

NEWS FROM THE NORTH

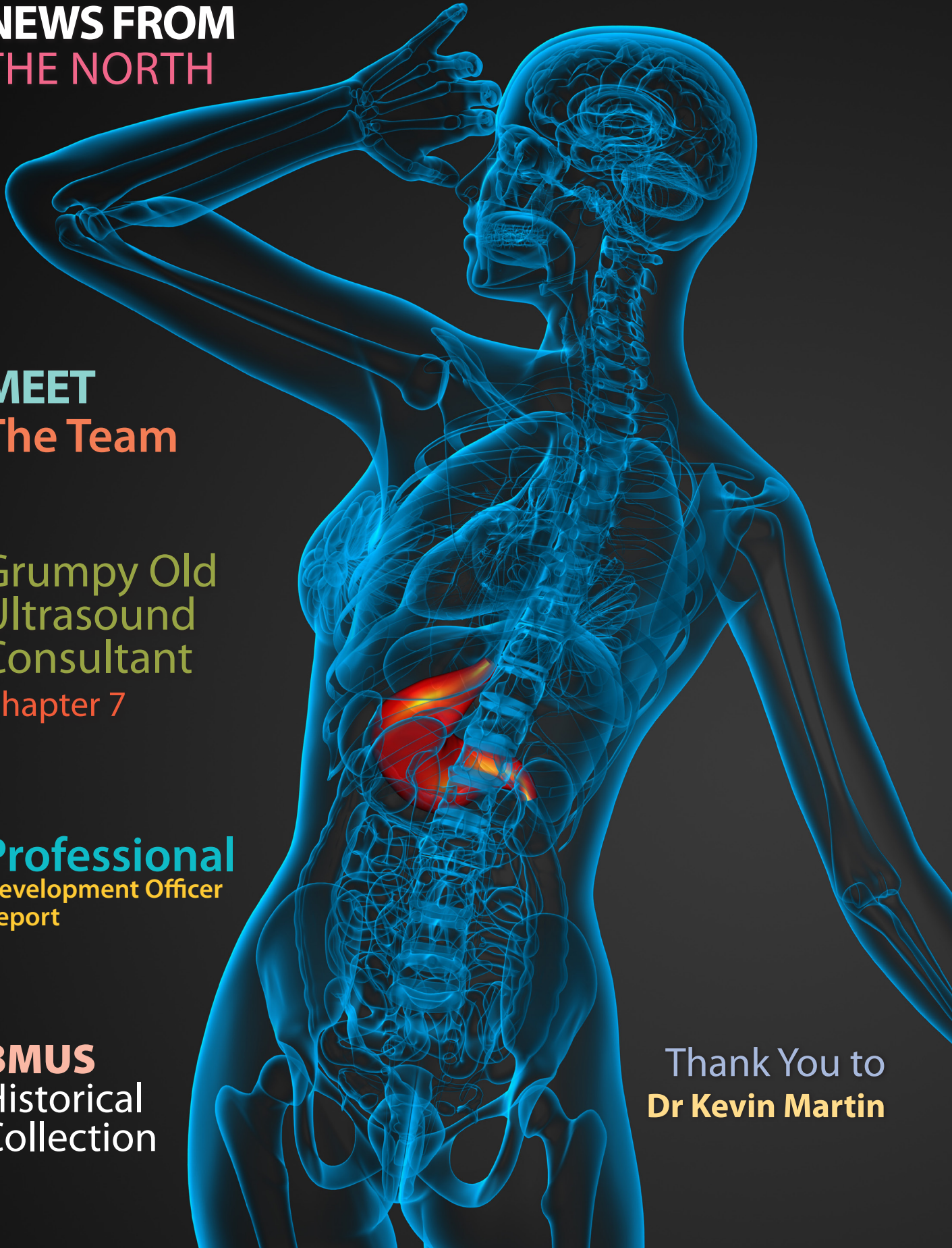
MEET The Team

Grumpy Old
Ultrasound
Consultant
Chapter 7

Professional
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Report

BMUS
Historical
Collection

Thank You to
Dr Kevin Martin



News from the North

Autumn has arrived in Edinburgh after the warmest September in memory. In my last column written two days after the Brexit vote, I mentioned that changes were not only afoot in Britain and Europe but also in the BMUS office. Since then Heather Flanagan who managed our BMUS membership and supported the Safety committee has left after 6 years with BMUS. We wish her well in her new endeavours.

