

FOR IMMEDIATE RELEASE

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RADIOLOGY CAMPAIGN TARGETS CAPRICORNIA MP MICHELLE LANDRY



Screengrab from the television commercial running in regional QLD

Television commercials targeting Michelle Landry's electorate of Capricornia – the most marginal National Party seat in the country – will start airing next week, demanding that the Coalition make good on its promise to radiology patients.

Produced by the Australian Diagnostic Imaging Association (ADIA), the [television campaign](#), titled "Medicare – ignore it and it will go away", highlights the fact that the Coalition promised prior to the last election to reduce the cost of x-rays on scans – but has not kept its promise.

Patient rebates for life-saving radiology services have remained frozen since 1998 – not even increasing to match the rate of inflation in 20 years.

The ad will run on high rotation throughout March, both in metropolitan markets and regional Queensland networks including the WIN network that takes in Rockhampton and surrounding areas.

"Around one in three regional Queenslanders need access to radiology every year, and they will often need more than one service per visit," said **Dr Siavash Es'haghi**, President of ADIA and Managing Director at Imaging Queensland, which operates radiology clinics in the electorate.

"Many have to travel great distances to get diagnosed and treated. It's a vital service in diagnosing and treating a huge range of illnesses, and so affordable access is critical.

"And yet, because radiology has been ignored by successive governments for 20 years, Queenslanders are now paying average gaps of almost \$95.

“Michelle Landry is a member of the Turnbull Coalition Government that finally recognised this problem before the last Federal election and promised to end the Medicare freeze, but they haven’t kept their promise.

“They’ve forgotten about Queensland patients.”

Dr Es'haghi said the Government “must be held responsible” for the impact its policies are having on Medicare and patient care.

“Before the 2016 election, the Coalition collaborated with ADIA on a package of structural reforms and signed an agreement to end the 20-year freeze on Medicare rebates for radiology services when the GP rebate freeze ends,” he said.

“But the Government has not kept its promise. The GP rebate freeze is set to end on 1 July 2018, while more than 800 life-saving radiology items listed on Medicare remain frozen at 1998 levels.

“We know that almost 50,000 Queenslanders forego every year don’t get the x-rays and scans they need because they can’t afford them*.

“Ms Landry needs to show leadership on this issue – because it affects everyone in her electorate.”

**ABS Statistics 2015/16 - 46,800*

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, please call Phil Martin, Michels Warren on 0418 817 876