



**American College  
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# Michigan Radiological Society (MRS) Awareness, Attitude, & Usage Survey

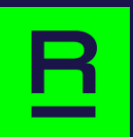
Topline Report

*ACR Strategy Management & Foresight  
2026*

# Background

- Michigan Radiological Society (MRS) wanted to obtain feedback from their member and constituents on a range of topics, including areas of focus and concern, satisfaction and commitment, as well as headwinds and tailwinds to greater engagement and participation
- MRS reached out to ACR for resources and guidance to assist in their endeavor
  - ACR's Strategy Management & Foresight (SM&F) group worked with MRS to develop a questionnaire (survey), to implement the survey (providing a link for members to use to access the web-based survey tool), to analyze the data, and to report on key findings
- A total of 90 interviews were completed in March 2026

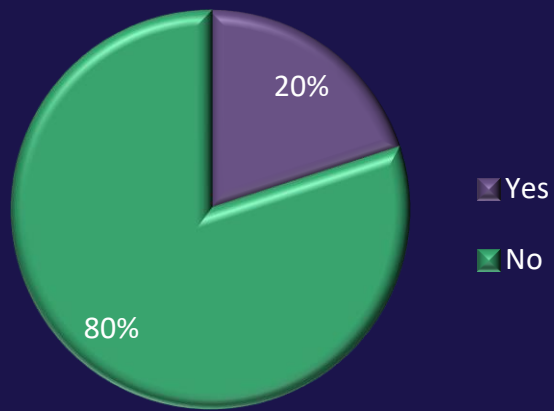
# Overview



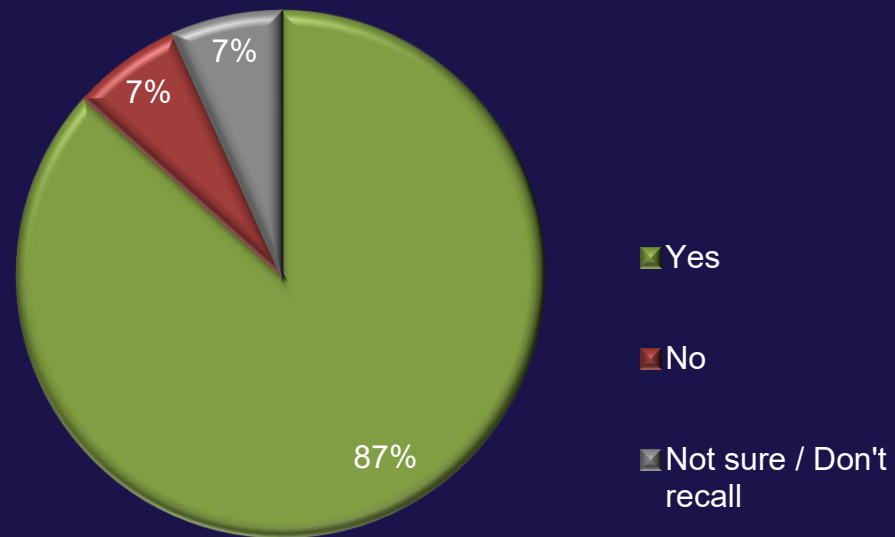
# Most respondents are active (not retired) male members of MRS

- Nearly 9 in 10 respondents are current MRS members. Among those who are not currently members, 75% indicated that they were members at one point
- 8 in 10 are active; not retired
- 7 in 10 are male

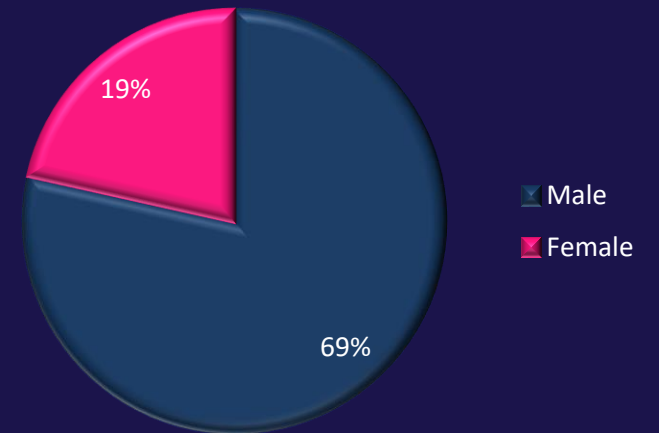
Currently Retired?



Member of MRS?



