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Where Strategy
MEETS ACTION

Every Click, Call, and Conversation: Mapping the Radiology Patient Journey to Drive Growth

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When a patient chooses your radiology practice, their decision wasn't made in a moment — it was made through a journey. For some, it begins with a trusted provider's referral. For others, a late-night Google search for leg pain or a scroll through online reviews. Whether the journey starts in a doctor's office or a smartphone screen, every click, every call, and every conversation shapes how patients perceive your brand — and whether they show up (or don't). Mapping the radiology patient journey isn't just a marketing exercise; it's a growth strategy that helps you understand where you're building trust — and where you're losing it. Let's break it down, step by step.

1. Charting the Journey: Key Touchpoints That Define Patient Experience

Every patient interaction leaves a digital or human breadcrumb. The challenge is tracing them in a way that gives insight and direction. The traditional journey often includes:

AWARENESS

A referring provider mentions your practice, or the patient searches online for symptoms or imaging providers.

CONSIDERATION

They check your website, look at your Google reviews, or ask friends and family.

ACCESS

They attempt to schedule, either by calling or navigating your website. Ease of access often becomes the make-or-break moment.

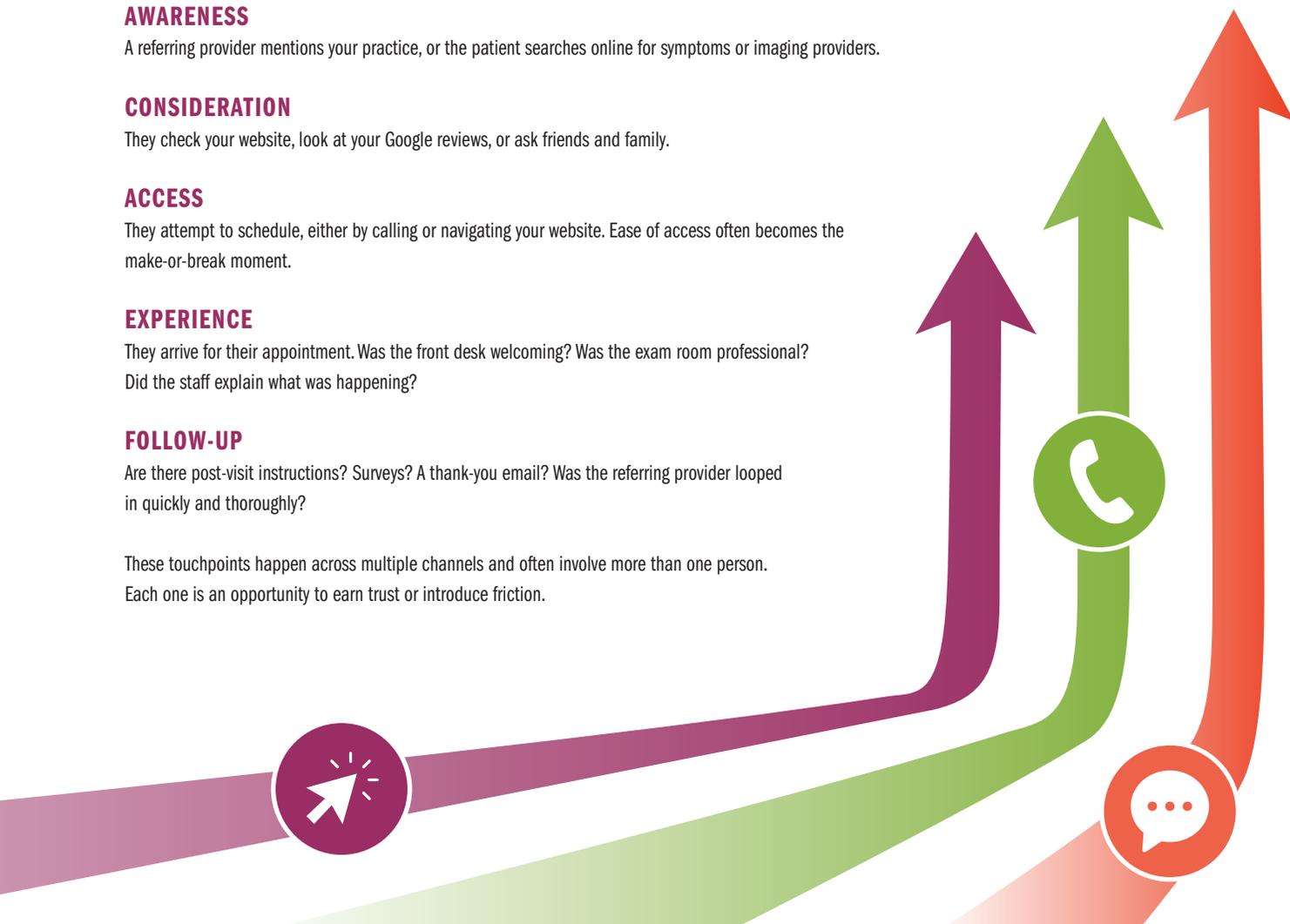
EXPERIENCE

They arrive for their appointment. Was the front desk welcoming? Was the exam room professional? Did the staff explain what was happening?

FOLLOW-UP

Are there post-visit instructions? Surveys? A thank-you email? Was the referring provider looped in quickly and thoroughly?

These touchpoints happen across multiple channels and often involve more than one person. Each one is an opportunity to earn trust or introduce friction.





2. Don't Overcomplicate It: Simple Metrics That Matter

Small practices don't need a six-figure CRM to map the patient journey. What you need is clarity. Start by focusing on data you likely already have access to:

WEBSITE ANALYTICS

Where are visitors coming from? What pages are they exiting on?

CALL LOGS

How many calls go unanswered? What's your average hold time?

REFERRAL DATA

Are there changes in who is referring? Are some providers fading out?

INTAKE FORMS

Add "How did you hear about us?" to new patient paperwork.