We have also welcomed to the BMUS office a completely new team under the management of Joy Whyte. Our first new arrival is **Emma Tucker**, who is the part-time *BMUS Development Manager*, who is responsible for the development and delivery of BMUS communication and engagement activities as well as the scientific and educational program. She will support the Scientific and Education committee, the Professional Standards committee and the Editorial Board. Second to join the team is **Tracey Clarke**, who will be our full-time *Office Administrator*, responsible for the general running of the office, BMUS membership enquiries and specifically the ASM exhibition. Thirdly, **Amanda Cove** is our part-time *Events and Marketing Co-ordinator*. She will have responsibility for the planning, management and delivery of BMUS scientific educational meetings and support the development of the ASM programme (*see the photo right*).

On another note, some of you may have seen the recently published article suggesting a correlation between the severity of autism spectrum disorder symptoms (ASD) with exposure to diagnostic ultrasound during early prenatal development of children with specific genetic vulnerabilities. The International Society of Ultrasound in Obstetrics and Gynaecology (ISUOG) have reviewed this paper and other related literature and has found no scientifically proven association between ultrasound exposure in 1st or 2nd trimester and ASD.

Likewise the American Institute of Ultrasound in Medicine (AIUM) have stated that the results of the study do not demonstrate a causal link between ultrasound and autism. BMUS response to this statement can be found on our website here:

<https://www.bmus.org/policies-statements-guidelines/press-statements/>

Finally, this is my last newsletter as President of BMUS. Over the past two years BMUS has moved from strength to strength. We are now a vibrant Society due predominantly to the hardworking team in the BMUS office and to the Officers and committee members, who devote time and expertise to forward the educational aims of the Society. Thank you very much for all your hard work. I leave you in the very capable hands of our no-longer 'grumpy old ultrasound consultant' – Dr Simon Freeman, from Plymouth and look forward to seeing you in York in December at our ASM.

The friendly BMUS office team.

Back row (left to right): Emma and Tracey.

Front row: Amanda and Joy.



Professional Development Officer Report – November 2016

Ultrasound Education Strategy – Time for a new approach?

As another BMUS ASM draws near my attention is drawn to the professional issues and education sessions planned for this year's meeting on day 2 and 3. Sonographic education and workforce development still looms large as the greatest challenge facing our profession. 2016 has been another busy and productive year for BMUS and the ultrasound profession. It can feel that we are making no headway in addressing these challenges. However, be reassured, there are projects occurring and work being undertaken on local and national levels addressing these issues, I have touched on these below and they will be covered in more detail during the professional issues and education sessions.

Impact to the profession Sonographer Working Group Update

In early 2015, Health Education England (HEE) was tasked by the Department of Health (DoH) to develop a sonographer workforce project team. The aims of this project were to develop a career progression framework for sonography and advice on the optimum education programmes to support this. BMUS and other key organisations, educators and relevant clinical practitioners have all been involved. Our 2015 workforce and education survey, gave us a brief to contribute from. As you can imagine there are multiple factors which are influencing the development of a suggested career framework for sonographers. Meetings continue to take place and we hope to bring you further information on day 3 of the conference.

Is outsourcing the key?

Technology is changing practice and is being viewed as a potential means to develop a career framework. Outsourcing of plain film, CT and MRI reporting is now largely embedded in practice and has been suggested as an option within ultrasound imaging. Image download and off site reporting may well have its place in our co-existing imaging modalities but, for those of us in clinical practice it is hard to envisage how static ultrasound images will contribute to patient care. For non-clinical persons it can be difficult to appreciate the intricacies of real time ultrasound imaging and how it is the live scanning which provides the diagnostic information. This is why it is essential that professional bodies such as BMUS remains involved in the sonographer workforce project team. BMUS has developed a position statement informed by the member survey results:

BMUS believes that the two elements of an ultrasound examination are image acquisition and the production of the report. BMUS believes that these two elements are interdependent and should not be separated. There are only a few situations in which a purely protocol driven scan is appropriate (for example aortic aneurysm screening). It is essential that the practitioner acquiring the ultrasound images during an examination is also responsible for the writing of the report; with access to a second opinion from an experienced colleague whenever necessary. BMUS acknowledges that the quality of the report is paramount in ensuring clinical effectiveness of the investigation.

