



australian diagnostic imaging association

## *‘Putting a Face to the Image’*

March 2011

### Media Coverage Report



### Cancer treatment Call for funding

By EMMA BROWN

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### Call to index rebate on radiology

By LUCY POSKITT

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the Medicare rebate for radiology services for the first time in 12 years.

Cancer Voices Australia

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### Patients struggle to pay gap

By JACQUI JONES  
Health Reporter



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Hot topics: australia, government-and-politics, states-and-territories, nav, sport, law-crime-and-justice, elections, commu  
unrest-conflict-and-war

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#### Rebate leaving \$150 gap for cancer patients

Posted Tue Mar 22, 2011 1:35pm AEDT

South Australian cancer patients are part of a campaign urging the Federal Government to boost funding for radiology services. MAP: Adelaide 5000

A representative group Cancer Voices Australia says the Medicare rebate for X-rays is too low and leaves patients covering a gap of up to \$150.

Patients and medical staff have met at the Adelaide Cancer Centre as part of a campaign to increase radiology rebates.

John Stubbs from Cancer Voices Australia says it is 12 years since the Medicare X-ray rebate was last increased.



**We call on the Australian Government to take immediate action and introduce indexation of diagnostic imaging rebates to ensure that patients can access quality and affordable diagnostic imaging services.**

## Background

In March 2011 the Australian Diagnostic Imaging Association (ADIA), in partnership with Cancer Voices Australia and the Warwick Foundation, held events at a number of radiology practices across Australia to highlight the pressing need for indexation of the Medicare patient rebate for essential and life saving radiology services.

The *'Putting a Face to the Image'* media campaign sought to generate local area and where possible major metropolitan media coverage by 'putting a face' to the patients forced to cover the increasing payment-gap for radiology services.

At each participating radiology practice local media were invited to attend the practice and provided the opportunity to interview patients affected by out-of-pocket radiology costs.

A select group of radiology practices from across Australia participated in the campaign, providing and coordinating patients and spokespeople from their practice to participate in the media event.

## Media Coverage Summary

The *'Putting a Face to the Image'* media relations campaign resulted in 60 pieces of coverage across a number of regional newsprint, online and broadcast outlets including television, newspaper, online and radio media outlets.

Medium	Stories	Audience
National - Online	2	56,000
National - Medical Media	1	14,000
Regional - Television	4	166,000
Regional - Newsprint	8	37,018
Regional - Online	3	167,208
Regional - Talkback Radio	5	23,600
Regional - Radio News	37	243,990
<b>SUBTOTAL (to date)</b>	<b>60</b>	<b>707,816</b>

Individual pieces of media coverage can be seen on the following pages.

## National – Online

### **ABC Online**

22 March 2011

Audience – 28,000

<http://www.abc.net.au/news/stories/2011/03/22/3169968.htm>

### **Calls for rethink on radiology rebate**

Posted Tue Mar 22, 2011 6:52am AEDT

A Hunter radiologist says radiology services in Australia are chronically underfunded and private patients are footing the bill.

Hunter region cancer patients, health care groups and radiologists will meet in Cardiff today to call on the Federal Government to increase funding for diagnostic radiology services.

Todd Forbes of Hunter Group Imaging says the rebate has not been adjusted for 12 years, despite costs increasing by up to 30 per cent.

He says the Medicare rebate for a single diagnostic service falls around \$77 short of the actual cost.

He says this can add up to a significant amount for a cancer patient, and he is calling on the Government to increase the rebate.

"To really make the government try and stand up and listen to what we're saying," he said.

"These vital services, community based medical diagnostic services that people use every day, they're really getting priced to the point where they're out of access to many people who can't afford to fit the bill."

He says his practice bulk-bills most patients, but the cost-gap is being shifted to private patients.

"We made a conscious decision, and it's a long standing decision, to bulk bill certain community groups, because we know that they wouldn't be able to afford to have their imaging done if we didn't bulk-bill it.

"But what that's doing is creating a burden on the private patients, the ones that we don't bulk bill."





**ABC Online**

22 March 2011

Audience – 28,000

<http://www.abc.net.au/news/stories/2011/03/22/3170478.htm>

**Rebate leaving \$150 gap for cancer patients**

Posted Tue Mar 22, 2011 1:35pm AEDT

South Australian cancer patients are part of a campaign urging the Federal Government to boost funding for radiology services.

A representative group Cancer Voices Australia says the Medicare rebate for X-rays is too low and leaves patients covering a gap of up to \$150.

Patients and medical staff have met at the Adelaide Cancer Centre as part of a campaign to increase radiology rebates.

John Stubbs from Cancer Voices Australia says it is 12 years since the Medicare X-ray rebate was last increased.

"The Government has put a lot of money into radiotherapy services, the rural and regional cancer services over the past couple of years so we think to be consistent with government policy in reducing the impact on cancer patients they've got to look at the gap between what patients pay for their diagnostic services," he said.

He believes a case can also be made to employ more radiology oncologists to provide accurate diagnoses.

"If we got the right diagnostic treatment at the right time because there's incidents of patients getting two and three diagnostic services so that's an additional cost for the Government and also for the patient so let's get it right the first time," he said.



