



## CAR GOLD MEDAL AWARD 2014 DR. MARTIN REED, MANITOBA

In addition to his stellar achievements in his practice as a pediatric radiologist, Dr. Martin Reed has been active on the local, national and international scenes in advancing our profession.

Dr. Reed's contributions to the Canadian Association of Radiologists (CAR) span more than 40 years. During this time and up to 2013, he served in multiple roles on the boards of directors of both the CAR and the Canadian Radiological Foundation. He was the first to actively promote the CAR as a leader in improving the appropriateness of diagnostic imaging requests in Canada. Currently in his 10<sup>th</sup> year as Chair of the CAR initiatives on referral guidelines, he has lead three extensive projects on diagnostic imaging demand-side controls from 2007 to 2012.

He represents the CAR as a world-renowned leader in imaging appropriateness and most recently is chairing the CAR Working Group for the inaugural 2014 *Choosing Wisely Canada* campaign to help physicians and their patients make informed decisions in their health care. He is also co-chair of the International Radiology Quality Network Referral Guidelines Committee, and has participated in consultations with the World Health Organization on diagnostic imaging appropriateness.

He was co-chair of the Medical Isotopes and Imaging Modalities Advisory Committee of the Canadian Agency for Drugs and Technologies in Health and currently represents the CAR on the Implementers' Group for Diagnostic Imaging for Canada Health Infoway.

While his peers consider him to be a leader of our profession, he is also an avid supporter of the education of Canada's future generation of radiologists. He was program director for the University of Manitoba's Department of Radiology, was active in the Manitoba College of Physicians and Surgeons, and served as chair of the Specialty Committee in Pediatric Radiology for the Royal College of Physicians and Surgeons of Canada.

He is currently the Director of the Department of Radiology, Rehabilitation Centre for Children, Winnipeg and a radiologist at the Children's Hospital in Winnipeg. Dr. Reed has authored more than 100 peer-reviewed articles, books or book chapters and countless presentations.

Dr. Reed has a gift for balancing critical appraisal of the literature with clinical wisdom. He is a wonderful mentor for the next generation of scholars, and a true visionary leader for the CAR and for the profession. His passion, persistence and scholarly integrity are exemplary, and for these outstanding qualities, and many others, we are honoured to present him with the 2014 CAR Gold Medal Award.