Impact to education Student Pressure

Finance is obviously an influencing factor, but perhaps not in the way one may imagine. Yes, HEE and government are looking for savings but not at the expense of delivering a high quality workforce. The biggest financial influence is the loss of bursaries for radiography degrees. With students in England now being solely fee paying for health degrees educators are under real pressure to deliver courses that fulfill student's desires and expectations. It may well be the students of the future who have the greatest influence on the development of direct access undergraduate ultrasound degrees.

CASE

Aligned with any career progression framework is the need to ensure there are national standards and guidance for education and training. CASE (Consortium for Accreditation of Sonographic Education) has played a lead role in developing standards for education since its formation in 1993. As of September 2016 the current members organisations (MO's) are BMUS, Society and College of Radiographers (SCoR), Society of Vascular Technologists (SVT) and the Institute of Physics in Medicine (IPEM). The Chartered Society of Physiotherapists (CSP) and College of Podiatry both recognise the need for accreditation of ultrasound education and are in negotiations to join. There is no requirement for a course to hold CASE accreditation, other than this provides evidence that it has reached the benchmark standard as prescribed by these professional bodies. The activities of CASE, from committee meeting to course accreditation are all delivered by volunteers from the MO's and the ultrasound profession. The changing education landscape calls for a robust and independent accreditation process for sonography training, regardless of the specialty from which this is being delivered. We need to ensure CASE continues to be fit for purpose, financially self-reliant and can deliver education accreditation under its current voluntary model.

Education and workforce development issues are not limited to sonographers and ultrasound practitioners. Indeed similar issues are being faced in radiography training and development in all imaging modalities. The time is ripe for a multidisciplinary approach to delivering education in imaging. CASE is a crucial part of developing this but it is also the right time to look to work with our medical colleagues, in particular the Royal College of Radiologists, to develop a central and cross-professional approach to delivering essential and specialised education in imaging.

BMUS is the key multidisciplinary body in the UK with a long heritage of work across professional boundaries to support the development of sonographers and ultrasound practice. I do hope you can join us in York for the annual scientific meeting. This year's professional issues stream incorporates contributors from CASE, educators; both sonographic and medical; and members of the BMUS professional standards group. I, for one, am really looking forward to a topical and lively programme. Supporting this professional issues stream is the key note speaker, Jean Wilson, delivering the eponymous Donal MacVicar Brown lecture. It is with great delight we welcome Jean to the meeting.

If you would like to contribute to the discussion about education, or have any comments please contact me via the BMUS website and contact page. Alternatively, I'll see you at the ASM!

Grumpy Old Ultrasound Consultant

Chapter 6:

Cherish your applications specialist

Be honest, how many of you have actually read the instruction manual for your latest ultrasound platform from cover to cover? Consumer research suggests that only about 1 in 5 people read all the instructions after purchasing a technological product. I have never looked at the owner's manual for my car except in times of dire emergency (how do you open the bonnet? Which hole should I pour the oil into? What does the sign with skull and crossbones that has just illuminated on the dashboard actually mean?), after all I know how to drive a car don't I? It seems that men are worse offenders than women in this regard; we all know that real men don't need help with technology. The problem is so widespread that technical support call handlers have devised their own acronym: RTFM which, paraphrased, means "Read the Flipping Manual". In an analysis of 75,000 calls to Gadget Helpline in 2009, 64% of men had not bothered to look at the manual before calling for help and, amazingly, 12% had not even managed to successfully plug in or turn on the device!