Gender

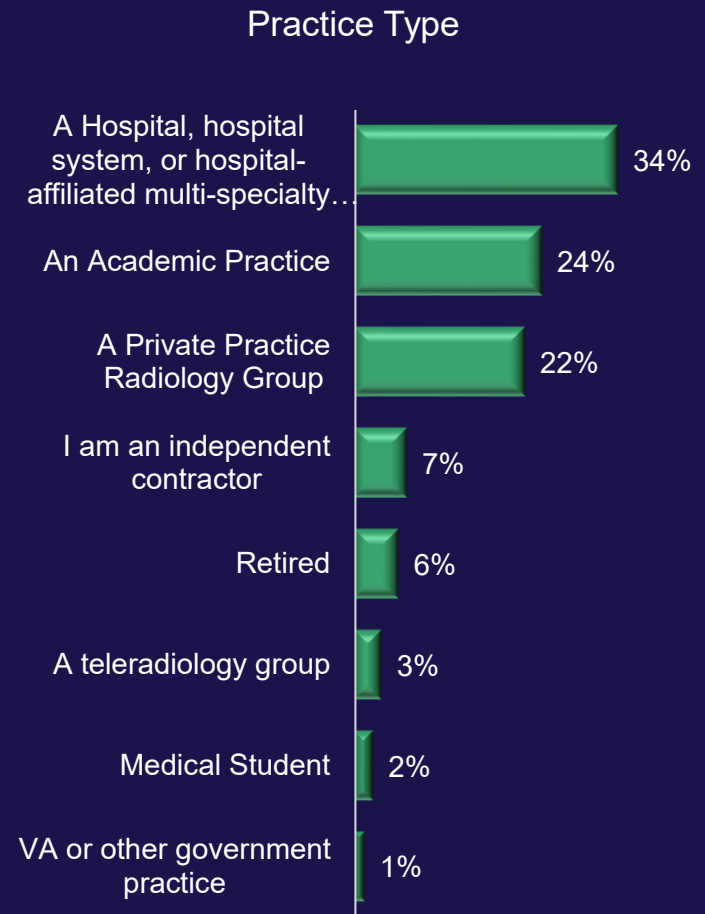
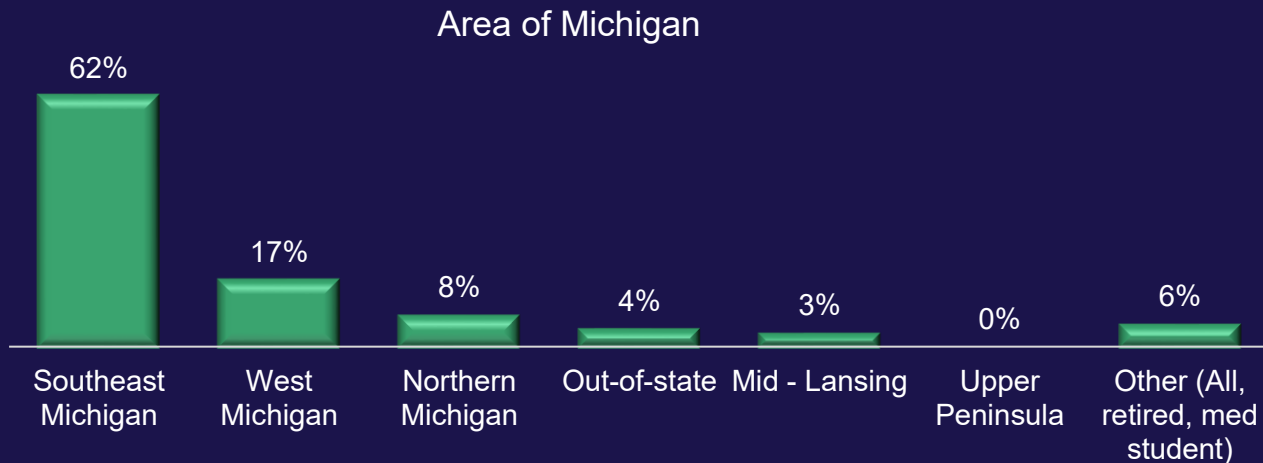


Base: Total MRS Respondents (90)

Questions: *which of the following best describes your current relationship with the Michigan Radiological Society (MRS)? Are you currently retired? Have you ever been a member of the Michigan Radiological Society? What is your gender?*

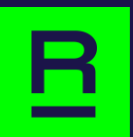
# Most MRS respondents are in Southeast Michigan

- Whereas ACR members, overall, are likely to practice in Private or Academic practices, those in Michigan are *more likely* to cite a hospital or system as their practice type
- Michigan appears to have a *slightly* higher proportion of independent contractors than what we see on a national basis



Base: Total MRS Respondents (90)

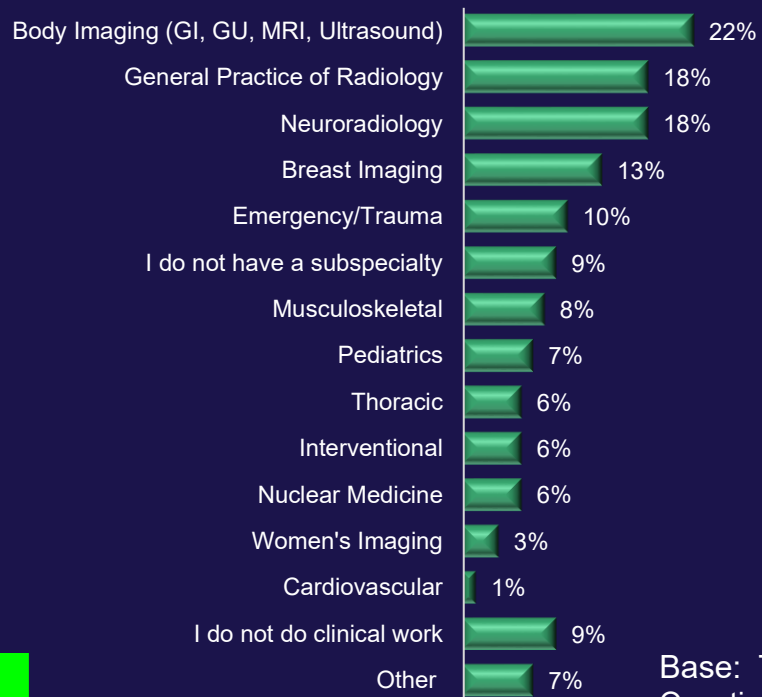
Questions: For whom do you work? If you work at multiple sites or organizations, please select the site or organization that best describes your primary place of employment, where you spend the most time. Where do you primarily practice?



