



## Canadian Association of Radiologists Media Report – Backlog Summary

- There were 582 media hits featured on various outlets across the country with radio and television, running the story multiple times.
- 166 unique media outlets covered the story, representing a potential reach of 84,847,482.
- 101 publications have available links, representing most Canadian markets. A spreadsheet with the full list and links is included below.
- The advertising value is estimated to be \$784,839.21 (representing the dollar figure it would require to reach the same audience through traditional advertising.)

### Top Broadcast hits

Please note that this footage is only available for 30 days from the time of the broadcast.

#### CTV News Toronto

- <http://mms.tveyes.com/MediaView/?c3RhdGlvbj0xMTM1MCZTdGFydERhdGVUaW1IPTAxJTJmMTMlMmYyMDIyKzEyJTNhMzUIM2E0NyZFbmREYXRlVGltZT0wMSUyZjEzJTJmMjAyMisxMiUzYT M3JTNhNDUwJnBsYXlzdG9wPTAxJTJmMTMlMmYyMDIyKzEyJTNhNDEIM2E0NCZwYXJ0bmVyaW Q9NzMxMyYmaGlnaGxpZ2h0cmVnZXg9Jm1vZGVkaXRvcmluYXVzZT10cnVlJm1vZGVkaXRvcmlu 3RpbmF0aW9uc200JiZleHBpcmF0aW9uPTAyJTJmMTMlMmYyMDIyKzEyJTNhMzUIM2E0Ny4wMD AmaW5zdGFudFBsYXk9VHJ1ZSZzaWduYXR1cmU9ZjVhM2ExODg0NTgxZWU3MWRiODRkNDY3N ThjMmE1YTY=>

#### Talk Radio AM640 (CFMJ)

- <http://my.tvey.es/Ce56L>

### Top Online Hits

- <https://www.ctvnews.ca/health/radiologists-warn-of-growing-backlog-in-medical-imaging-due-to-covid-19-pandemic-1.5736702>
- <https://www.theglobeandmail.com/canada/article-radiologists-warn-of-growing-backlog-in-medical-imaging-due-to-covid/>
- <https://www.thestar.com/politics/2022/01/12/radiologists-warn-of-growing-backlog-in-medical-imaging-due-to-covid-19-pandemic.html>

### Top Print Hits

- Canadian Press (Print Edition)
- Victoria Times Colonist (Print Edition)



- Penticton Herald (Print Edition)
- Medicine Hat News (Print Edition)
- Kelowna Daily Courier (Print Edition)

### Political Focused Media Hits

- <https://www.nationalnewswatch.com/2022/01/12/radiologists-warn-of-growing-backlog-in-medical-imaging-due-to-covid-19-pandemic/#.YeCI9P7MKUk>
- <https://ipolitics.ca/2022/01/13/ipolitics-am-committee-to-probe-agencys-use-of-mobility-data/>

### Full list web links

Please click the following link for a list of direct web links to stories in news across Canada.

[https://docs.google.com/spreadsheets/d/1v8Dr2C\\_EmJsPKLU0M4MG2SGJq1nzK4LJ/edit?usp=sharing&oid=116264155586156680700&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1v8Dr2C_EmJsPKLU0M4MG2SGJq1nzK4LJ/edit?usp=sharing&oid=116264155586156680700&rtpof=true&sd=true)

### Full Story

# Radiologists warn of growing backlog in medical imaging due to COVID-19 pandemic

By [Daniela Germano, The Canadian Press](#) — [The Canadian Press](#) — Jan 12 2022

Radiologists are warning that Canadian hospitals are in serious need of more equipment and staff to deal with medical imaging backlogs that the country was already facing before the COVID-19 pandemic began.

Dr. Gilles Soulez, president of the Canadian Association of Radiologists, said wait times for medical imaging that is critical for diagnoses was already more than the recommended one month when the pandemic began in March 2020. On average, he said, Canadians were waiting 50 to 82 days for a CT scan and 89 days for an MRI.

Now with the COVID-19 Omicron variant threatening to overwhelm health-care systems again, many more of those appointments are either being delayed or cancelled, said Soulez, who is also a radiologist at the Centre Hospitalier Université de Montréal and a professor at the University of Montreal.

“Medical imaging is really at the cornerstone of any medical decision,” he said. “If you have any problems relating to cancer, you need to have the CT scan to identify the concern and plan your treatment.”

Early detection of many diseases is also key to a successful recovery and cure, he said.

"I would say that almost 80 per cent of patients coming into the hospital will need some sort of medical imaging."

Soulez added that not only is it important for diagnosing, imaging is also used to track a patient's progress during treatment.

