



Toolkit and Talking Points for CAR Members

Meetings with Parliamentarians

About the Canadian Association of Radiologists and the Practice of Radiology

The Canadian Association of Radiologists (CAR) is the national specialty society for radiologists in Canada, representing over 2,000 members who provide vital medical imaging for millions of patients across the country. The CAR is dedicated to maintaining the highest standards of care, promoting patient safety and helping radiologists contribute to the very best care for patients.

Format and Agenda

Each meeting is about 15-20 minutes long (note that in the event you are visiting a constituency office, this meeting may be longer): A sample agenda to keep in mind

1. Introduction – Who you are, what you do, the role of radiologists in healthcare.
2. Issues – CAR's pre-budget submission, the role of radiologists in the healthcare system, the value of radiology in the MPs community.
3. What can we do for you: the Member of Parliament

Please get an idea of whether there is anything that you or the CAR can do to follow up, or whether the MP's staff needs any additional information.

Talking Points

- CAR would like to discuss with you our recommendations for the 2019 Federal Budget, including:
 - \$625 million over five years, as part of the federal transfer to the provinces, to ensure that available imaging equipment meets the quality standards that patients deserve inclusive of our seniors and indigenous communities.
 - \$3 million in 2019 for medical imaging equipment in Northern communities to help eradicate tuberculosis.
 - \$9 million over three years to fund projects to implement clinical decision support tools for imaging referrals.
 - \$10.5 million over three years to begin establishing federal frameworks to regulate the implementation of artificial intelligence (AI) tools in medicine and healthcare.
- Imaging is vital to the diagnosis and treatment of diseases and conditions. Technological advancements such as telemedicine and AI in radiology can also help to serve underserved communities including our seniors who otherwise would not have access to medical imaging and can help put Canada on the forefront of advanced medical research.
- Investing in imaging equipment for Northern communities can help achieve the governments promise to reduce active TB in the North. By making modern imaging equipment and radiologists available to these communities, we can better diagnose tuberculosis, treat patients earlier and more effectively, and improve health outcomes.
- Targeted investments into clinical decision support (CDS) for diagnostic imaging would help physicians and patients make better, more informed decisions regarding medical imaging tests and treatment.



- Canada is positioned to take a leading role in the drive to integrate AI into healthcare. The CAR wants to work with the government to guide and facilitate the appropriate development and implementation of AI tools to help radiologists improve imaging care.

Useful Excerpts

- A recent poll conducted by Nanos revealed that a majority of Canadians have received a health care treatment that included a radiologist or have a family member who has received a healthcare treatment that included a radiologist.
- A recent poll conducted by Nanos revealed that over two in three Canadians believe that Canada should spend tax dollars to have more currently medical imaging equipment.
- A recent poll conducted by Nanos revealed that 83% of Canadians would support research in the use of AI in radiology in Canada. A modest investment from the government in this type of research would improve patient outcomes and make medical imaging more accessible.

Tips for a Successful Meeting

- Share your story – make it personal and engaging. Convey your passion and commitment. Provide a small bit of background and why you are advocating.
 - What does being a radiologist mean to you? How have you served your patients and your community through your dedication to your profession?
 - In what ways have you seen radiology and medical imaging have a positive impact on the lives of your patients?
 - What personal anecdotes can you share to help convey our key messages?
- Be concise – You have a limited amount of time so summarize the issue in 5 minutes to allow for appropriate discussion – we anticipate that the meetings will be 15-20 minutes in length.
- Make the issues real – facts and stats are important but are impersonal. Focus on putting a human face to the issue.
- Make a clear request and ask for a response.
- Be sure to ask if the MP would like any additional information.
- Close the meeting by asking the MP or Senator what the CAR can do for him/her – and don't forget to ask for a picture!