## National – Medical Media

### *6 Minutes (Online)*

23 March 2011

Circulation – 14,000

**RADIOLOGY SERVICES IN AUSTRALIA** are chronically underfunded and private patients are footing the bill, says a Hunter radiologist. **ABC**

## Regional – Television

### **WIN Ballarat**

22 March 2011

Audience – 41,000

### **WIN News - 22/03/2011 - 06:44 PM**

Bruce Roberts

Ballarat cancer patients and professionals want bigger Medicare rebates for diagnostic imaging. Private clinics may be forced to pass costs on or close. Lake Imaging in Ballarat cannot maintain operations. Patient Marilyn Williams said there is no funding. CEO John Livingston said the Federal Government's rebate should rise in line with CPI.

Interviewees: John Livingston, CEO, Lake Imaging; Marilyn Williams, Patient

Duration: 1:38



### **Southern Cross Tasmania (Hobart)**

22 March 2011

Audience – 42,000

### **Southern Cross Nightly News - 22/03/2011 - 06:12 PM**

Jo Palmer

Tasmanian doctors and cancer patients want the Federal Government to provide more Medicare funding for radiology. Last year Australians spent \$300m on diagnostic imaging. The Federal Government says in 2009 it allocated a 10% bulk billing bonuses for diagnostic services.

Interviewees: Liz Atkins, patient; Matthew Bellairs, spokesman, Regional Imaging Tasmania

Duration: 1:29





## **WIN (Hobart)**

22 March 2011

Audience – 44,000

### **WIN News - 22/03/2011 - 06:10 PM**

Anna McMahon

There are fears the increasing costs for cancer sufferers are putting lives at risk. Patients and medical experts have urged the Federal government to boost Medicare funding so patients can afford the care they need. Liz Atkins, Cancer Patient, must travel from Sheffield to Launceston every three months for ultrasounds and says she cannot afford it. The cost of diagnostic imaging has increased dramatically over the last 12 years, but Medicare rebates have not.

Interviewees: Liz Atkins, Cancer Patient; Matthew Bellairs, I-Med Regional Manager

Duration: 1:18



## **Prime 7 Wagga Wagga**

22 March 2011

Audience – 39,000

### **Prime Local News - 22/03/2011 - 06:08 PM**

Local cancer patients are struggling financially and today joined forces with a lobby group that is trying to force the Fed Govt to help cancer patients pay less for cancer treatment. Patient Stephanie Hancock says her medical costs are an expensive burden. General Manager Mark Simpson says out-of-pocket costs are expensive for local patients. Cancer patients Brian Bloodworth and Jim Speirs claim their treatment is expensive. 2800 patients have petitioned the Health Minister calling for change.

Interviewees: Stephanie Hancock, patient; Mark Simpson, General Manager; Brian Bloodworth, cancer patient; Jim Speirs, cancer patient

Duration: 2:12



## Regional – Newspapers

***Ballarat Courier***

25 March 2011

Circulation – 33,186

# Cancer treatment Call for funding

By **EMMA BROWN**

AS PART of her ongoing breast cancer treatment Marilyn Williams has had four ultrasounds at Lake Imaging in the last few months.

While it is something she would rather not have to do, she is adamant the treatment from the privately run business has been excellent and she is grateful for the existence of the organisation.

The Ballarat pensioner is one of many patients and cancer specialists to call on the federal government to boost Medicare funding for diagnostic imaging services.

Lake Imaging chief executive officer John Livingston said there had been no adjustments to Medicare rebates for diagnostic imaging services to reflect increase in practice costs.

The Medicare rebate for diagnostic imaging services has not been indexed for 12 years with costs now 20 to 30 per

cent higher than the rebate.

"While there has been no funding increases, the cost of radiology continues to grow," Mr Livingston said.

He said 60 per cent of costs were for the healthcare workforce and the other 20 per cent for rent, medical consumables and equipment maintenance.

"We offer a state-of-the-art facility and bulk billing for pensioners and card holders, but we won't be able to continue to if we don't get an increase in funding," he said.

Mr Livingston said more than 85 per cent of diagnostic imaging services were provided by the private sector. If centres such as Lake Imaging were to close, it would mean the public health system would become overburdened.

The Put a Face to the Image campaign, a joint initiative of Cancer Voices Australia, The Warwick Foundation and the Australian Diagnostic Imaging Association, is asking for an indexing schedule up to three per cent per year.



**BRAVE FACE:** Cancer patient Marilyn Williams.

**Newcastle Herald**

23 March 2011

Circulation – 48,000

# Expensive imaging

## Patients struggle to pay gap

By JACQUI JONES  
Health Reporter

RADIOLOGY is routine for Kristie Smith and daughter Tahlia.

But the Smiths, of Kahibah, are private patients who say it is increasingly difficult to pay the gap between the Medicare rebate and the cost of diagnostic imaging services.

They are among many Australians represented in a new campaign called Putting a Face to the Image.

The Australian Diagnostic Imaging Association, which represents private practition-

ers, Cancer Voices Australia, and non-profit organisation The Warwick Foundation, are lobbying the federal government to increase rebates.

