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ARTICLE 3: AN INTRO TO RADIOLOGY MARKETING SERIES

# Building Bridges in Radiology Marketing

## Strategies for Strengthening Relationships with Providers and Patients

BY KIM KELLEY, FRBMA

We're on to article three of this series, where we'll build on our introduction to radiology services and the role of the marketer from article one and effective marketing strategies that highlight those services from article two. The first two articles helped to set the stage for this article, where we will dig deeper into strategies for relationship-building with providers and patients.

Building strong, enduring relationships with providers and patients is an aspect of radiology marketing that often influences the success of any practice. This isn't just about business growth—it's about adopting a community mindset that values trust and open communication.

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

DALE CARNEGIE





## First Steps First

In our journey together so far, we covered the basics of radiology services and their significance, as well as the value proposition that radiology offers patients and the healthcare system as a whole - which was an eye-opener for many, including myself, when I first ventured into this field. Then, we tackled bringing those services into the spotlight through targeted marketing tactics - including branding, compelling messaging, and digital marketing strategies. Now, we will learn how to nurture the human connections that sustain a thriving radiology practice.



## The Importance of Relationship Building in Radiology

Think of your favorite local business. What keeps you going back? Often, it's not just the product or service but the feeling that the people behind the counter know you and value you as a customer. That's the true spirit of relationship-building in radiology. Whether it's with the referring providers who trust us with their patients or the patients themselves, the goal is to create a sense of mutual respect and understanding.



## Enhancing Provider Relationships

Imagine a world where referring providers feel like they are part of your team. Achieving this starts with communication—regular updates about new technologies, changes in service, and educational opportunities through newsletters or small-scale meetings. I've seen firsthand how sharing interesting case studies can spark engaging discussions that lead to deeper collaborations. It's about showing that you're not just a service provider but can apply real-world expertise and be a meaningful part of their medical practice.



## Patient Engagement Strategies

Now, let's talk about the heart of your practice: the patients. Remember, a well-informed patient who feels valued and heard throughout the imaging experience is generally a happy patient. Utilize every tool at your disposal, from informative pamphlets in your waiting room to interactive portals online to explain what they can expect from their exams and procedures. Transparency reduces anxiety and builds trust. Moreover, regular feedback loops, like surveys or follow-up calls, can turn a routine visit into a reassuring experience that patients will appreciate and remember.



## Leveraging Technology for Better Relationships

In today's digital age, a customer relationship management (CRM) system isn't just helpful; it's essential. It helps keep track of all your interactions and ensures no patient or provider feels neglected, or that information they've shared with you has slipped through the cracks. But it's not all about applications with all the bells and whistles; social media platforms offer a unique way to maintain engagement through educational posts and real-time interactions. These tools help personalize the radiology experience, making patients and providers feel genuinely listened to and cared for.



## Addressing Challenges in Relationship Management

Of course, the path to strong relationships isn't always smooth. Things that feel like administrative burdens or billing issues, miscommunication, and misaligned expectations can create bumps in the road. That's where having clear protocols for communication and feedback becomes invaluable. It's about more than just solving problems as they come; it's about preventing them in the first place by ensuring clarity and openness in all interactions.

Wrapping up this article on relationship building, remember that the connections we nurture today lay the foundation for the successes of tomorrow.



Relationships are built in the smallest moments, which is why every interaction counts.



- SHERYL SANDBERG

Whether through better communication, building trust, or shared knowledge, strong relationships help to create a resilient and prosperous radiology practice. Stay tuned for more of this introduction to radiology marketing series.



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