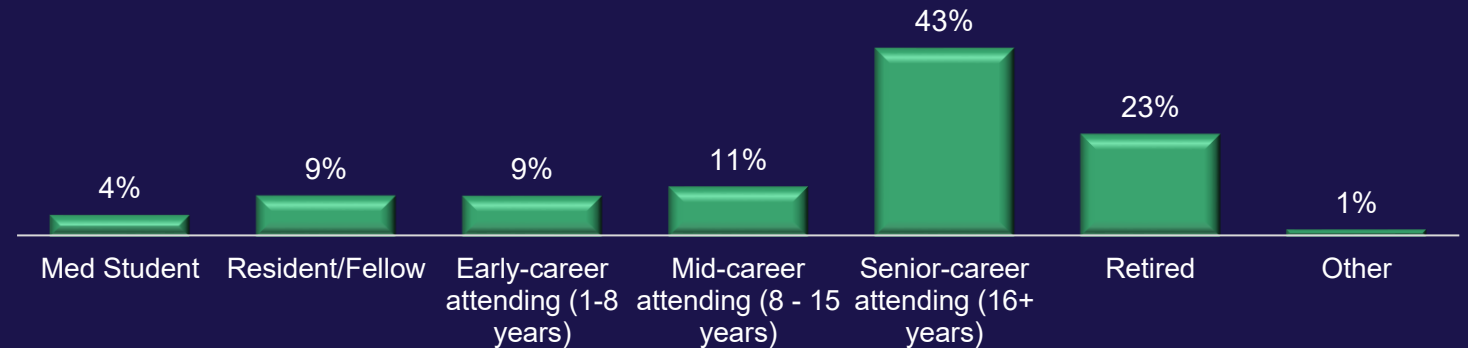
# MRS Respondents are seasoned radiologists and are most likely to sub-specialize in Body Imaging, General Radiology and Neuroradiology

- MRS respondents are a bit older, on average, than ACR members: 57 vs. 51 years of age, with a median age of 62 years
- Been in practice (following residency and any fellowships) for an average of 23 years

Sub-Specialty - Total MRS Respondents

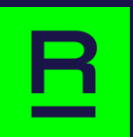


Professional Status



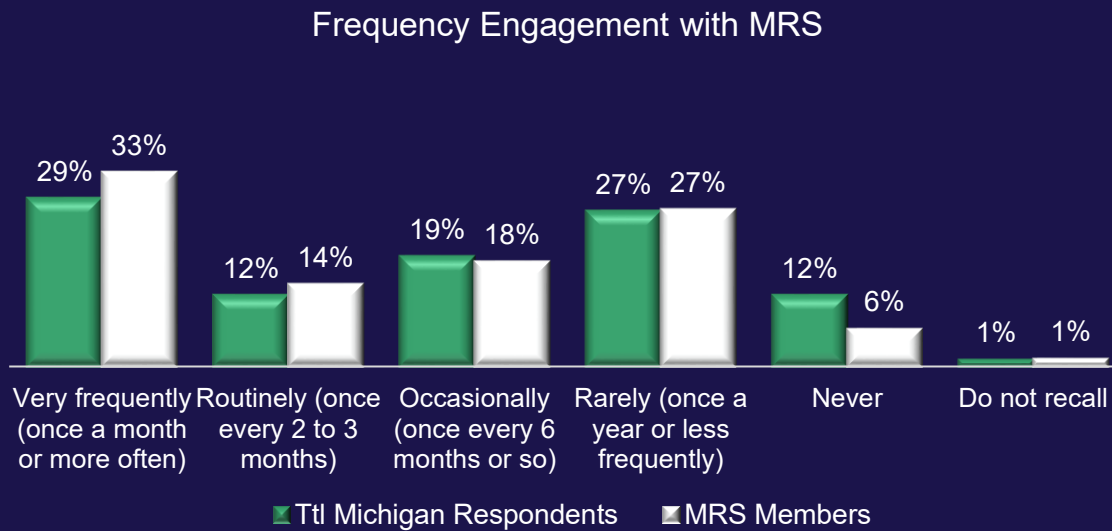
Base: Total MRS Respondents (90)

Questions: Which of the following do you consider your primary subspecialty? How many years have you been in practice, following residency and any fellowships? What is your year of Birth?