Mrs Smith has rheumatoid arthritis in 70 per cent of her body and needs X-rays and ultrasounds every three to six months, and MRIs (magnetic resonance imaging) annually.

Tahlia, aged three months, will today have her second ultrasound in eight weeks after being born with dislocated hips.

The procedures cost be-

tween \$140 and \$900 each and Medicare covers only about a third of the cost.

Mrs Smith said paying the money was difficult and a rebate increase was needed.

"Particularly for people who have ongoing treatment," she said. "It's unavoidable."

Hunter Imaging Group chief executive Peter Schultz said the feedback from patients was outrage over costs.

The private sector's patient workload was on par with the public sector in the Hunter,

and therefore took pressure off the public system, he said.

Mr Schultz said Medicare rebates for diagnostic imaging should rise in line with indexation, as was the case in most other medical professions.

A spokesman for Health and Ageing Minister Nicola Roxon said imaging arrangements were being reviewed.



Tell us what you think  
[letters@theherald.com.au](mailto:letters@theherald.com.au)



**DIFFICULT:** Kristie Smith, holding daughter Tahlia, said a rebate increase was needed



*Maitland Mercury*

23 March 2011

Circulation – 4,230

# High cost of treatment leaves patients at risk

EMMA SWAIN

Cash-strapped Maitland cancer patients are forgoing life-saving tests to identify, track and treat their disease because of the financial burden, a Hunter medical expert says.

Hunter Imaging CEO Peter Schultz said there was anecdotal evidence that some Maitland patients missed out on vital diagnostic imaging because of the cost of these services coupled with a lack of Medicare cover.

Hunter Imaging – which has clinics in Maitland, East Maitland and Rutherford – was yesterday one of 12 radiology practices to throw open its doors and join forces with cancer patient advocates to highlight the widening gap paid by many Australians requiring radiology services.

The 12 participating radiology services represent the 12 years since the Medicare Scheduled Fee for radiology services was increased.

“The bottom line is that these imaging services have not had a Medicare funding boost in at least 12 years and that’s got to change,” Mr Schultz said.

“Maitland is like every place across Australia that is being forced to deal with this and it’s those that are seriously ill who are left to foot the bill.”

Patient support group Cancer Voices Australia says the most seriously ill people are shouldering a sizeable burden every time they are referred for a scan or x-ray at

a private radiology clinic because of the chronic under-funding for radiology and a lack of indexation for Medicare rebates.

“Early and accurate diagnosis saves lives and yet the cost of providing these services is now 20 to 30 per cent higher than the Medicare rebate,” Cancer Voices chairman and cancer patient Dr Ian Roos said.

“Many patients fighting life-threatening illness are finding it increasingly difficult to fund the gap.”

Cancer patients and medical experts across Australia are now calling on the federal government to lower the cost for patients requiring radiology services and to index the Medicare patient rebate for radiology services.

“We want politicians to understand that this issue impacts on thousands of Australians every day and that it’s often the sickest patients who pay the most,” Dr Roos said.

The Australian Diagnostic Imaging Association (ADIA) has warned that unless the government acts now, clinics will have no choice but to cut costs and services will decline.

More than 25,000 sick and financially stressed Australians have sent letters of concern to Federal Minister for Health and Ageing Nicola Roxon.

***Maitland Mercury***

23 March 2011

Circulation – 4,230

**Catherine Moss wouldn't be alive today**

Rebecca Berry  
267 words

Catherine Moss wouldn't be alive today if the cancer attacking her body hadn't been detected as soon as it was.

And the Thornton woman knows she is one of the lucky ones.

"It's often the people that are the sickest who need this kind of service but they are also the ones who may not be able to afford what they so desperately need," Ms Moss, 48, said.

The mother of two was diagnosed with breast cancer in November last year. Today she is on the road to recovery but her heart goes to those who cannot afford the testing required to save their lives.

"I have been looked after very well but the out of pocket expenses are getting greater and greater for cancer patients because the government is not indexing the Medicare rebate," she said.

More than 25,000 sick and financially stressed Australians have sent letters to Federal Minister for Health and Ageing Nicola Roxon calling for help.

Among those were cancer patients struggling to pay the average gap of \$77 per imaging procedure.

"It is worrying because you never really think you are going to get this sick but you still have a mortgage to pay, you still have children to feed and bills to pay," Ms Moss said.

"The world simply doesn't stop because you have cancer but you have to find a way to pay for everything otherwise you won't survive . . . you don't have a choice."



*Daily Advertiser*

23 March 2011

Circulation – 11,353

# Cost puts lives at risk

## ‘Medicare rebate is too small’

► WAGGA

By Ben Glover

AN INCREASING number of people will risk serious illness or death rather than pay for radiology services if the federal government doesn't beef up public funding, according to the general manager of a private company with a practice in Wagga.

According to Mark Simpson, general manager of Regional Imaging, cancer patients are going undiagnosed rather than forking out for scans that can iden-

tify the disease because of the widening gap between the cost of the scans and the amount they get back on Medicare.

"The cost of performing these procedures has naturally increased over time; unfortunately, the amount of money that Medicare allocates for these procedures has not changed in 12 years," Mr Simpson said.

