

ADIA Update

Aligning business practices with the expanding role of the radiologist



Dr Christian Wriedt

The role of diagnostic imaging has changed dramatically over the last two decades. While diagnostic imaging rebates have stayed static, pressures such as labour costs and higher workloads have left many providers facing the very real possibility of closing their doors. However, with the Medicare co-payment off the table and the government firmly focused on reducing “inappropriate imaging”, there is an opportunity to review the role of the radiologist and the accompanying business model in order to provide solutions that ensure the quality and viability of diagnostic imaging in Australia.

The radiologist is often viewed as a remote figure in the clinical process. In recent years, however, the role of the radiologist has expanded, providing opportunities for the extension into the clinical aspects of patient care. Such an expansion requires working with clinicians and specialists to provide a quality, hands on service that adds value to both the patient and the radiologist.

While many would agree such a transition is beneficial for patients and

providers alike, the current funding model does not support radiologists in their new role as clinicians. This has grim repercussions for radiologists who are attempting to maintain a viable practice while providing quality care to patients. In order to adequately support radiologists in their clinical role it must be acknowledged that a successful business model is not solely about interpreting images and providing written reports, but also time and expertise.

Changes allowing radiologists to be compensated for consultations with patients and referrers would be most beneficial, encouraging quality care based on a patient’s needs and providing appropriate remuneration for a radiologist’s time and experience. Furthermore, allowing radiologists to suggest alternative procedures and refer patients directly will avoid unnecessary red tape and streamline the diagnostic process for patients and providers alike. These measures would guarantee savings for both the government and the patient and improve the viability of practices that embrace the expanded role of the radiologist.

These changes are the first step to aligning the business model with the expanding role of the radiologist and will assist in sustaining a viable business model that is cost effective for all stakeholders. Given the critical nature of these changes it is imperative that we create awareness at the government level of the benefits of reviewing the current funding arrangements if we are to effect a meaningful change in professional practice.

Dr Christian Wriedt
ADIA President



ANZSPR 2015 – Save the Date

The SA Branch of the Australian and New Zealand Society for Paediatric Radiology (ANZSPR) is delighted to invite you to the 2015 Annual Conference to be held in Adelaide, South Australia, 24-27 October.

Renowned as the city of churches, parklands and world famous wines, Adelaide now boasts a state-of-the-art re-development of the iconic Adelaide Oval—the home to first class cricket and football since 1871. It is set in the beautiful River Torrens precinct close to the city centre and parklands. The meeting will be held in the historic Bradman Room in the Adelaide Oval complex.

The meeting will comprise a three-day program featuring overseas and local speakers with a focus of paediatric neurological imaging and other general facets of paediatric radiology. The content will be suitable for all radiologists, registrars and medical imaging technologists interested in the fascinating field of paediatric imaging.

The social program will include a welcome reception, and gala dinner at the acclaimed Hill of Grace Restaurant featuring fine dining with an impressive selection of South Australian wines. A winery tour and lunch will held in the beautiful southern vales region on Sunday afternoon.

We look forward to seeing you in Adelaide!!

ANZSPR Organising Committee

Dr Rebecca Linke
Dr Andrea Glynn
Dr Yen Leong

More information can be found on the conference website at www.aomevents.com/ANZSPR2015 or contact the conference organiser on sarah.parrington@aomevents.com