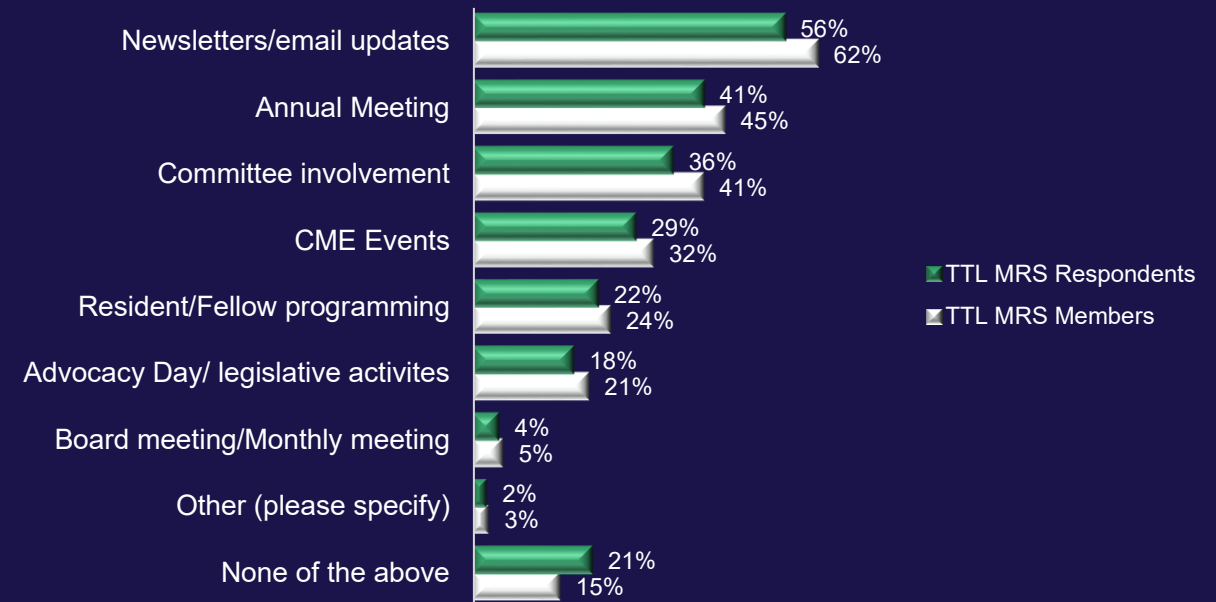


# Member Engagement Frequency with the MRS is bi-modal

- About half of respondents engage with MRS on a frequent basis (every 2-3 months or more frequently); about half engage only sporadically. 1 in 10 or less indicate they never engage with MRS
- Participation via newsletters/emails, the annual meeting and through committee involvement are the most likely means of member participation



Participation with MRS Offerings - past 2 years

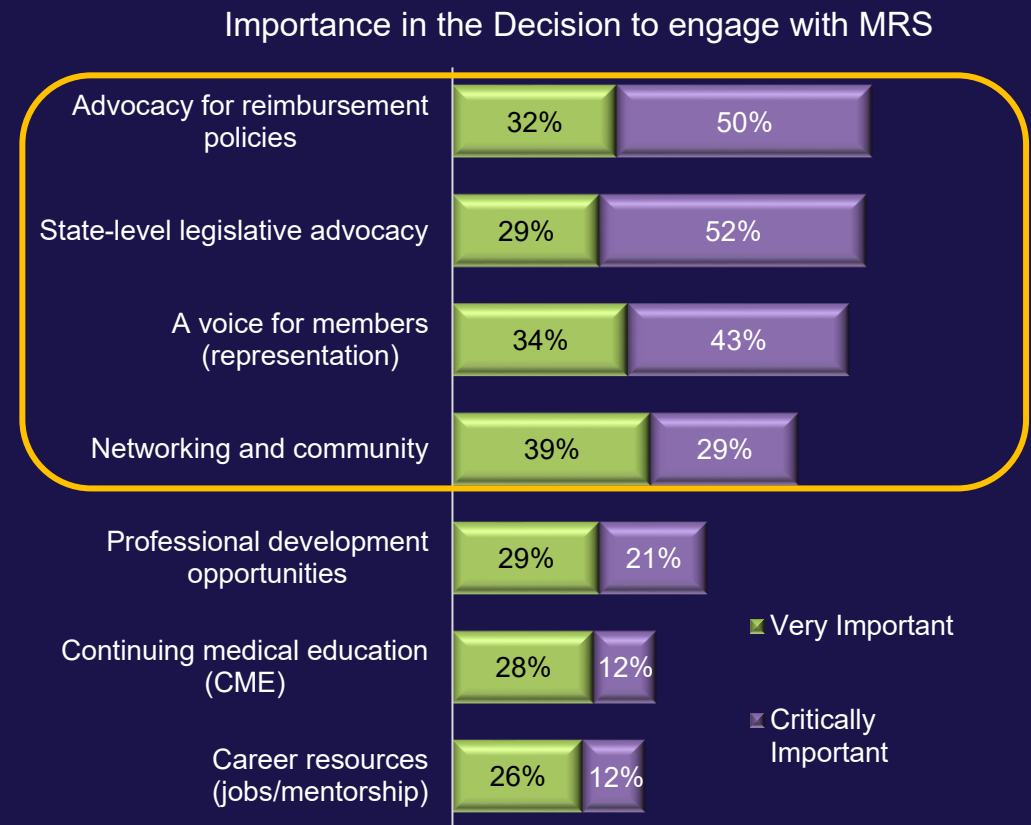
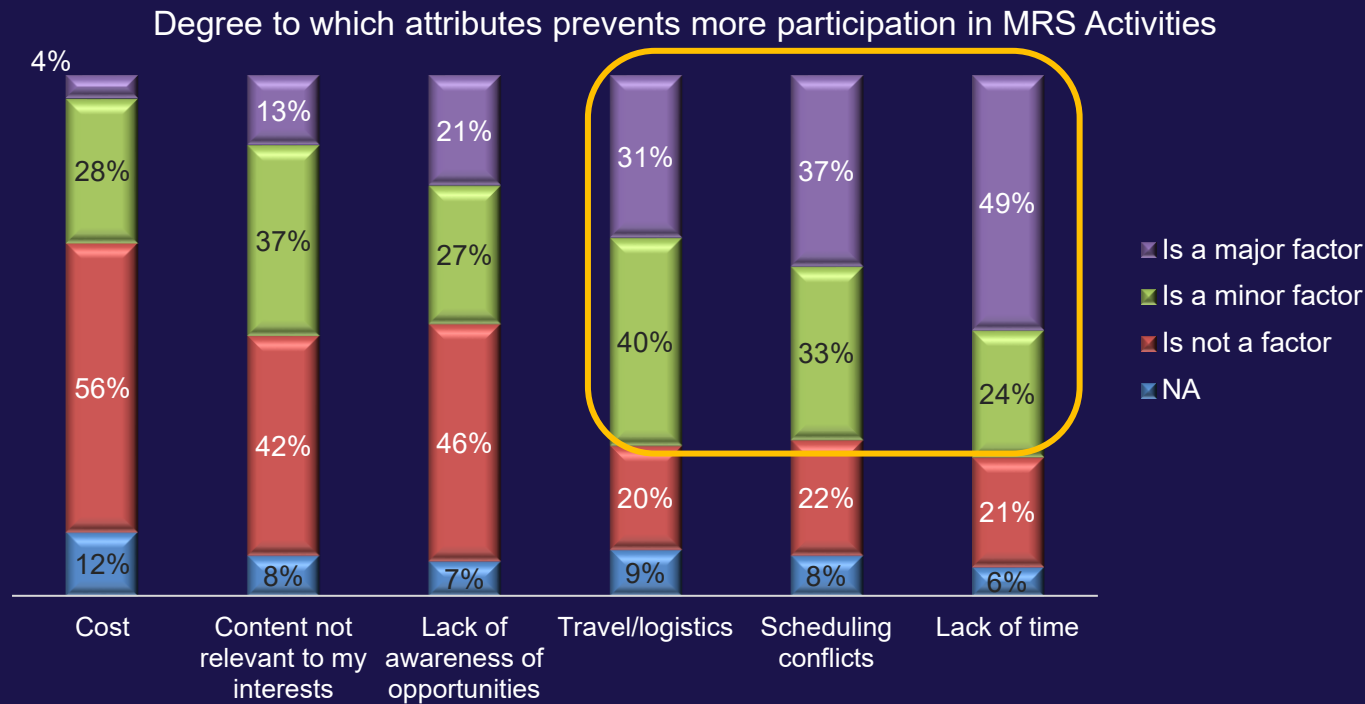