In many ways this is perhaps understandable. The first 50 or so pages of modern instruction manuals are now usually devoted to health and safety information (such as: do not use this ultrasound equipment whilst in the bath, driving or blind drunk), followed by a thousand pages of poorly translated Japanese covering every product made by that company, finishing with an exhaustive list of every possible situation in which no liability is accepted for injury or death of the user. It is common place now for a "quick start" guide to be included to get us up and going, how many of us will bother to read the full instructions after this? We all expect that a good product should "just work" with little need for us to expend the time and energy necessary to understand the intricacies. A Swedish retailer (that will be well known to you all) has dispensed with written material altogether and supplies instructions for assembly of their flat-packed furniture in the form of cartoon pictures. I am sure most of you will have enjoyed many happy hours trying to interpret these pictures as you construct your newly purchased MDF "Billy" bookcase or "Fartfull" workbench but it is difficult to imagine that this approach would be successful for something as complex as an ultrasound system.

For many radiologists who don't really enjoy their weekly enforced inpatient ultrasound list and would much rather being doing MRI or CT, finding the on/off, transducer selection and image store buttons will be more than adequate but as ultrasound enthusiasts we should be setting higher standards. Modern high-end ultrasound platforms are a technological wonder; compare the resolution of the images we now routinely expect to obtain with those from twenty years ago. The manufacturers make life as easy as possible for us with optimised presets designed to produce a good "idiot proof" image but it is down to us to improve that image for each patient and take full advantage of the many technological miracles that are just waiting to be unleashed. Having established that the instruction manual is likely to lie in a cupboard in the ultrasound department gathering dust how can we best get to grips with our new shiny ultrasound machine? This is where we are blessed with the applications specialist.

Over that past twenty years I have been fortunate enough to have had assistance from many applications experts from several different manufacturers and they are, without exception, angels in human

form. Can you imagine what it must be like to do their job? Already highly skilled ultrasound practitioners they are condemned to watch their customers use about ten percent of the full potential of the machine, smile patiently as we run the cart over the cables and drop the transducer on the floor and explain with a cheerful laugh that the system works best if powered down properly rather than having the plug pulled out from the wall power socket; it would try the patience of a saint. To come back and do it the next day and the day after until retirement or the lunatic asylum is truly a noble calling. I do however have very fond memories of a particular applications expert who used to repeatedly slap my wrist when I pushed the wrong button, I would encourage others to do the same as it undoubtedly speeds up the learning curve. A pilot is required to know the function of every button and switch on an aircraft flight deck and demonstrate their knowledge on regular simulator sessions. Ultrasound simulators are going in the right direction to help our trainees learn the basic machine controls but should we all be required to undergo a session on a simulator every year to prove our competence?



You will all know that there is one person in every department who seems to get consistently better and more beautiful ultrasound images than everyone else, even in the "impossible" obese, frail, gassy patient - in my hospital it is our consultant sonographer. The reason why is because they know and relish the fact that there is an art in obtaining an optimal ultrasound image which requires knowledge and manipulation of all the systems capabilities; you can be sure that they know the value of the applications expert and use their time with them wisely. I would encourage you all to do the same.

This chapter marks my last as a grumpy old ultrasound consultant. It would never do to be grumpy as BMUS president and so I will try to reform and become more jovial and optimistic in outlook as I survey the NHS in general and ultrasound in particular. If there are any other malcontents out there who would like to take on the mantle of ultrasound agitator I am sure that the editor would be pleased to hear from you?

For the final time, stay well

Simon Freeman
President Elect

Curator for BMUS Historical Collection

Over the years, John Fleming, the BMUS full-time, part-time, temporary and now acting BMUS Historical Collection curator has provided us with updates and insights on the BMUS historical collection. This collection was initially set up in 1984 as part of the Society's educational program and as a resource for research. It includes hardware, documents, books and visual material. It is a hugely valuable collection which BMUS believes is essential to continue to support.

BMUS is now actively looking for volunteers to take over this curator role in helping to maintain, develop, promote the BMUS Historical Collection and to increase its on-line accessibility.

John is very willing to provide support in the hand-over process. If you are interested in this post or wish to share the post please get in touch with Joy in the BMUS office (joy@bmus.org) or the BMUS president Carmel Moran (carmel.moran@ed.ac.uk)



Dr Maira Hameed receiving the BMUS sponsored prize for the best ultrasound poster 'The diagnostic utility of US in acute cholecystitis' at the SRT AGM which was held on 5th & 6th May in Plymouth.