And according to Mr Simpson, if more money is not kicked in soon, some of

the services currently available in regional areas may be cut, forcing patients to travel to capital cities to access services such as mammography.

Yesterday three of Regional Imaging Wagga's regular patients spoke of the cost burden that they had been forced to pay, with one saying she would have to move to Sydney if she could no longer access MRI in Wagga.

"I'd have to move because

I couldn't afford to do it on an ongoing basis," said Stephanie Hancock, a 69-year-old who is reliant on a part-pension and needs an annual MRI.

It's a similar story for Jim Speirs, 64, who is lucky to be alive after overcoming oesophageal cancer, which was identified by CAT scans. Mr Speirs has had "about 15" scans in the last three years and said as a self-funded retiree, the cost had been difficult to bear.



**COSTLY:** Patients of Medical Imaging in Wagga, Jim Speirs and Brian Bloodworth, have both had to deal with the high cost of medical scans due to the growing gap between the Medicare rebate and the cost of the procedures. Picture: Michael Frogley

SCAN COST GAP			
PROCEDURE	COST	MEDICARE REBATE	OUT OF POCKET
Arm X-ray .....	\$85.30	\$51.50	\$33.80
Bilateral mammogram .....	\$166.10	\$76.10	\$90
Abdominal ultrasound .....	\$214.65	\$94.65	\$120
MRI .....	\$621.60	\$421.60	\$200

**Launceston Examiner**

23 March 2011

Circulation – 32,221

## Call to index rebate on radiology

By LUCY POSKITT

EVERY three months, Sheffield's Liz Atkins pays around \$150 for an ultrasound to check that a melanoma found on her arm 12 months ago hasn't spread.

She gets back just \$30 from Medicare, leaving her \$120 out of pocket each time.

"Sometimes I think that I can't afford it at the moment, so I'll wait another couple of months to save up the money," she said.

Mrs Atkins's case highlights the campaign by Cancer Voices Australia, the Warwick Foundation and the Australian Diagnostic Imaging Association for the federal government to index

the Medicare rebate for radiology services for the first time in 12 years.

Cancer Voices Australia chairman Ian Roos said the most seriously ill members of the community were shouldering the cost burden due to the chronic underfunding of radiology services and a lack of indexation for Medicare rebates.

"Early and accurate diagnosis saves lives and yet the cost of providing these services is now 20 to 30 per cent higher than the Medicare rebate," he said.

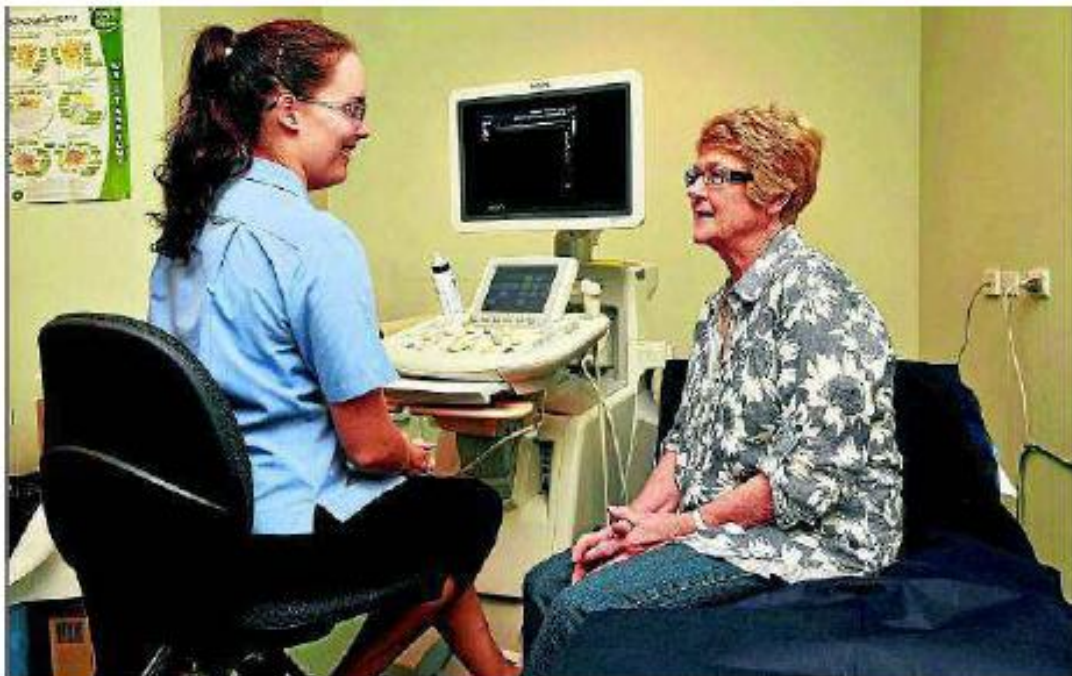
A spokesman for Federal Health Minister Nicola Roxon said her department was reviewing its diagnostic imaging arrangements.

"In November 2009 we introduced an incentive of 10 per cent for bulk-billed diagnostics imaging services, representing an investment of \$600 million over four years," the spokesman said.

"The Australian Diagnostic Imaging Association described this measure as being of immense value to patients.

