Understand and connect with **radiologists**

Radiologists play an integral role in the healthcare journey, providing patient diagnostic testing alongside other critical screening and imaging services, and influencing purchase decisions in their practice. **M3 MI's Radiology Study** provides essential data for understanding the motivations and behaviors of these HCPs and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the radiology audiences important to your communication plan

- Specialties measured: Radiology/Diagnostic Radiology & Radiation Oncology
- 10+ types of radiology cases handled per week
- Demographics, primary employment location
- Position within lab
- Professional activities, association membership
- Professional social media connections & impact on job-related decisions
- Actions taken after reading medical-related social media posts
- Purchasing influence on radiology devices
- Use of technology for work

Develop media plans for your target audiences

Trusted media measurement data across 65 media properties:

- Radiology journals
- Professional websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- Media attitudes & opinions

Support omnichannel marketing strategy

Radiologists' channel preferences and usage across all their information sources:

- Conferences & meetings (remote & in-person)
- Professional associations
- Professional portals
- Newsletters & promotional marketing emails
- Professional journals (print/websites)
- Social media
- Webinars
- Podcasts
- Pharma & device/equipment websites
- Sales reps
- Preferred information like to acquire via certain channels & channels like to use for different types of information
- + much more

Pro Health Resources

Download the latest Professional Health content directory here or visit our website for other relevant materials.
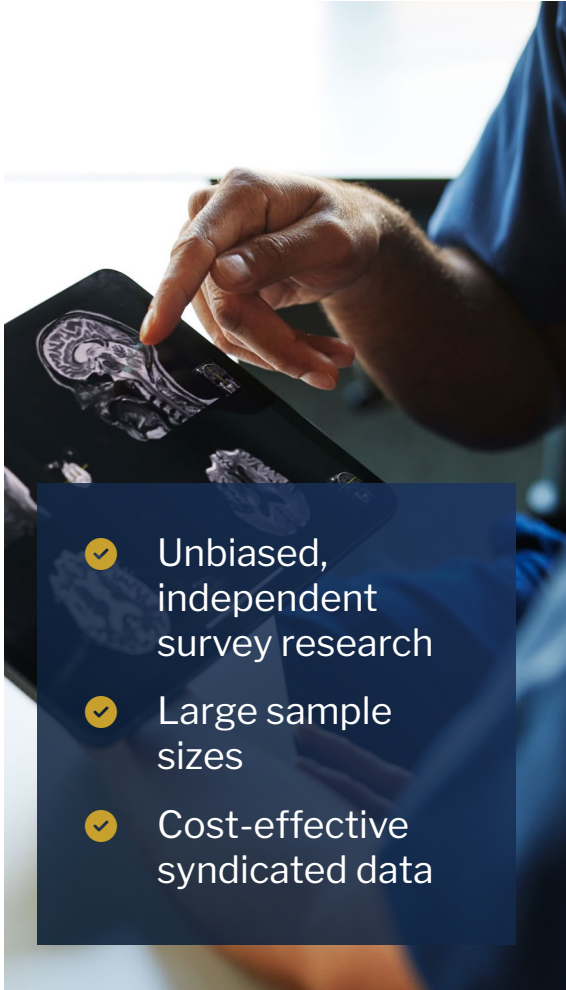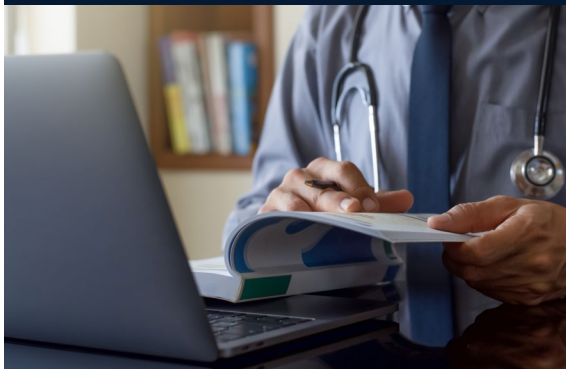
Radiology Study details

Latest release:	June 2024
Survey respondents:	300+
Sample source:	Random selection from AMA/AOA physician masterfile, All Global/M3 Physician panel, & Survey Healthcare Global physician panel
Methodology:	Online radiology interviews, weighted based on the size of the universe of the age group to which they belong
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts by key areas

Radiologists*	N=272
Radiation oncologists	N=112

Radiologist group consists of Diagnostic Radiologists (DR) and Radiologists (R), drawn in proportion to their presence within the overall universe.

- ✓ Unbiased, independent survey research
- ✓ Large sample sizes
- ✓ Cost-effective syndicated data

M3 MI Professional Health
Other Syndicated Offers

Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.

HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.

MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.