A recent survey from the Canadian Association of Radiologists indicated that 75 per cent of its members had not reduced their backlog of medical imaging. Also, 30 per cent said they believe that wait times will never return to pre-pandemic levels.

Soulez said more minimally invasive procedures are being done, and they need to be guided by equipment such as X-rays and CT scans.

"People are waiting a long time to get those procedures," he said. "They're important because they require minimal hospitalization and are less costly."

Dr. Ania Kielar, the association's vice-president and a Toronto-based radiologist, said the Ontario government has already asked hospitals to decrease the amount of scanning by 30 per cent due to escalating COVID-19 case counts.

"By having to ramp down our outpatient imaging for radiology, this is now exacerbating what was already a difficult situation for us," she said.

Kielar said all provinces need more equipment and more specialized staff to use the technology to its maximum potential.

"Right now, the equipment that we have, which in itself is not enough, is being used very extended hours and, unfortunately, we just don't have enough people to run what we have, so it's a two-sided problem," she said.

During the last federal election campaign, the Liberals promised \$6 billion to the provinces to help address the wait for some procedures.

But Kielar said Ottawa should earmark money specifically for buying new equipment, training and hiring more technicians.

In a statement Monday, Health Canada said the federal government is spending more than \$19 billion to support provinces and territories through its Safe Restart Agreement.

"The agreement includes \$700 million to help ensure health-care systems are ready for possible future waves of the virus and federal funding is being used by some provinces and territories to address backlogs and reduce waits for care," the statement said.

The federal agency did not say whether any money would be reserved for more medical imaging equipment and technicians.

The office of federal Health Minister Jean-Yves Duclos did not immediately respond to a request for comment.

Kielar said she hopes the federal government acts on its promise because hospitals across the country will continue to be under strain.

"We cannot catch up with the amount of equipment and the human health resources we have," she said.

"But at the end of the day, it's the patients who are suffering and that is the hardest part for us."

This report by The Canadian Press was first published Jan. 12, 2022.

Daniela Germano, The Canadian Press

## Regional Coverage

Media coverage was shared in the following regions. Where available, the specific outlet and city is listed below.

### Alberta

Lethbridge News Now	Lethbridge
rdnewsNOW	Red Deer
EverythingGP	Grande Prairie
Chat News Today!	Medicine Hat
Medicine Hat News	Medicine Hat
Medicine Hat News (Print Edition)	Medicine Hat
Airdrie's Radio Station (CFIT)	Rideau Park
The Lethbridge Herald	Lethbridge
MyMcMurray.com	Fort McMurray
CochraneNow	Cochrane
LakelandToday.ca	Bonnyville
630 CHED	Rideau Park
CHRB 1140 AM Radio	Rideau Park
OkotoksToday.ca	

### British Columbia

Castanet	Kelowna
Vancouver is Awesome	Vancouver
CTV Two Vancouver Island (CIVI)	
Burnaby Now	Burnaby
Victoria Times Colonist (Print Edition)	Victoria
InfoTel News	Kelowna
KelownaNow	Kelowna
Tri-City News	Port Coquitlam
North Shore News	North Vancouver

CFJC-TV	Kamloops
NanaimoNewsNOW	Nanaimo
CEO.ca	Vancouver
City News 1130 (CKWX)	
The Prince George Citizen	Prince George
Coast Reporter	Sechelt
The New Westminster Record	Burnaby
CKPG-TV	Prince George
Vernon Matters	Vernon
Penticton Herald (Print Edition)	Penticton
The Penticton Herald	Penticton
The Powell River Peak	Powell River
CFAX 1070	
The Squamish Chief	
Canadian Insider	Vancouver
Insider Tracking	Vancouver
Kelowna Daily Courier (Print Edition)	Kelowna
The Daily Courier	Kelowna
Radio NL (CHNL)	
Thinkpol	New Westminster
AM 1150 News, Talk, Sports (CKFR)	
CFMI-FM	Vancouver
Richmond Sentinel	Richmond
ICI Radio-Canada Première CBUF	

**Manitoba**

SteinbachOnline.com	Steinbach
Flin Flon Reminder	Flin Flon
CJRB-AM	Boissevain
CFAM Radio 950	
CFRY 920 AM	
CHSM AM 1250 Radio	
NCI Native Communications Radio	

**New Brunswick**

CKBC-FM	Bathurst
ICI Radio-Canada Première CBAF	

**Nova Scotia**

CJFX 98.9 XFM	Halifax
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**Ontario**