BMUS

All members are cordially invited to attend the

**33rd Annual General Meeting of the
British Medical Ultrasound Society**

to be held at

**YORK RACE COURSE
TADCASTER ROAD, YORK**

on Thursday 8th December at 12.15 pm



BMUS

Ultrasound 2016

7 - 9 December 2016
York Racecourse, York

Promoting ultrasound for healthcare professionals

BMUS are delighted to be able to bring the 2016 Annual Scientific Meeting & Technical Exhibition to the Knavesmire Suite at York Racecourse. The three day scientific programme offers great variety and interest for all delegates and has major streams running on a daily basis to suit practitioners from all fields.

Day 1 - 7th December 2016

Obstetrics, Peter Twining Memorial Lecture, MSK Fundamental, Basic MSK practical workshop, MSK Advanced, MSK Advanced practical workshop, Physics and Welcome Reception

Day 2 - 8th December 2016

Professional Issues, Donald MacVicar Brown Lecture, Head and Neck, Paediatrics, Young Investigator 2016, Gynaecology, Carotid Masterclass, Head and Neck Practical Training, THUGS Satellite Meeting and Annual Gala Dinner

Day 3 - 9th December 2016

Abdominal/General Ultrasound, Vascular, Professional Issues, Early Pregnancy, Elastography Masterclass, DVT Integrated Training, BMUS Debate and Translational Satellite Meeting

Annual Gala Dinner & Awards

Jump aboard the 'Night Train to Vegas' and enjoy an arrival drink, three-course deluxe menu, magician, showgirls, fun casino tables, DJ and disco



Pre-registration closes
27 Nov 2016

5 Keynote Lectures

Prof. Steve Robson, UK
Prof. Carlo Martinoli, Italy
Dr. Kristoffer Lindskov, Denmark
Mrs. Jean Wilson, UK
Prof. Anil Ahuja, Hongkong

6 Practical Sessions

MSK Fundamental
MSK Advanced
Head & Neck
DVT
Carotid
Elastography

3 Awards & Prizes

Best Oral Presentation
Best Poster Presentation
Young Investigator Award
Runner-up prizes

[www.bmus.org/
ultrasound-2016](http://www.bmus.org/ultrasound-2016)

Thank you to our Journal Editor, Dr Kevin Martin

Dr Kevin Martin will be ending his term as Editor-in-Chief of the BMUS journal in January. On behalf of BMUS we would like to thank Kevin for all his hard work in raising the profile and quality of the journal during his two terms as Editor.

Kevin is a keen sailor and intrepid explorer, and it's easy to picture him editing journal articles from exotic locations; correcting a few dangling participles before heading out from Everest base camp. Kevin is a former BMUS President and has skippered both the Society and the Journal through many a stormy sea. He has boldly gone (or is that a split infinitive?) where no Editor has gone before. Major achievements under his tenure include having *Ultrasound* indexed in PubMed Central and the Emerging Sources Citation Index (ESCI).

Kevin recently launched the Journal's online Continuing Medical Education training tools, and has updated the cover and internal layout. He has published special issues on 'Contrast Enhanced Ultrasound', 'Education and Training in Ultrasound', and 'Quality Assurance'. I am reliably informed that the most popular citation during Kevin's time as Editor was an article on 'Fetal facial expression in response to intra vaginal music emission' [Lopez Teijon et al. (2015) *Ultrasound* 23; 4: 216-223].

Kevin has a lifetime's experience and knowledge in ultrasound safety, physics and instrumentation. Those who have worked with Kevin will attest that he is always skilled, modest, and brimming with insight, all delivered with a cheeky Geordie accent. Kevin retired as Head of

Instrumentation at University Hospitals of Leicester NHS Trust in 2013, but has continued to contribute to BMUS through his role as Journal Editor. We are also eagerly awaiting the 3rd Edition of his book 'Diagnostic Ultrasound: Physics and Equipment', which has become an indispensable text for budding Medical Physicists.

In January, Kevin will be handing over the helm of *Ultrasound* to our new Journal Editor, Dr Bid Kumar, assisted by Deputy Editors Gill Harrison and Marcus Nicholls, International Editor John Hossack, and a motley crew of Editorial Board members (a rum bunch if ever I saw one). We received a high number of expressions of interest for the vacant Deputy Editor role and will be announcing the result at the BMUS ASM.