"We are also investing \$5.7 million over four years to train more diagnostic imagers and more places for radiologists."

Regional Imaging Tasmania regional manager Matthew Bellairs said that while it sounded like a lot of money invested, other costs had gone up more than the consumer price index.



Sonographer Danielle Claridge talks to Liz Atkins, of Sheffield, about her regular ultrasound.

Picture: WILL SWAN

**Newcastle Herald**

22 March 2011

Circulation – 48,000

## **Radiology rebates exposed**

HUNTER patients and advocates will today join a national campaign calling for increased Medicare rebates for radiology services.

The Australian Diagnostic Imaging Association, which represents private practitioners, Cancer Voices Australia, and non-profit organisation The Warwick Foundation, is behind the push.

The groups' advocates and radiology patients will meet in Cardiff today to highlight a growing gap between Medicare rebates and the cost of diagnostic imaging services.

It said many patients were struggling to finance the gap. **AAP**



## Regional – Online

### *Launceston Examiner Online*

23 March 2011

Circulation – 1,325

<http://www.examiner.com.au/news/local/news/health/call-to-index-rebate-on-radiology/2111132.aspx>

## Call to index rebate on radiology

BY LUCY POSKITT

EVERY three months, Sheffield's Liz Atkins pays around \$150 for an ultrasound to check that a melanoma found on her arm 12 months ago hasn't spread.

She gets back just \$30 from Medicare, leaving her \$120 out of pocket each time.

"Sometimes I think that I can't afford it at the moment, so I'll wait another couple of months to save up the money," she said.

Mrs Atkins's case highlights the campaign by Cancer Voices Australia, the Warwick Foundation and the Australian Diagnostic Imaging Association for the federal government to index the Medicare rebate for radiology services for the first time in 12 years.

Cancer Voices Australia chairman Ian Roos said the most seriously ill members of the community were shouldering the cost burden due to the chronic underfunding of radiology services and a lack of indexation for Medicare rebates.

"Early and accurate diagnosis saves lives and yet the cost of providing these services is now 20 to 30 per cent higher than the Medicare rebate," he said.

A spokesman for Federal Health Minister Nicola Roxon said her department was reviewing its diagnostic imaging arrangements.

"In November 2009 we introduced an incentive of 10 per cent for bulk-billed diagnostics imaging services, representing an investment of \$600 million over four years," the spokesman said.

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Regional Imaging Tasmania regional manager Matthew Bellairs said that while it sounded like a lot of money invested, other costs had gone up more than the consumer price index.



**Newcastle Herald Online**

23 March 2011

Circulation – 3,397

<http://www.theherald.com.au/news/local/news/general/radiology-patients-want-better-medicare-rebates/2110907.aspx>

## Radiology patients want better Medicare rebates

BY JACQUI JONES

RADIOLOGY is routine for Kristie Smith and daughter Tahlia.

But the Smiths, of Kahibah, are private patients who say it is increasingly difficult to pay the gap between the Medicare rebate and the cost of diagnostic imaging services.

They are among many Australians represented in a new campaign called Putting a Face to the Image.

The Australian Diagnostic Imaging Association, which represents private practitioners, Cancer Voices Australia, and non-profit organisation The Warwick Foundation, are lobbying the federal government to increase rebates.

Mrs Smith has rheumatoid arthritis in 70 per cent of her body and needs X-rays and ultrasounds every three to six months, and MRIs (magnetic resonance imaging) annually.

Tahlia, aged three months, will today have her second ultrasound in eight weeks after being born with dislocated hips.

The procedures cost between \$140 and \$600 each and Medicare covers only about a third of the cost.

Mrs Smith said paying the money was difficult and a rebate increase was needed.

“Particularly for people who have ongoing treatment,” she said. “It’s unavoidable.”

Hunter Imaging Group chief executive Peter Schultz said the feedback from patients was outrage over costs.

The private sector’s patient workload was on par with the public sector in the Hunter, and therefore took pressure off the public system, he said.

Mr Schultz said Medicare rebates for diagnostic imaging should rise in line with indexation, as was the case in most other medical professions.

A spokesman for Health and Ageing Minister Nicola Roxon said imaging arrangements were being reviewed.





### ***Northside Chronicle Online***

22 March 2011

Circulation – 62,972

<http://northside-chronicle.wherelive.com.au/news/story/diagnostic-imaging-service-funding-plea/>

**CHERMSIDE:** Cancer patients and medical experts joined forces in Chermside this morning to ask the Federal Government to boost Medicare funding for diagnostic imaging services.

The protest was a joint initiative of Cancer Voices Australia, The Warwick Foundation and the Australian Diagnostic Imaging Association.

Early and accurate diagnosis saves lives and yet the cost of providing these services is now 20 to 30 per cent higher than the Medicare rebate,” said the Chairman of Cancer Voices Australia, Dr Ian Roos.

Many patients fighting life-threatening illness are finding it increasingly difficult to fund the gap. Unless something is done many will forgo tests to identify, track and treat serious diseases simply because they cannot afford the diagnostic imaging service,” he said.

He claimed the cost of diagnostic imaging services was 20-30 per cent higher than the Medicare rebate and that the Medicare rebate for diagnostic imaging services had not been indexed for 12 years.

