



# Innovations in Radiology Education: Leveraging Branding, Web Design, and User Experience for Enhanced Information Access and Interactive Learning



M. Carter<sup>1</sup>, B. Li<sup>2</sup>, F. Dahoud<sup>1</sup>, P. Asachi<sup>1</sup>, T. L. Chan<sup>2</sup>, Y. Hsu<sup>2</sup>, C. Fischer<sup>2</sup>, L. Chow<sup>2</sup>; Los Angeles, CA/US

<sup>1</sup>David Geffen School of Medicine at UCLA, <sup>2</sup>Department of Radiology, UCLA

## Introduction

As the medical landscape digitizes, the traditional medical trainee education should also begin to incorporate tools and resources to enhance the graduate medical experience.

Utilizing user experience focused web design, key-words and branding, the Breast Radiology Educational Resource at UCLA Health was launched in May 2023 to encourage exploration of breast imaging education.

## Methods

A Webmaster, two breast radiology fellowship-trained faculty members and a medical student team analyzed the trainee educational space. The current educational space focuses on informative approaches, while the Breast Radiology Education Resource set off to focus on interactive education and functional relationships between content and the user.

The four targeted aspects of the site included:

1. Building a database
2. Emphasizing user experience
3. Driving traffic with search engine optimization (SEO)
4. Establishing brand identity

**1. Building the Database:** Nine imaging fellowship-trained radiologists paired with radiology residents to draft guideline backed articles across six categories on the website.

**a. Easy Navigation:** Concise menu offerings categorized by topic.

**b. Copy Refinement:** Call-to-action language was incorporated into the homepage text to encourage users to interact with the resources available on the site.

**3. Keywords & SEO:**

Utilized keywords such as title on the main page (Fig. 2a), were utilized and then expanded upon to create subcategories related to each topic (Fig. 2b). Similar keywords like “focal asymmetry” were used throughout the articles, optimizing the website’s position in search engine results.

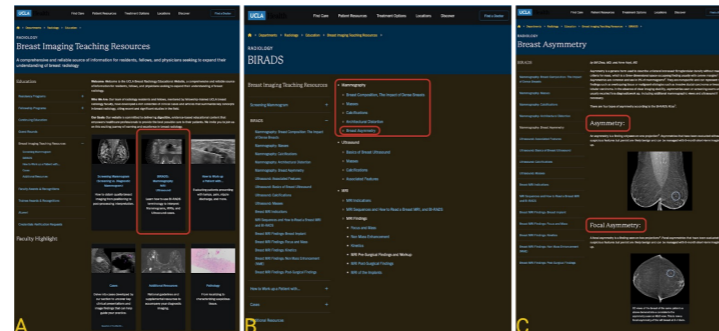


Figure 2 (a-c). Breakdown of categories and subcategories for each article.



Figure 1. The Breast Radiology Educational Resource homepage.

**2. User Experience:** A dedicated Webmaster and medical student team helped to target the following areas (a-c) to increase usability:

**c. Stating Our Why:** A section dedicated to explaining the intent of the website, the credibility of the resource, and the goals for our users.

**4. Integrating Brand Identity**  
Developed the “Test Your Knowledge” feature, composed of case-based quizzes to create interactive engagement and faculty highlights to foster community.

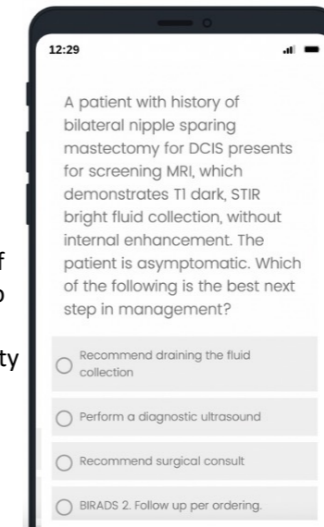


Figure 3. Quiz from the “Test Your Knowledge” platform.

## Results

- Since its launch in May 2023, the Breast Radiology Educational Resource has averaged 5,198 organic hits/month (Figure 4).
- A Google search of the keyword phrase “focal asymmetry” results in the Breast Radiology Educational resource showing up as a featured snippet or in Position 0 on a web search.

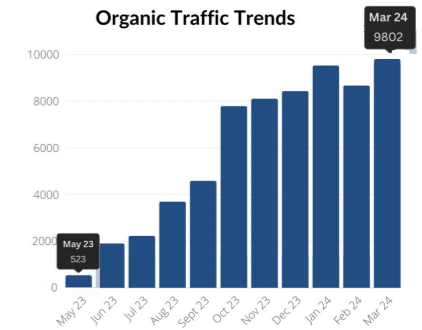


Figure 4. Organic traffic trends by month.

## Discussion

The Breast Radiology Educational Resource developed by UCLA Radiology faculty utilizes web design and branding to shape and encourage the exploration of breast radiology education. By embracing interdisciplinary and innovative approaches, this resource has broadened its educational reach beyond traditional boundaries. We highlight the importance of interactive initiatives in this space and demonstrate how these platforms could become mainstays for the future of radiology trainee education, especially within the Breast Radiology space.