Dr Kevin Martin in his element

On behalf of BMUS Members, staff and Officers, it is my pleasure to thank Kevin for his dedication and hard work for the Society and wish him the very best of luck in his forthcoming adventures.

Emma Chung
Honorary Secretary

Editor in waiting, Bid Kumar

Bid Kumar has been working as a consultant obstetrician and gynaecologist since 2001. He currently works at Wrexham Maelor Hospital, Betsi Cadwaladr University Health Board (BCUHB), North Wales. His special interests are in the area of maternal fetal medicine and gynaecological minimal access surgery. He holds honorary posts of Lecturer in Cardiff University Medical School and Senior Lecturer in the School of Healthcare Sciences in Bangor University. Bid is a fellow of the Royal College of Obstetricians and Gynaecologists (RCOG) and obtained his

RCOG/Royal College of Radiologists (RCR) Advance Diploma in Obstetric scanning under the tutelage of Dr David Pilling at Liverpool Women's hospital in 1998-99 and provides Fetal Medicine services for BCUHB.

He is an active member of the MRCOG part 2 examination course faculty and an examiner for the MRCOG part 3 examinations. He serves as a member in the RCOG's Guideline Committee and as a co-opted member of the NICE Guideline Committee for Intrapartum Care for High Risk Women.

Besides many peer reviewed publications he has authored and edited two books on behalf of the RCOG: *Early Pregnancy Issues: MRCOG and Beyond*, 2011; and *Fetal Medicine (Advance Skills series)*, 2016.

Bid is an Associate Editor of *The Obstetrician & Gynaecologist (TOG)*, the quarterly CPD journal of the RCOG.

He has been a member of the BMUS since 2002 and has served as an Editorial Board member for *Ultrasound* since 2008 and as a Deputy Editor *Ultrasound* since 2014.

2016 ANNUAL GALA DINNER AND AWARDS CEREMONY

To be held at the National Railway Museum, York on Thursday 8th December 2016

Jump aboard the 'Night Train to Vegas' and enjoy welcome drinks, four-course deluxe menu, magician, showgirls, Vegas-style illusion and magic show, fun casino tables, a special Elvis show while dancing the night away.

During dinner the 'Awards Ceremony' will be held, the winners of the Best Poster, Young Investigator Award, 2016 *Ultrasound* Best Postgraduate Published Paper and the Paul Allan Published Paper will be announced.

Join us for a fun packed evening at a fabulous venue!



March	Clinical Ultrasound for Hepatologists
April	27th – Gynaecology
May	20th & 21st – Gynaecology
June	6th – Head and Neck 19th & 20th – Kings CEUS Paediatric Course, London
September	5th – Abdominal 29th – Paediatrics
October	Obstetrics
December	Ultrasound 2017 – the 49th Annual Scientific Meeting

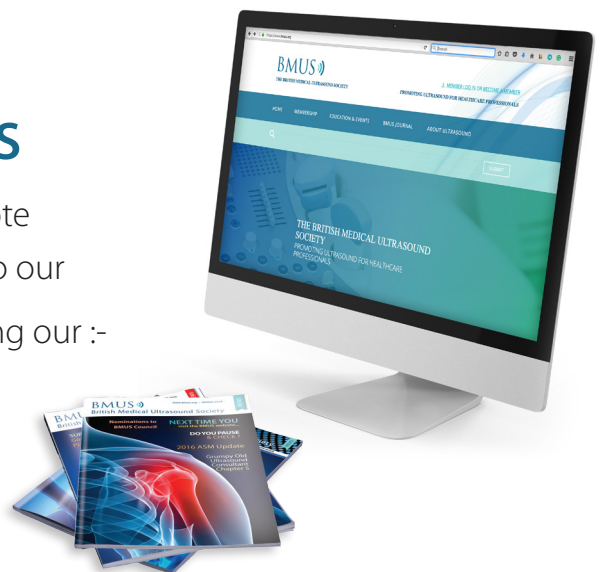
For the latest updates, please visit our website :
www.bmus.org/education-and-events/bmus-study-days/

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- **Social media channels**



For more information contact Emma Tucker today
on 0207 636 3714 or emma@bmus.org