Base: Total MRS Respondents (90); MRS members (78)

Questions: . Thinking about the last year, how often do you engage with MRS, utilizing MRS meetings, events, and/or communications?  
Which MRS offerings have you participated in during the past 2 years? Please select all that apply.

# Time constraints and logistics are considered problematic factors in participating more with MRS

- Drivers of participation and engagement among MRS respondents include *reimbursement and state-level advocacy, representation (being a voice), as well as supporting the community in Michigan and providing a forum for networking*



Base: Total MRS Respondents (90)

Questions: For each of the following, please indicate the degree to which the dimension currently prevents you from participating more in MRS activities.

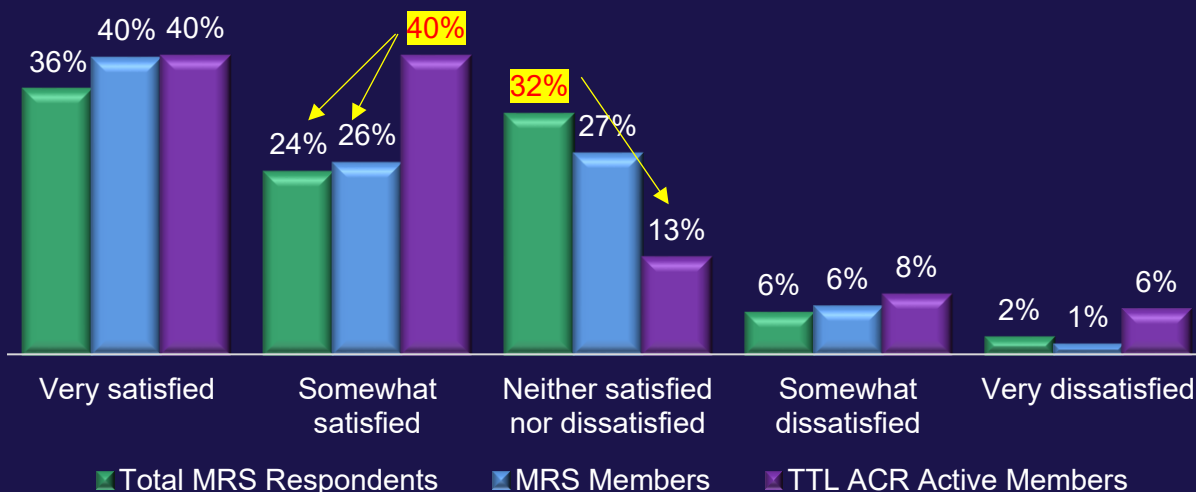
How important is each of the following in your decision to engage with MRS?

# Tracked Engagement and Commitment Measures

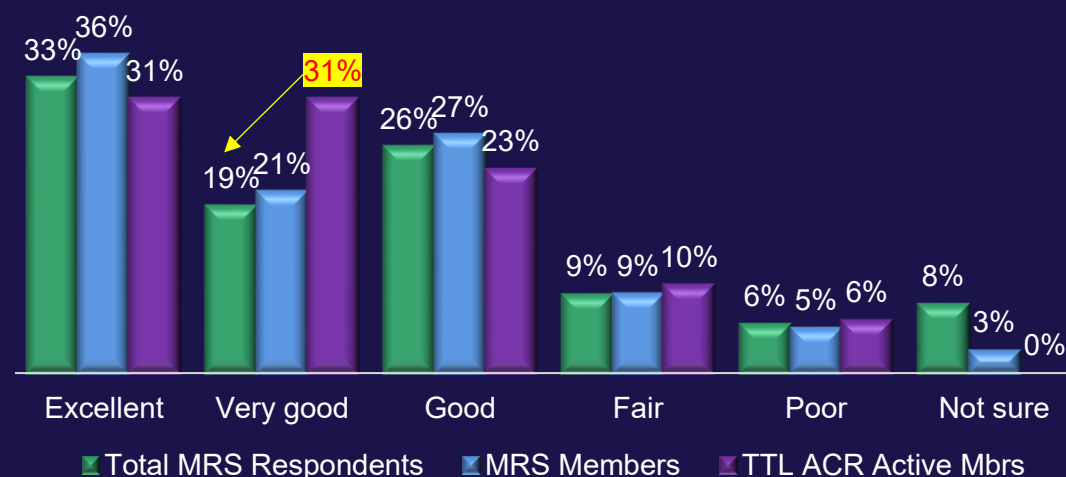
# Relatively High Satisfaction and Value Perceptions

