

FOR IMMEDIATE RELEASE

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EXPECTANT MUMS AND BABIES AT HEART OF NEW MEDICARE CAMPAIGN



A screengrab from the new television campaign

Expectant mums and babies are the focus of a powerful [new national TV campaign](#) being aired in response to the Turnbull Government's failure to deliver on a major pre-election Medicare promise.

The campaign, produced by the Australian Diagnostic Imaging Association (ADIA), began today with a 30-second television commercial highlighting a promise made by the Turnbull Government in 2016 to end the freeze on Medicare rebates for radiology.

The Government broke this promise on July 1 this year, prompting the commercial to ask viewers, **'Who really gets hurt when a promise gets broken?'**

ADIA President Dr Siavash Es'haghi said the Government needs to be reminded that this broken promise will have real consequences for Australian patients.

"Before the 2016 election, the Coalition signed an agreement to end the 20-year freeze on Medicare rebates for radiology services when the GP rebate freeze ends," he said.

"The GP rebate freeze ended on 1 July this year, but there's still no end in sight for the radiology rebate freeze. The Government has to realise that breaking a promise like this will have a tangible impact on Australian families.

“The Government’s failure to re-index rebates for x-rays and scans means that these services are becoming less affordable and less accessible for Australian families.

“Pregnancy ultrasounds, for example, are still among the most underfunded services on Medicare – Australians are paying more than \$250 million a year for ultrasounds alone.

“Unless the Government ends the Medicare rebate freeze for radiology, only patients that can pay large gaps will be able to afford the x-rays and scans they need. That is not what Medicare is supposed to be.”

Dr Es’haghi said ADIA would continue with the campaign until the freeze on Medicare rebates for radiology is lifted.

“The Turnbull Government says it’s committed to supporting Australian families. Part of that commitment is ensuring vital healthcare services are accessible and affordable for all families, regardless of income.”

Sources:

“The Coalition will ensure that diagnostic imaging indexation resumes when the current GP rebate indexation freeze concludes”

(The Turnbull Coalition Team’ Media Release 5 June 2016: <https://www.liberal.org.au/latest-news/2016/06/05/coalition-plan-access-affordable-diagnostic-imaging-all-australians>)

Australians pay more than \$250 million a year out-of-pocket for ultrasounds

ADIA analysis of 2016-17 Medicare data provided by the Department of Health.

ADIA represents radiology practices throughout Australia, both in the community and in hospitals. It promotes the ongoing development of quality accreditation standards and appropriate funding settings so that Australians can have affordable access to quality radiology services. This supports radiology’s central role in the diagnosis, treatment and management of a broad range of conditions in every branch of medicine.

For interviews with Dr Es’haghi, please call Phil Martin, Michels Warren on 0418 817 876