

WHAT MAKES A GOOD READ?

CHALLENGES AND OPPORTUNITIES IN RADIOLOGY TODAY.

The MarkeTech Group surveyed over 200 radiologists in Europe and North America to gather their thoughts on the challenges in radiology and ways to improve the clinical practice. The results reveal some remarkable insights into the typical workday of a radiologist.

Key findings



91%

believe **image quality** is the most important display aspect that impacts reading performance



77%

believe **efficient workflow** impacts reading sessions



70%

of respondents say that **display ergonomics** are very important

4 facts about image quality



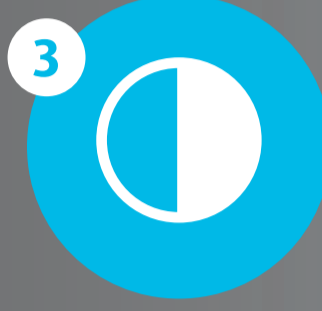
80%

of radiologists believe higher spatial resolution will improve the reading experience



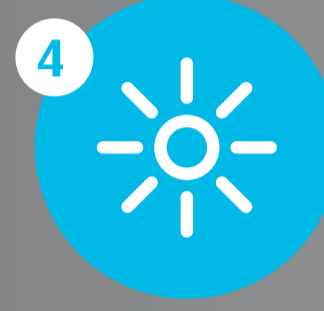
80%

find image uniformity important



68%

say higher contrast enhances clinical practice



53%

believe higher brightness and a wider viewing angle will change reading performance

How's radiologist productivity?

74%

think increasing image volumes will affect productivity

53%

think the growing complexity of studies is a challenge

Wish list



92% want faster image loading



92% want faster image manipulations



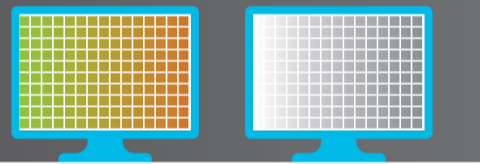
78% want a larger screen surface



66% want color and grayscale on one screen

The more, the merrier?

+85%
of radiologists use 3 displays or more, which increases head and neck movements



60%

use a mix of color and grayscale displays



63%

read both digital mammography and color PACS

In the US, this number increases to

84%



51%

BREAST MRI

55%

BREAST ULTRASOUND

US breast imaging specialists read more than digital mammography, such as breast MRI and breast ultrasound

Are radiologists reading comfortably?

