



Newsletter Template

For Patients

The BC Patient Safety & Quality Council and <<insert organization name here>> are partnering to improve medical imaging appropriateness!

Appropriate medical imaging is a cornerstone of high-quality care. Canadian studies suggest that up to 20% of medical imaging is unneeded or non-essential.¹

Together and with your support, we hope to change that.

When Imaging is Ordered and Used Appropriately:

- Waitlists for imaging are shorter.
- Patients undergo the right tests and may experience less harm.
- Patients are exposed to less radiation.
- Emergency departments become less congested.
- Critical imaging tests are available when we most need them.
- Coordination of care is improved.
- Patients are introduced to alternative care options.

As part of our continuing commitment to person- and family-centered care, we encourage you to join the “Essential Imaging” campaign! Our goal is to reduce inappropriate medical imaging for five common situations.

Start the conversation! Order or download ideas and resources from [BCPSQC.ca/imaging](https://bcpsqc.ca/imaging)