POST-VISIT FEEDBACK

Use surveys or quick follow-up calls to gather qualitative feedback.

Even anecdotal insights from your front desk can be powerful. What are patients asking most often? What confuses them?

3. The Role of Referring Providers in the Journey

The journey doesn't always begin with the patient. Often, it's a provider placing trust in your team to deliver timely, quality imaging and communication. That trust is fragile. Delays, unclear reports, or difficult scheduling can cause friction not just with the patient, but with the provider.

Make referring providers part of your mapping exercise. Ask

- Do they receive reports in a timely, preferred format?
- Can their staff reach yours easily?
- Have you thanked them lately? Asked for feedback?

Improving provider touchpoints will often improve patient flow by default.

4. Journey Mapping = Internal Alignment

When everyone on your team sees where their role fits into the patient journey, internal alignment improves. Share a simplified visual of the patient journey with your staff. Make it part of your onboarding. Use it during team huddles. Remind your team that their role is a piece of a larger, trust-building system.

Consider posting a version of the journey in your breakroom or internal portal. When staff see the full picture, they're more likely to notice and report gaps before they become losses.

5. Quick Wins to Start Mapping Today

- Audit your website and Google Business Profile for up-to-date info and ease of navigation.
- Train front office staff to ask, "How did you hear about us?" and log it.
- Shadow a patient's journey from intake call to exam to follow-up.
- Call your own office after hours – what's the experience?
- Thank your top referring providers and ask them what you could do better.

Conclusion: Growth with Eyes Wide Open

Every radiology group has a patient journey. The difference is whether you're actively shaping it or passively letting it unfold. The most successful practices take the time to see every step, every barrier, and every moment of delight through their patients' and providers' eyes. Mapping the journey reveals more than process gaps – it uncovers growth opportunities hidden in plain sight.

Growth doesn't start with better ads. It starts with better awareness of the path patients take to your door. And once you see that path clearly, you can guide more people down it – confidently, consistently, and with care.



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