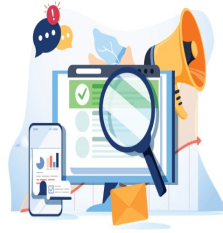


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## Online Awareness of Interventional Radiology: Search Trends & Insights



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Interventional Radiology (IR) emerged as a speciality focused on minimally invasive procedures, expanding from its origins in angioplasty and catheter-based therapies to encompass treatments like embolisation and cancer therapy. While officially recognised in 2012, its conceptual roots trace back to 1963. Despite evidence supporting its effectiveness and patient preference for minimally invasive options, studies show a lack of public awareness about IR, potentially influencing treatment decisions. Online platforms play a significant role in patient information-seeking behaviour, yet IR receives fewer searches compared to other specialities, indicating a need for improved online visibility. Analysing online search trends using tools like Google Trends can provide insights into patient understanding and guide efforts to enhance awareness and education about IR. [A recent study published in Clinical Radiology](#) aimed to examine the online presence of IR as a function of time, location, and popularity, using online tools to quantify and promote IR awareness on web-based platforms.

### Analysing Search Trends and Demographics in Interventional Radiology: Insights from a 15-Year Study

This study, exempt from institutional review, utilised Google Trends to analyse search volumes related to Interventional Radiology (IR) and associated procedures over 15 years. The search focused on keywords like "interventional radiology" and specific procedures performed by interventional radiologists. Demographic analysis within the United States was conducted using demographics.io to gather gender and age group data related to searches for "interventional radiology."

The study found that search trends related to Interventional Radiology (IR) remained relatively constant over the past 15 years, with a gradual increase starting around 2013–2014. Demographically, most searchers were female (80.9%), with the highest percentage falling within the age range of 35–54 years old (51.8%). Analysing search trends for the four most popular IR procedures revealed increasing search volumes over the 15 years, except for angiography, which showed a 20% decrease. Google Trends data showed variations in search volumes across different regions, with the United States having the highest volume. Regarding IR websites, search results primarily focused on patient education, answering questions like "What is Interventional Radiology?" Also, search engine results mirrored this trend. In Brazil, where search volumes were lowest, questions also pertained to pursuing IR as a career. Academic web pages dominated the top 10 search results in New York, with Wikipedia achieving the highest DISCERN score for quality. However, the average reading level required for comprehension was relatively high, around a college level.

### Global Perspective on Awareness of Interventional Radiology

The study aimed to assess national and global internet search trends, public awareness, and online presence of Interventional Radiology (IR) and its common procedures. Only a small percentage of regions provided sufficient data for analysis, indicating limited knowledge of the speciality worldwide. Some states lacked adequate data, even within the United States, where search volumes were highest. Demographically, the study revealed that most internet users searching for IR were women aged 35–54, a demographic that aligns with those who commonly benefit from IR procedures, particularly in fields like women's health. However, compared to other procedures addressing similar medical conditions, IR procedures received less attention, both from the public and in research efforts. Although there has been a gradual increase in search volumes for IR over the past 15 years, the study noted that websites providing information about IR often presented content at a high reading level, potentially hindering accessibility for many patients. This underscores the importance of ensuring that educational materials about IR are comprehensible to a broader audience.

### Bridging the Gap: Understanding Patient Preferences

The study also highlighted the disconnect between patient preference for minimally invasive procedures and the relatively low awareness about IR among both patients and healthcare providers. This lack of awareness may contribute to the comparatively low search volumes for IR-related information online. However, the study recognised several limitations, such as the aggregated and normalised nature of data from Google Trends, geographical constraints, and the need for further research on how healthcare providers utilise the internet for information about IR.

The study emphasised the importance of improving the quality, accessibility, and awareness of IR-related information online to enhance patient outcomes and promote a better understanding of this innovative medical speciality. Further research using a variety of sources is necessary to identify effective strategies for increasing awareness about IR.

**Source:** [Clinical Radiology](#)

**Image Credit:** [iStock](#)

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