87%
OF RADIOLOGISTS EXPERIENCE PHYSICAL DISCOMFORT WHEN READING IMAGES



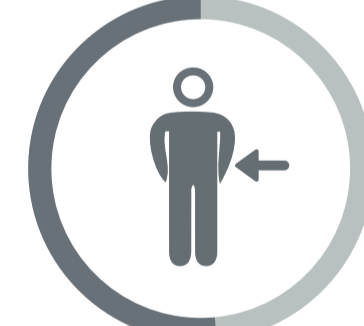
66%

experience eye fatigue



56%

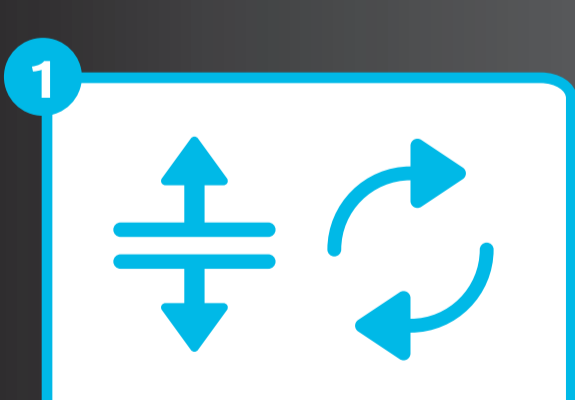
suffer from neck strain



52%

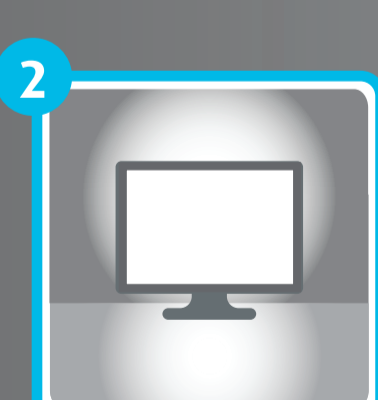
struggle with back pain

The ergonomic wish list



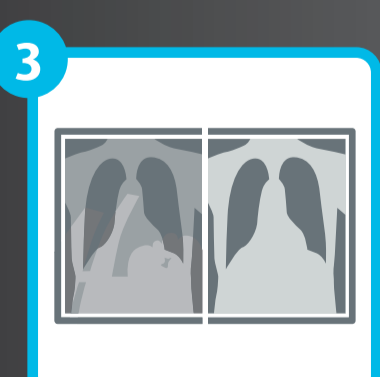
83%

want an easy-to-adjust stand



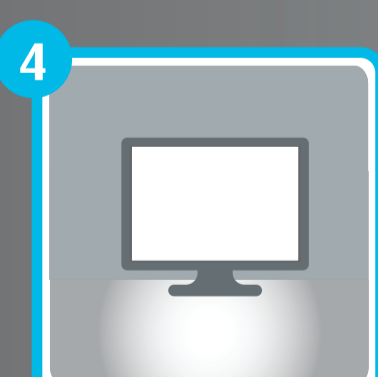
81%

want ambient room lighting



72%

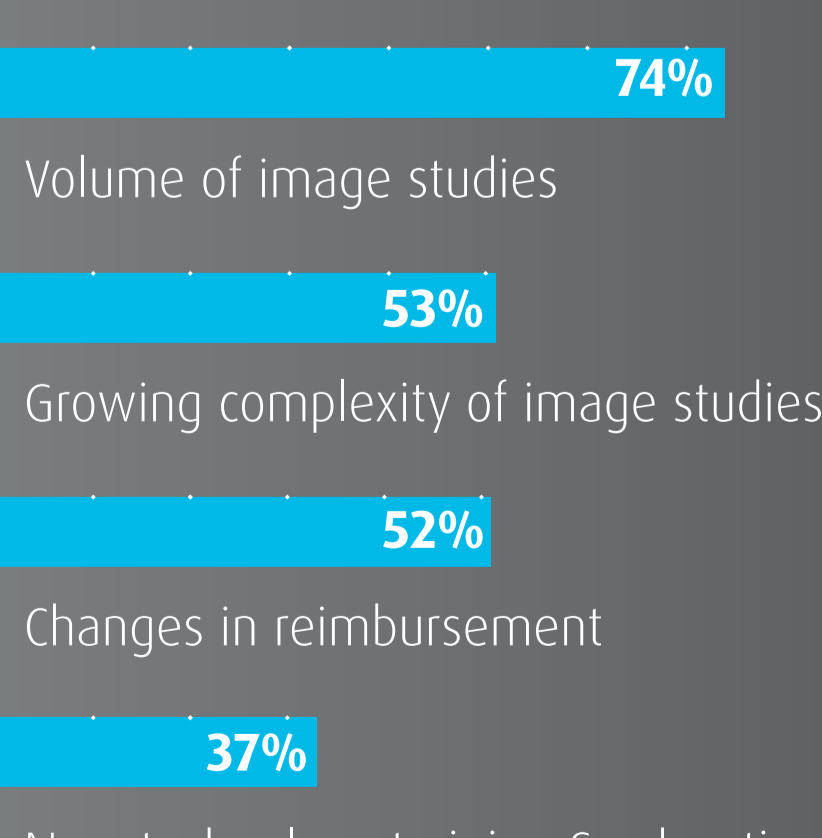
want reduced screen glare



69%

want keyboard task lighting

CHALLENGES IN GENERAL?



CHALLENGES IN BREAST IMAGING?

perception of subtle cancers



Detection of early phase cancers