



Toolkit and Talking Points for CAR Members Meetings with Parliamentarians

August 2017

Key Messaging

In addition to addressing the issue of how patient care will be affected by taxation changes to Canadian-controlled private corporations (CCPCs) our goal is to raise awareness about what a radiologist is, what a radiologist does, and the role of medical imaging in the Canadian healthcare system. Please aim to make these points personal; to share stories about your experience, practice, and patients with the MPs.

Format and Agendas

Each meeting is about 15-20 minutes long: A sample agenda to keep in mind – there is not a lot of time to meet

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| 1. Introduction – Who you are, what you do, the role of radiologists in healthcare | 5 minutes |
| 2. Issue – How the proposed changes will affect you, your practice, and your patients | 5-10 minutes |
| 3. What can we do for you: the Member of Parliament (very important) | 5 minutes |

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.

Don't forget to ask if you can take a picture with the MP, that you or the CAR can then share on social media to further raise the profile of the MP, the CAR, and the role of radiologists in the healthcare system.

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.
- 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!



Talking Points

Main Theme

- *Ensuring tax fairness for incorporated physicians who are contributing to the economy is vital to ensure that Canada's care providers are able to serve their communities*

About the CAR

- The CAR is the national voice of radiologists, representing over 2500 members across Canada
- We are dedicated to maintaining the highest standards of care, promoting patient safety and helping radiologists contribute to the very best health care for patients
- We work with governments, health professionals and technology leaders to make optimal use of diagnostic imaging

Proposed Changes to CCPC Tax Planning Strategies

Be very specific here, about how your practice and your patients will be affected by the changes that the Finance Minister is proposing.

- Radiologists' ability to incorporate facilitates complete and cohesive health care services for patients
- Radiologists are incentivized to practice, teach, and engage in research because of their involvement in incorporated groups
- About 60% of physicians in Canada are incorporated
- The ability to incorporate supports all small business owners, not just doctors.
 - o Incorporation allows physicians to plan for retirement and set up the benefits that many other workers in Canada receive
 - o It also provides tax incentives for small business and recognizes the risks taken and investments made by all small business owners, including physicians
- Physicians in community-based practices form private corporations because they do not have the benefits that go to salaried employees. Fees received for services go toward overhead costs, including equipment and salaries for staff who support families and pay taxes.
 - o Staff receive benefits, as employees, that are not available to physician employers.
 - o Doctors, unlike salaried employees, pay for their own medical coverage, extended health benefits and pensions. Incorporation goes some way toward balancing this, compensating physicians in a fair and reasonable manner
- In some provinces, physicians were given the right to incorporate in lieu of fee increases. The proposed changes would destabilize the good faith of those negotiations and agreements
 - o Some physicians would be prompted to retire early, or to close their practices and move elsewhere, if the proposed changes are implemented
- ***Don't forget to talk about your own practice and group***

Post meeting

- Send a note to thank your MP or MPP for having taken the time to meet with you
- The note should include a quick summary of the main points you discussed
- The CAR would love to hear from you – let us know about your meeting
- If you're on social media, post about it and share your story with your colleagues