Global News	Toronto
CP24	Toronto
Toronto Star	Toronto
CTV Toronto	Toronto
City News	
The Hamilton Spectator	Hamilton
MSN Canada	Mississauga
City News 680 (CFTR)	Toronto
Le Droit	Ottawa
TheRecord.com	
Toronto.com	Toronto
St. Catharines Standard	St. Catharines
YorkRegion.com	Newmarket
Sootoday.com	Sault Ste. Marie
InsideHalton.com	Burlington
CJBQ 800 AM	Toronto
BayToday.ca	North Bay
Sudbury.com	Greater Sudbury
CTV Kitchener (CKCO)	Toronto
Newstalk 1010 (CFRB)	Toronto
Peterborough Examiner	Peterborough
GuelphToday.com	Guelph
BarrieToday	Sault Ste. Marie
iPolitics	Ottawa
Durhamregion.com	Oshawa
InsideOttawaValley.com	Smiths Falls
NewmarketToday	Sault Ste. Marie
Simcoe.com	Barrie
CollingwoodToday	Sault Ste. Marie
The Brampton Guardian	Mississauga
580 CFRA	Toronto
The Mississauga News	Mississauga
Orangeville Banner	Orangeville
TimminsToday	Sault Ste. Marie
National Newswatch	
Niagara Falls Review	St. Catharines
Elliot Lake Today	Sault Ste. Marie

Niagara This Week	Thorold
Welland Tribune	St. Catharines
Northumberland News	Cobourg
Guelph Mercury Tribune	Guelph
KX96 (CJKX)	Toronto
KenoraOnline.com	Kenora
Caledon Enterprise (Metroland Media Group)	
Newstalk 1290 CJBK	Toronto
Cambridge Times	Cambridge
CILQ-FM	Toronto
City News 570 (CKGL)	Toronto
The Muskokan	Bracebridge
MidlandToday	Midland
Waterloo Chronicle	Waterloo
The Chronicle-Journal	Thunder Bay
Northbaynipissing.com	Huntsville
Newstalk 610 CKTB	Toronto
Canadian Press (Print Edition)	Toronto
Presse Canadienne - Le fil radio (Print Edition)	Toronto
Presse Canadienne (Print Edition)	Toronto
The Independent & Free Press	
Ici Radio-Canada Première Toronto (CJBC)	Toronto
Dryden Now	
Parry Sound North Star	Parry Sound
OurWindsor.ca	Toronto
New Hamburg Independent	
Canadian Press - Broadcast News (Print Edition)	Toronto
105.9 The Region (CFMS)	Toronto
1310News (CIWW)	Toronto
CHCQ Cool 100.1	Toronto
CJKL FM	Toronto
CJOJ 95.5 Hits FM	Toronto
CJTT 104.5 FM	Toronto
CKDX Jewel 88.5	Toronto
CKQM Pure Country 105	Toronto
ICI Radio-Canada Première CBEF	Toronto
ICI Radio-Canada Première CBON	Toronto

### **Prince Edward Island**

ICI Radio-Canada Première CBAF-FM-15

## Québec

La Presse	Montréal
Le Soleil	Québec
La Tribune	Sherbrooke
L'actualité	Montréal
Iheartradio - Purecountry	Montréal
ÉNERGIE Mauricie - iHeartRadio.ca	Trois-
CIEU 94.9 FM	Rivières
Horizon 95.5 FM	
Ici Radio-Canada Première (CBF)	
ICI Radio-Canada Première CBF-FM-10	
ICI Radio-Canada Première CBF-FM-8	
ICI Radio-Canada Première CBJ	
ICI Radio-Canada Première CBSI	
ICI Radio-Canada Première CHLM	
ICI Radio-Canada Première CJBR	
Newstalk 800 CJAD	
Ici Radio-Canada Première (CBV)	

## Saskatchewan

paNOW	Prince Albert
Sask Today	
Northeast Now	Melfort
News Talk 980 CJME	
battlefordsNOW	North Battleford
MeadowlakeNOW	
CJLR MBC Radio (La Ronge, SK)In Pr	
CKOM News Talk 650 (Saskatoon, SK)	
CKSW 570 AM (Swift Current, SK)	
ICI Radio-Canada Première CBKF (Regina, SK)	

## Yukon

CHON-FM  
The Rush (CKRW-FM)

## Social Media



The additional reach through social media was 11,213,578, including international sources. While media represented the top social media hits, content was also shared with large audiences by the following Twitter accounts:

@DrGurdeepParhar	Clinical Professor...HealthEquity&SocialJustice\nPacific Coast Recovery Care & Adult ADHD\nEnhancing: Education, Research & Clinical Care
@SenatorHousakos	Senator from Quebec. Former Speaker, Senate of Canada. // Sénateur du Québec. Ancien Président, Sénat du Canada
@bcbluecon	One BC Conservative's view on it all
@OntNewsWatch	Your one-stop source for all of Ontario's daily and breaking news.
@Nancy_Crouse	Retired and PTSD/C-PTSD AdvocateCA 🇺🇸 🇬🇧 🇺🇳
@DrHugue	#MSKRad @UBC formerly @Harvard #MGH. #author: Made Ridiculously Simple. #innovation #EmergingTech #HealthIT #AI #AR #VR #robots #COVID19 #climate #Nature #art
@LooniePolitics	A trusted, independent news source that selects the must read daily Canadian political stories and analysis on line. Member of Queen's Park Press Gallery.
@survivornetca	Canadian Cancer Survivor Network   Promoting the very best standard of care, support, follow up and quality of life for cancer patients and survivors.
@HealthWorksBC	Rock born, YVR dwelling, mixed #bipoc healthcare consultant with clinical/operations/governance/equity & business exp. Editor #CdnHealth Care Daily #stewardship
@MichelGuenette3	
@DrAmirPakdel	Father, Husband, 🇩🇪 Radiology resident @UAlberta_DoM, @UofT Biomed Engineering PhD (@bme_uoft, @uoftengineering) & @UBC BASc, MD (@ubcengineering, @UBCmedicine)
@JayDeeWriting	Mr. Self-Distract. (He/Him) Settler. Cis. Living in Ontario. Southpaw. Mama's only son. It may be getting dark, but the stars will be out soon. Not enough lett-
@C_AChafe	Founder & Chair #A2A11y #Access2Accessibility. #Entrepreneurs&Professional,withDisabilities #A11y #AgeInPlace Accessibility Advocate/Volunteer.Tweets r my own
@schtev69	CA/🇺🇸/🇨🇦 Democracy/🇺🇸 markets/🇺🇸 speech/🇺🇸 Small Gov't/🇺🇸 ProIL 🇺🇸 & 🇺🇸/🇺🇸 Trudeau /🇺🇸 Lockdowns /🇺🇸 Mandates/🇺🇸 Vax Passports /Exposing antisemitism 🇺🇸
@RadiologyData	Helping radiology professionals understand their market and identify opportunities.
@John68Richmond	Dad, partner, @BCSocialWorkers, horticultural therapist #syiyaya Reconciliation, Owner - Roberts Creek Care Consulting BC (BC and Ontario)
@PensionPulse	Publisher of Pension Pulse.
@t7_linda	EhlersDanlosSyndrome/POTS
@DanaHamOnt	Once a journo, now filling my days with cats & Netflix 🇺🇸
@Qweeniey	Believer in Christ   Youth & Black Women Advocate   Lover of culture, food & conversations   CA JM   ESTP-A   I'm rooting for everyone black & Jamaicans
@AMUQmd	Gazouillis officiels de l'Association des médecins d'urgence du Québec. Suivez notre revue de presse au mot-clic #amuqrp.

@canadaradwomen	Fostering community, mentorship, leadership, and diversity to improve patient care 🇺🇸🇨🇦🇫🇷
@WifeJackson1	Not a world of difference between neoconservatism & neoliberalism. They'll get you to the same place; albeit slower & politer with the latter. #ShePersists
@Intelerad	Our scalable medical imaging platform connects clinicians to a powerful imaging ecosystem that is fast, smart and tapped into the data they need - anywhere.
@CuriousKd2000	Revue de presse lévogyre.\nnci, tout le monde est fou. Je suis fou. Vous êtes folle. (Le lapin blanc à Alice)
@MBAweb	La référence Statistique du Québec. Devenez membre de notre panel de recherche! The reference in Statistics for Quebec. Become a member of our research panel!
@jccordero28	Journalist, Editor-in-chief, Music and TV Executive Producer, Multimedia creator and developer, based in Toronto, Canada
@ChrisPurdyCP	Prairies Bureau Chief with The Canadian Press. Based in #yeg.
@DavidWa59907969	Father, husband, progressive. Interests include human rights, politics and public policy. Questioning authority is doing democracy. #CovidZero
@thierleft	phd candidate @CRUK_CI   grad @StJohnsCam   physicist in #cancer imaging, #ML🇨🇦, radiomics, #MedPhys, #RadOnc and outreach   french-CA in GB   🇺🇸🇨🇦🇫🇷
@Mag_Discover	DISCOVER promotes business opportunities and tourism among Brazil, Portugal & Canada. The magazine is now in pocket version. Enjoy reading!
@websalespromo	Grow your #business with smart, affordable, simple and flexible #digital #marketing services designed to generate #sales and increase your #ROI
@Astr0b0y8	The world is wide, and I will not waste my life in friction when it could be turned into momentum. F. Willard. Ironman. Medical Radiation Technologist.
@SantisHealth	Santis is a leading Canadian health care consultancy. We analyze the situation, consider the environment, and develop a tailored plan to help.