- Three-quarters of members are somewhat or very satisfied with MRS.
  - For comparison, 8 in 10 ACR members are satisfied with ACR, which is statistically equivalent
  - Very few MRS members or respondents cite dissatisfaction with the organization
- Value perceptions are also strong for MRS, with nearly 6 in 10 members indicating MRS is a very good or excellent value

Satisfaction with MRS/ACR



Value Perception of MRS/ACR



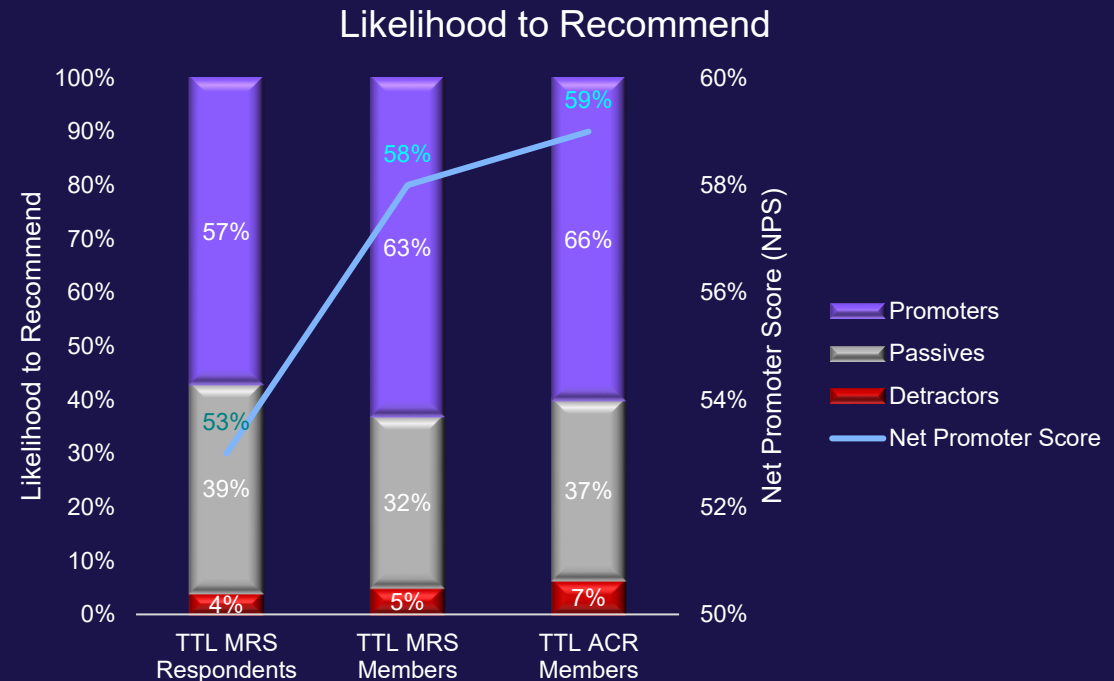
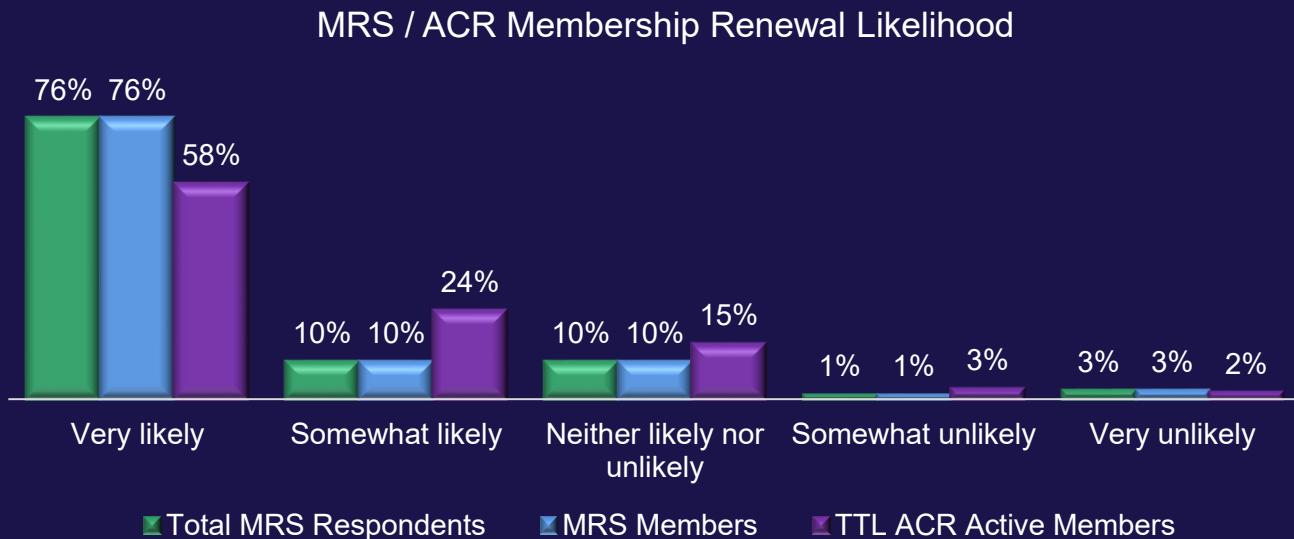
X% = significantly higher at the 95% confidence level

Base: Total MRS Respondents (90); MRS members (78); Total Active ACR members (552)

Questions: Overall, how satisfied are you with MRS's current offerings? How would you rate the value of your MRS membership (or perceived value if not a member)?