He said the average gap paid for diagnostic imaging was \$77 per service.



## Regional – Talkback Radio

### ***ABC North and West SA***

22 March 2011

Audience – 7,500



#### **Late Afternoons - 22/03/2011 - 05:16 PM**

Marner says that today cancer patients have been claiming Medicare rebates for scans and x-rays are unjust. Marner says Cancer Voices Australia have been campaigning in Adelaide today and then introduces John Stubbs, Executive Officer, Cancer Voices Australia to discuss the the campaign. Stubbs talks about growing up in Peterborough. Stubbs talks about the extra price of having to travel from the country to the city for cancer treatment. Stubbs talks about why they are concerned about the rebate and how it affects their membership. Stubbs also says some of the doctors are now overworked and some are not able to see the doctor they need to urgently. Stubbs points out some ways that Medicare could fix the situation, one of which is a means test. Stubbs also then talks about the fact that the last time Medicare increased its rebate amounts for cancer patients was 12 years ago.

Interviewees: John Stubbs, Executive Officer, Cancer Voices Australia

Duration: 5:26

### ***ABC North and West SA***

22 March 2011

Audience – 7,500



#### **Late Afternoons - 22/03/2011 - 05:10 PM**

Program Preview: Cancer voices Australia campaign over Medicare payments for scans and x-rays.

Duration: 1:46

### ***ABC North and West SA***

22 March 2011

Audience – 7,500



#### **Late Afternoons - 22/03/2011 - 04:05 PM**

Program Preview: Cancer patients feel Medicare rebates for scans and x-rays are unjust, a campaign has been launched against this

Duration: 2:41

**ABC Ballarat**

22 March 2011

Audience – 1,100



**Mornings - 22/03/2011 - 08:35 AM**

Martin says the fee amount covered for a mammogram, x-ray, or an MRI by the Government has not changed much since 1998 and in some cases it has even reduced. In Australia there are approximately 50,000 people using radiology services every day. Industry and patients are now asking why the Medicare rebates have not kept up with the steadily increasing cost over the last ten years. Greg Hughes, Vice President of the Australian Diagnostic Imaging Association is also a partner at Lake Imaging and says unlike most other areas in medical practice that attracts a Medicare rebate, radiology has had no indexation. He provides an example of how the pricing works now compared to 1998. He says the costs of things such as electricity and wages increases for service providers every year however what the Government provides to patients has decreased by 30% over time. Hughes says they have done some work with Access Economics and they are estimating that in 2011 and 2012, if they do not see indexation by the Government in the next budget which is coming out in May, patients will be paying approximately \$540m in gaps. A large percentage of that gap is being paid for by sick patients such as those with cancer who rely on CT scans for early diagnosis and follow up for treatment. Hughes says the Federal Government has undergone a diagnostic imaging services table or a review of that part of the Medicare schedule that radiology access funds from and the Government is saying 'we [do not] have any more money'. Hughes says adequately funding radiology means they can assist the Government in saving money in the long term. Caller Leonne asks if there is a difference in charges for pensioners and those on a Health Care Card. Hughes says his business operates throughout Ballarat, Warrnambool, and the South West Region and their policy is to bulk bill pensioners and Health Care Card holders. Martin says the news is reporting that the meeting with Cancer Voices Australia will take place today and there will be a protest about the rising costs. Hughes says it is not really a protest but their patients in areas including Geelong and Ballarat want to work with them to ensure the Government listen to them. Volunteers are willing to talk to media and local MPs to explain the impact at the local level.

Interviewees: Greg Hughes, Vice President, Australian Diagnostic Imaging Association

Duration: 9:59

This program or part thereof is syndicated to 2 stations.

**NB.** An additional interview with Dr Ian Roos is scheduled with ABC Western Queensland for Tuesday, 29 March.

Audience – 4,000

## Regional – Radio News

### **3SR FM Shepparton**

25 March 2011

Audience – 1,400



#### **08:30 News - 25/03/2011 - 08:31 AM**

A group representing Goulburn Valley cancer patients has launched a campaign calling for the indexing of the Medicare rebate, for medical diagnostic imaging. They say cost pressures for these services are costing lives. Cancer Voices Australia Chairman Ian Roos says their 'Putting a Face to the Image' campaign is to draw Federal Government attention to the cost of medical scans.

Interviewees: Ian Ross, Chairman, Cancer Voices Australia

Duration: 0:40

### **3SR FM Shepparton**

25 March 2011

Audience – 1,400



#### **07:30 News - 25/03/2011 - 07:32 AM**

Cancer Voices Australia has 'put a face to the Image' through a campaign in the Goulburn Valley, calling for a better deal for local patients left out of pocket for diagnostic imaging services. Chairman Dr Ian Roos says Canberra needs to address the Medicare rebate for these services, as the cost is putting too much pressure on the patients. He says the Government need to index the rebate, which hasn't been done for 14 years.

