



CMRTO

Regulator of medical radiation and
imaging technologists in Ontario

Council Highlights – July 16, 2019

Below is a summary of key decisions taken by Council at its meeting held on July 16, 2019.

Proposal for CMRTO new visual identity to improve transparency to the public

There was one item on the agenda – a proposal from the Registrar & CEO to improve transparency to the public by developing a new visual identity that includes the new logo, current legal name of the College, and the name of the profession to reflect all five specialties the College currently regulates.

Council considered the following:

- the *Medical Radiation and Imaging Technology Act, 2017* (MRIT Act) has received Royal Assent but is not yet in force (except for sections 14(4), 19 & 18)
- the MRIT Act, when in force will repeal and replace the *Medical Radiation Technology Act*, and will change the name of CMRTO to the College of Medical Radiation and Imaging Technologists of Ontario, the name of the profession to medical radiation and imaging technology and the restricted title to medical radiation and imaging technologist to reflect all five specialties of medical radiation and imaging technology currently regulated by CMRTO
- it was hoped that the MRIT Act would come into force on January 1, 2019, however, that didn't happen, and it is unknown when it will come into force
- CMRTO has built a new website with the new name and visual identity approved by Council in June 2018 that is easier for the public and members to navigate, uses the latest website technology, and addresses a number of critical technical issues
- CMRTO cannot release the new website as built until the necessary sections of the MRIT Act comes into force
- Recent reviews and reports on the regulation of health professionals have identified confusion with the name 'College' for the regulator, and the use of the term 'member' for 'registrant'.

It was proposed that to improve transparency to the public and its members, CMRTO develop a new visual identity that includes the new logo, the acronym of the current legal name and the role and purpose of the College, and several options were presented.

Council also received and considered legal advice on the proposal from the College's external solicitors in an in-camera session at the meeting.

Council determined the following:

- that a new visual identity be adopted and include the new logo as approved by Council in June 2018, the acronym for the current legal name of the College and the role of the College, and approved one of the presented options in principle

- that the acronym of the new legal name be updated in the new visual identity (from CMRTO to CMRITO) when the MRIT Act comes into force
 - that the new visual identity be used for the new website and the content of the website be updated to the current legislation (MRT Act)
 - that the term 'member' be changed to 'registrant' on the website and in general communications where appropriate
 - that the new website and visual identity be released when ready in early September 2019
- Below is the draft of the updated CMRTO visual identity, as approved by Council.



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Next Council meeting

The next Council meeting is scheduled for Friday, September 20, 2019 at the CMRTO office.