.

[detroitnews.com/story](http://detroitnews.com/story)

### Paid Ad Campaign



Meta Paid Ad Campaign  
March - April

The Facebook ad campaign encouraged specific outreach to legislators aimed to engage decision-makers in key legislative districts. Utilizing Meta's precise targeting capabilities, the campaign delivered messages tailored to promote direct outreach from key legislators' constituents.

<b>26,827</b> REACH	<b>2,135</b> LINK CLICKS
<b>\$1,530</b> SPENT	<b>2,201</b> POST ENGAGEMENTS
<b>8% CLICK THROUGH RATE (CTR)</b>	

**MiRadiologists**  
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Attention advocates for patient safety! Let's contact Senator Michael Webber, Minority Vice Chair and member of the Health Policy Committee. Urge him to oppose SB 279 to ensure quality care for all. #PatientSafety #OpposeSB279 #MichiganHealthcare



IRADIOLOGISTS.COM  
Take action now  
iRadiologists have valid concerns on current legislation that proposes to expand...

Learn mo...

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