Interviewees: Dr Ian Roos, Chairman, Cancer Voices Australia

Duration: 0:36

### **3SR FM Shepparton**

25 March 2011

Audience – 1,400



#### **06:30 News - 25/03/2011 - 06:31 AM**

Cancer Voices Australia says the Federal Government needs to index the Medicare rebate for diagnostic imaging services. The group launched their 'Putting a Face to the Image' campaign across the Goulburn Valley, saying x-ray and scan costs are costing lives. Chairman Dr Ian Roos says it is the patients most in need paying the most.

© Media Monitors 2011

Interviewees: Dr Ian Roos, Chairman, Cancer Voices Australia

Duration: 0:49

**Star FM 104.9 Albury**

24 March 2011

Audience – 7,500



**07:30 News - 24/03/2011 - 07:32 AM**

Cancer Voices Australia has launched their 'Putting a Face to the Image' campaign. Dr Ian Roos, Chairman, Cancer Voices Australia, says the Federal Govt needs to index a Medicare rebate for diagnostic imaging services.

Interviewees: Dr Ian Roos, Chair, Cancer Voices Australia

Duration: 0:29

**Star FM 104.9**

24 March 2011

Audience – 4,900



**06:30 News - 24/03/2011 - 06:34 AM**

Cancer Voices Australia wants the Federal Govt to index a Medicare rebate for diagnostic imaging services. They have launched their 'Putting a Face to the Image' campaign. Dr Ian Roos, Chairman, Cancer Voices Australia, says it is patients most in need who are paying the most.

Interviewees: Dr Ian Roos, Chair, Cancer Voices Australia

Duration: 0:37

**2WG Wagga Wagga**

23 March 2011

Audience – 12,300



**07:30 News - 23/03/2011 - 07:31 AM**

Cancer Voices Australia has launched their Putting A Face to the Image campaign in Wagga, calling for a better deal for local patients who are left out of pocket for diagnostic imaging services. Cancer Voices Australia chairman Dr Ian Roos says Canberra needs to address the Medicare rebate for these services.

Interviewees: Dr Ian Roos, Chairman, Cancer Voices Australia

Duration: 0:36

**2WG Wagga Wagga**

23 March 2011

Audience – 10,400



**06:30 News - 23/03/2011 - 06:30 AM**

Cancer Voices Australia has launched a campaign in Wagga calling on the Federal Government to index the Medicare rebate for medical diagnostic imaging, saying cost pressures for these services are costing lives.

Interviewees: Ian Roos, Chairman, Cancer Voices Australia

Duration: 0:42

**ABC New England**

22 March 2011

Audience – 3,500



**17:30 News - 22/03/2011 - 05:33 PM**

Cancer patients and medical experts in Inverell are demanding the Federal Government boost Medicare funding for diagnostic imaging services, claiming the financial burden faced by patients in New England could be life threatening. Today was a national day of action from private radiography services such as the Australian Diagnostic Imaging Association.

Interviewees: Lisa Turner, spokeswoman, Australian Diagnostic Imaging Association.

Duration: 1:00

**ABC South Western Victoria**

22 March 2011

Audience – 200



**17:30 News - 22/03/2011 - 05:31 PM**

Lake Imaging, Ballarat, has pushed for an increase in the Medicare Rebate for X-Rays and Mammograms. Cancer Voices Australia has highlighted ill patients are being forced to pay excessive fees for services. Greg Hughes, Vice President, Australian Diagnostic Imaging Association, says there has been no shift in the Medicare rebate to match inflation.

Interviewees: Greg Hughes, Vice President, Australian Diagnostic Imaging Association

Duration: 0:48



**K-ROCK FM**

22 March 2011

Audience – 1,400



**16:00 News - 22/03/2011 - 04:02 PM**

Local cancer patients and medical experts want the Federal Government to boost Medicare funding for radiology services. Julie Parker, The Warwick Foundation, said cancer patients are having to pay up to \$80 for vital services.

Interviewees: Julie Parker, The Warwick Foundation

Duration: 0:41

**BAY FM Geelong**

22 March 2011

Audience – 1,800



**16:00 News - 22/03/2011 - 04:02 PM**

Local cancer patients and medical experts want the Federal Government to boost Medicare funding for radiology services. Julie Parker of The Warwick Foundation says cancer patients are having to pay up to \$80 for vital services.

Interviewees: Julie Parker, The Warwick Foundation

Duration: 0:42

**ABC 936 Hobart**

22 March 2011

Audience – 8,000



**13:00 News - 22/03/2011 - 01:06 PM**

The Federal Government is being urged to increase funding for cancer diagnostic tests. Cancer Voices Australia says the cost of radiology services is about 30% higher than the Medicare rebate. Chairman Dr Ian Roos says patients delay tests because they are too expensive.

Interviewees: Dr Ian Roos, Chairman, Cancer Voices Australia

Duration: 0:31

**HO FM Hobart**

22 March 2011

Audience – 5,700



**12:00 News - 22/03/2011 - 12:03 PM**

The Federal Govt has been called on to close the gap in radiology services for seriously ill cancer patients. Cancer Voices Australia says services remain chronically under-funded with patients forking out 20-30% more than the Medicare rebate.

