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**GAME ON:**  
NAVIGATING CHANGE, GROWTH,  
AND THE FUTURE OF WORK

# SMARTER, NOT HARDER: How Marketers Can Harness AI Without Losing Their Human Touch

BY KIM KELLEY, FRBMA

Artificial Intelligence is no longer a looming trend—it's an integral part of our daily marketing toolkit. From automating routine tasks to enhancing patient engagement, AI is reshaping how we approach radiology marketing. But as with any new technology, how we use it matters more than the fact that we use it.

In radiology, where trust and clarity matter deeply, our marketing efforts must reflect more than just trends—they must support real human decisions. That's where the thoughtful use of AI can shine.

## AI Is Not a Shortcut, It's a Support System

Whether you're a one-person marketing team juggling provider outreach, website content, and campaign strategy—or leading a larger team, AI can help us reclaim time, streamline processes, and get unstuck when staring down a blank page or a content calendar with too many empty boxes.

Think about those hours spent brainstorming social media captions, writing SEO blog posts, or editing website copy. Tools like ChatGPT, Jasper, or Google's Gemini can speed up that process. It's not about being less creative—it's about having more time to focus on the message and the strategy behind it.

And that's where we shine.

## Let the Data Work for You—But Stay in the Driver's Seat

I'll be honest: I don't live in a dashboard full of analytics, and I'm not running regression models in my spare time. But I know the value of a tool that can help me spot a pattern or suggest a next step.

We're not expected to build algorithms—we're expected to understand how to use the insights they generate. That could mean seeing which service lines are trending higher in your search analytics or noticing when appointment bookings drop off after a specific ad campaign. Tools can now spot these patterns faster than we ever could manually. It's like having a radar system that alerts you to turbulence ahead.

The key? You're still responsible for asking smart questions, looking at the trends, and deciding how (or if) they apply to your patient-first marketing and brand goals.



## Practical AI Wins for Radiology Marketers

So where's the sweet spot between practical and powerful? Here are a few real ways to use AI without overcomplicating the work:

**CONTENT CREATION:** Use AI tools for first-draft blogs, website refreshes, or ad copy ideas. You'll still need to review and rewrite to align with your brand's voice and tone. But getting from 0 to 60 happens a whole lot faster.

**SEO OPTIMIZATION:** Many AI tools can now help identify keyword opportunities, optimize metadata, and even suggest headlines that align with patient search behavior. Just make sure to blend that technical advice with your real-world knowledge about what patients ask and care about

**PATIENT OUTREACH TIMING:** AI built into CRM or marketing automation tools can now help identify when certain segments are most responsive to outreach. This is especially helpful for seasonal campaigns like breast cancer awareness or lung screening pushes.

**CHATBOTS FOR PATIENT FAQs:** Basic AI chat tools can now answer common questions about prep instructions, locations, or hours, reducing front-desk volume and improving patient satisfaction.

**SUBJECT LINE AND AD TESTING:** AI can help quickly test email subject lines or paid ad headlines for performance. That's great news when you need results but don't have time for long A/B testing cycles.

## The Trust Factor: People First, Always

In radiology, trust is everything. Patients make vulnerable decisions based on how confident they feel in our messaging. Referring providers rely on clarity and professionalism in our outreach. That's why AI, for all its speed, needs oversight.

A blog post might be "done" in seconds, but is it in your voice? Does it reflect your values? Does it help your patients feel understood, not marketed to?

Let AI do the heavy lifting—but make sure your team does the final polish. That's where your brand's integrity lives.

## Mind the Privacy Line

AI and patient data can be a tricky mix. It's one thing to use AI to write a blog post about vascular screenings—it's another to feed patient behavior into a third-party tool without understanding where that data is going.

You don't have to know the exact lines of code. But you do need to work with vendors who prioritize compliance and can answer your questions about how patient data is used and protected.

If you don't know—ask.

If they can't answer—walk away.

## Final Thoughts: Stay Curious, Stay Human

I've been in this business long enough to remember when just having a website felt innovative. Now, we're working with tools to write, analyze, predict, and personalize—all in real time. That's a big shift.

But here's the thing: no matter how advanced the tools get, you are still the strategist. The heart. The storyteller. AI is just the assistant—useful, efficient, but never your brand's voice.

So test the tools, play with new platforms, and use them to free up your time so you can focus on what really matters—building connection, clarity, and trust in every patient interaction.

## AI Doesn't Have to Be Complicated

Want help figuring out where AI makes the most sense in your marketing strategy—or where to start? Let's connect. I'm happy to help demystify the hype. 



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