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Media Release: ASA supports billboard to send the PM a message on Medicare

The Australasian Sonographers Association has announced its support of a new billboard campaign urging the Government to keep a major Medicare election promise.

The billboard, displaying the message “**A PROMISE IS A PROMISE**”, is part of a wider campaign by the Australian Diagnostic Imaging Association (ADIA) to end the 20-year freeze on Medicare rebates for essential ultrasounds, x-rays and scans.

They say that Malcolm Turnbull made a commitment prior to the last election to end the freeze on radiology services at the same time the GP freeze ends on 1 July 2018.

ADIA is concerned that the Government is intending to break that promise, and so has commissioned the large-format billboard outside Sydney Airport – right on the Prime Minister’s route home.

“Like ADIA, we’re becoming increasingly frustrated with the Government’s inaction on this issue,” said ASA CEO **Jodie Long**.

“The longer this freeze continues, the more pressure it puts on both patients and the workforce.

“Patient out-of-pocket costs continue to rise while the Government does nothing – the average out-of-pocket cost for ultrasound alone has grown by 117% over the last 10 years due to indexation being frozen.

“Millions of Australian patients rely on ultrasounds, x-rays and scans every year to diagnose and treat illnesses such as cancer.

“The Prime Minister made a promise to those patients when he agreed to end the freeze on radiology rebates this year.

“We support ADIA in calling on the Government to honour its promise to finally end the 20-year freeze on Medicare rebates. Indexation is crucial to ensuring that all Australian patients can access lifesaving ultrasounds, x-rays and scans when they need them.

“It is our hope that this billboard will tell the Prime Minister, and all politicians, that this issue can no longer be ignored.”

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