# Functional and Emotional Commitment is strong

- Rational or functional commitment to an organization can be assessed by looking at measures like *satisfaction* and *likelihood to renew* membership
- Emotional commitment is a stronger connection, and can be assessed via likelihood to recommend a brand like ACR or MRS
- Member commitment to MRS is strong on both a functional and emotional basis. 9 in 10 MRS respondents are likely to renew their membership. 6 in 10 MRS members are promoters of the brand (very likely to recommend) \*\*
  - \*\* Likelihood to Recommend uses a 10-point scale, where we can analyze commitment by how members answer: those who use the top part of the scale are promoters, those who use the bottom part are detractors. Net Promoter Score is derived by subtracting detractors from Promoters



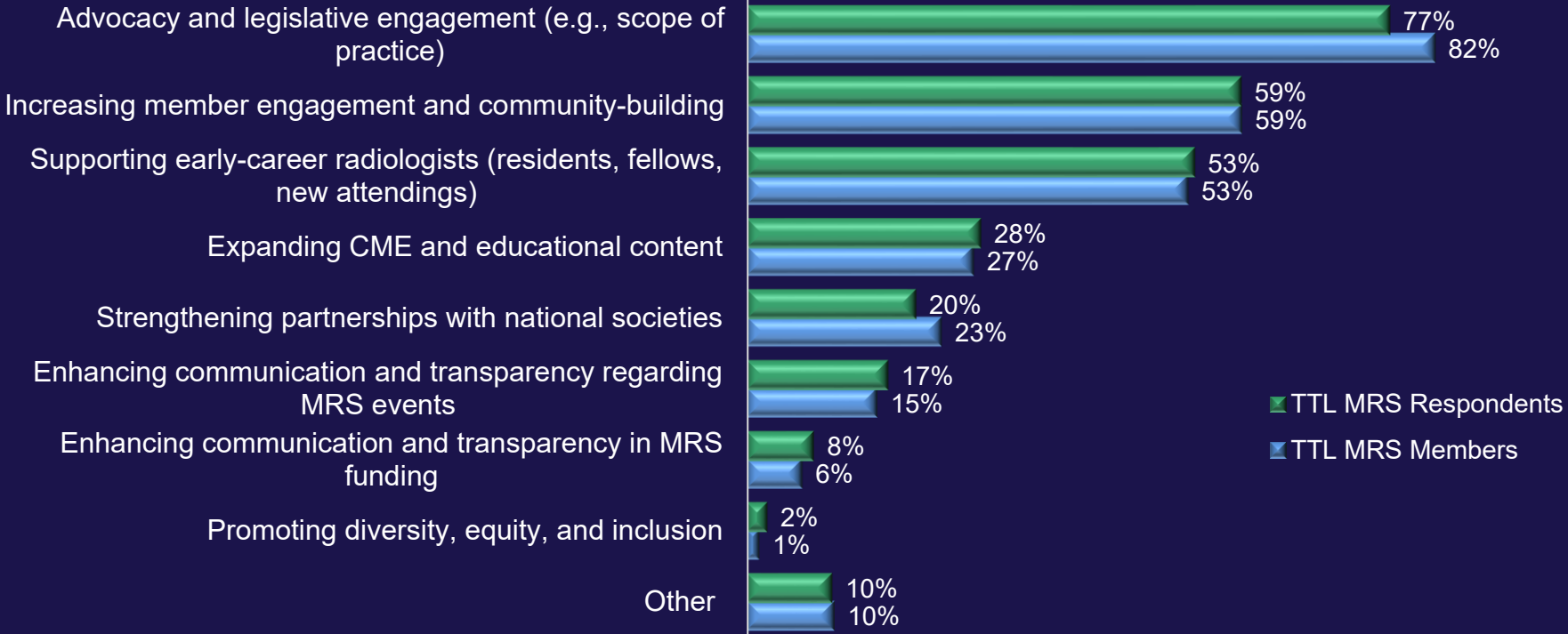
Base: Total MRS Respondents (90); MRS members (78); Total Active ACR members (552)

Questions: *How likely are you to renew your MRS membership when it comes due? How likely are you be to recommend Michigan Radiological Society (MRS) to a colleague?*

# Advocacy, Member Engagement & Support are important priorities

- Most cited *legislative engagement and advocacy* as being a key priority in the future
- Additionally, *increasing engagement and community-building*, as well as *supporting early-career radiologists* form an important second-tier of priorities for MRS