Interviewees: John Stubbs, Chief Executive, Cancer Voices Australia

Duration: 0:38

**ABC South Western Victoria**

22 March 2011

Audience – 500



**12:30 News - 22/03/2011 - 12:32 PM**

A Ballarat medical imaging provider has joined a push to increase the Medicare rebate for services like x-rays and mammograms. Lobby group Cancer Voices Australia says chronically ill patients are being forced to pay an increasing gap between the cost of radiology testing and Medicare rebates. Greg Hughes, Partner, Lake Imaging, Ballarat, is the Vice President of the Australian Diagnostic Imaging Association. He says the Medicare rebates haven't been increased with inflation.

Interviewees: Greg Hughes, Partner, Lake Imaging, Ballarat

Duration: 0:47

**HO FM Hobart**

22 March 2011

Audience – 9,090



**09:00 News - 22/03/2011 - 09:03 AM**

Cancer Voices Australia has advocated the Government close the gap in radiology services for seriously ill cancer patients, saying the services are underfunded with patients paying more than the Medicare rebate. John Stubbs, CEO, Cancer Voices Australia, says patients are being let down.

Interviewees: John Stubbs, CEO, Cancer Voices Australia

Duration: 0:35

**ABC 891 Adelaide**

22 March 2011

Audience – 50,000



**07:45 News - 22/03/2011 - 07:55 AM**

Cancer patients and radiologists want the federal Government to increase the Medicare rebate for x-rays. Patients and medical staff will meet at Adelaide Cancer Centre today. John Stubbs, CVA says the rebate has not increased for 12 years meaning patients pay a gap of up to \$150. He also believe there is a case to employ radiology oncologists.

Interviewees: John Stubbs, Cancer Voices Australia

Duration: 0:48

This program or part thereof is syndicated to 4 station/s.

**ABC Ballarat**

22 March 2011

Audience – 1,100



**07:30 News - 22/03/2011 - 07:32 AM**

Ballarat doctors and cancer patients are calling on the Federal Government to reduce the cost of radiology tests like x-rays. Cancer Voices Australia says chronically ill patients are being forced to pay an increasing gap between the cost of tests and Medicare. Spokesman John Stubbs says people in rural communities are hard hit.

Interviewees: John Stubbs, Cancer Voices Australia

Duration: 0:45

This program or part thereof is syndicated to 1 station

**ABC 891 Adelaide**

22 March 2011

Audience – 40,000



**07:00 News - 22/03/2011 - 07:05 AM**

SA cancer patients are part of a campaign to get the Federal Government to increase radiology funding. Cancer Voices Australia says the Medicare rebate for x-rays is too low. Patients and medical staff will meet at Adelaide Cancer Centre today. John Stubbs, CVA says Government policy on diagnostics funding should be consistent with radiotherapy, rural and regional cancer services.

Interviewees: John Stubbs, Cancer Voices Australia

Duration: 0:51

This program or part thereof is syndicated to 5 stations.

### **2WG Wagga Wagga**

22 March 2011

Audience – 10,100

#### **06:30 News - 22/03/2011 - 06:30 AM**

Cancer patients and medical experts in Wagga will join forces to call on the Federal Government to boost Medicare funding for diagnostic imaging services. The campaign is being run by Cancer Voices Australia, the Warwick Foundation and Australian Diagnostic Imaging Association.

Duration: 0:30

### **2SM Sydney**

22 March 2011

Audience – 78,100



#### **06:00 News - 22/03/2011 - 06:02 AM**

The Federal Government is under pressure to boost Medicare funding for diagnostic imaging services. Some cancer patients are unable to afford to pay for the tests. Cancer Voices Australia Executive Officer John Stubbs says screening can save lives.

Interviewees: John Stubbs, Executive Officer, Cancer Voices Australia

Duration: 0:36

This program or part thereof is syndicated to 12 stations.



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## Cancer treatment Call for funding

By EMMA BROWN

AS PART of her ongoing breast cancer treatment Marilyn Williams has had four

cent higher than the rebate. "While there has been no fu increases, the cost of radiology cor

## Call to index rebate on radiology

By LUCY POSKITT

EVERY three months, Sheffield's Liz Atkins pays around \$150 for an ultrasound to check that a

the Medicare rebate for radiology services for the first time in 12 years.

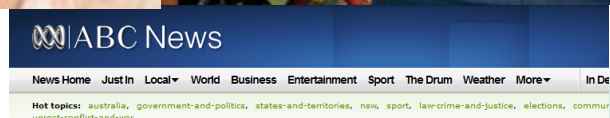
Cancer Voices Australia

"In November 2009 we introduced an incentive of 10 per cent for bulk-billed diagnostics imaging services, representing an



## Patients struggle to pay gap

By JACQUI JONES  
Health Reporter



### Rebate leaving \$150 gap for cancer patients

Posted Tue Mar 22, 2011 1:35pm AEDT

South Australian cancer patients are part of a campaign urging the Federal Government to boost funding for radiology services.

HAP: Adelaide 5000

A representative group Cancer Voices Australia says the Medicare rebate for X-rays is too low and leaves patients covering a gap of up to \$150.

Patients and medical staff have met at the Adelaide Cancer Centre as part of a campaign to increase radiology rebates.

John Stubbs from Cancer Voices Australia says it is 12 years since the Medicare X-ray rebate was last increased.