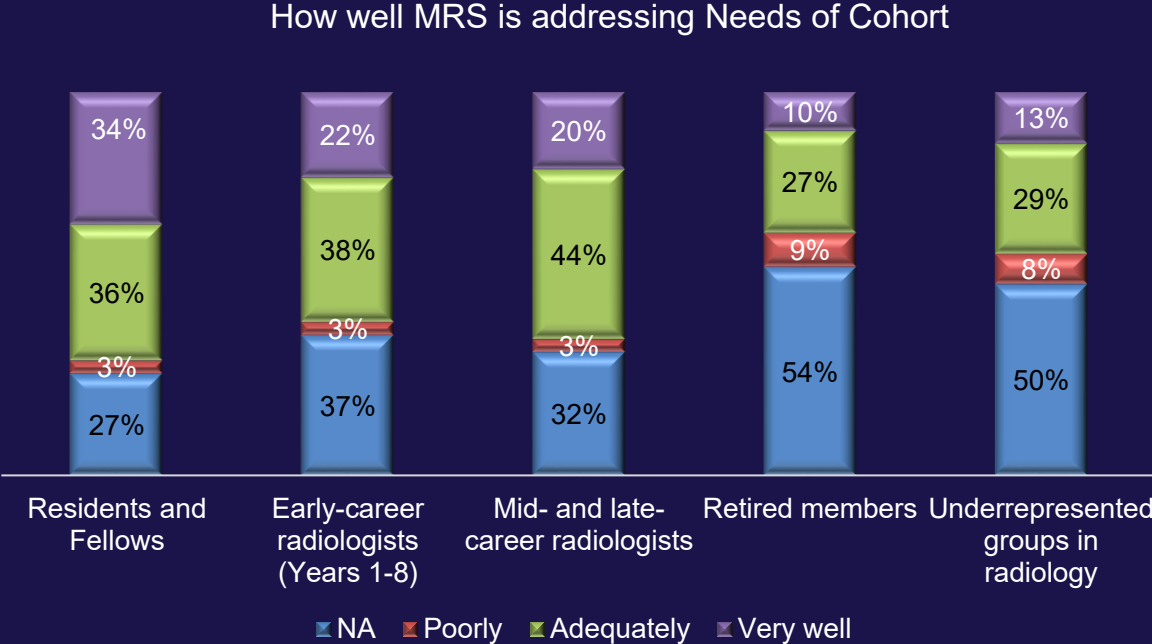
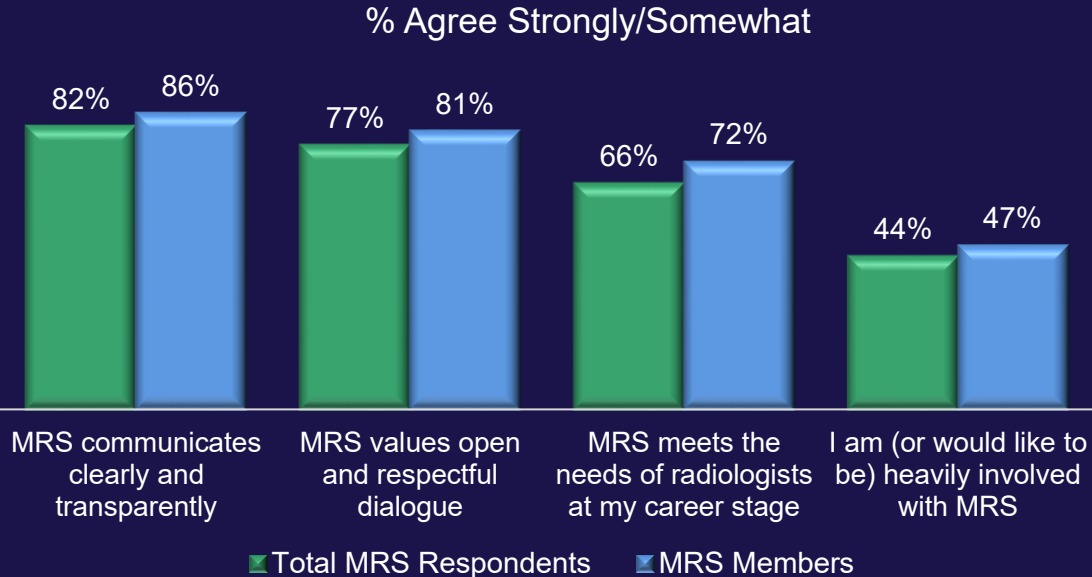
Top 3 Priorities over the next 5 years



Base: Total MRS Respondents (90); total MRS Members (78)  
 Question: What do you think should be the top priorities for MRS over the next 5 years? Please select up to three (3).

# MRS has leverageable equity in communications and in valuing different voices

- MRS respondents agree that MRS communicates clearly and transparently, as well as valuing open dialogue
  - However, less than half agree that they are or would like to be heavily involved with the society
- Respondents perceive that MRS at least adequately meets the needs of active radiologists, regardless of the career stage,
  - They are less sure of those in an under-represented group or in retirement



Base: Total MRS Respondents (90); total MRS Members (78)

Questions: How much do you agree or disagree with each of the following? How well do you think MRS addressing the needs of the following groups?

# Insights and Takeaways

- MRS has earned a relatively strong position among its constituents
  - The organization earns high marks for important initiatives such as advocacy, communication and engagement, and enjoys high levels of satisfaction, value perceptions and commitment
  - Constituents appear to be engaged with half indicating they engage with MRS routinely or regularly.
    - However, there is an opportunity to ‘lift the hood’ a bit on this dynamic, as less than half say they want or are heavily engaged with the organization. Better understanding the drivers of this disconnect may help to overcome inertia
- MRS’ member profile skews older than the ACR overall; ensure the MRS value prop to younger members remains relevant and compelling
  - While the current profile likely reflects the population of radiology in Michigan, analyze the organization’s value proposition to the younger generation of radiologists to ensure that the ‘what’ and the ‘so what’ about MRS is motivating to this cohort
    - It appears that members feel that MRS is addressing the specific needs of the resident/fellow and of the early career radiologists, but it is likely worthwhile to validate this finding
      - Engaging and developing committed behavior among the younger cohorts appears to be problematic across medical societies

