



AIUM

Sound Waves

Newsletter of the American Institute of Ultrasound in Medicine

The AIUM Takes a Stand Against Using Ultrasound for Entertainment

The issue of using ultrasound for entertainment has long been a controversial topic within the ultrasound community, as many (including the AIUM) believe that the use of ultrasound without a medical indication is inappropriate and contradicts the responsible practice of medicine.

As new and more advanced ultrasound technologies are becoming available, the demand for fetal keepsake videos and portraits is on the rise. As such, more and more companies wanting to capitalize on the business of providing fetal keepsake videos are surfacing.

Many AIUM members have expressed concern about these businesses that are performing ultrasound examinations simply to provide a pretty picture or determine fetal sex. We have been receiving numerous reports of specific companies that offer these services.

Reports to the FDA

The AIUM has been working diligently to respond to these concerns and help put a stop to these practices or companies that promote the use of ultrasound for entertainment. When we receive a report of a company that is using ultrasound for entertainment, we verify the complaint, usually by checking the company's website. At that point, we report the company to the Food and Drug Administration (FDA), which is asking members of the medical community to notify it of fetal keepsake operations so that it can take action. The FDA has

warned that "Persons who promote, sell, or lease ultrasound equipment for making keepsake fetal videos should know that the FDA views this as an unapproved use of a medical device." We then notify the "fetal keepsake" company that the AIUM has reported the company to the FDA.

Official Statements

The AIUM has developed official statements on the "Prudent Use" and "Clinical Safety" of ultrasound and on the "Interpretation of Ultrasound

Examinations" (See page 2.) Members of the ultrasound community can use these statements to help them advocate the responsible use of ultrasound.

Journal of Ultrasound in Medicine

The AIUM's official journal, the *Journal of Ultrasound in Medicine*, is featuring editorials that discuss the issue of using

ultrasound for entertainment. Appearing in the October issue is "Three-Dimensional Fetal Sonography: Use and Misuse" by Beryl Benacerraf, MD. The December issue will feature "Ultrasound in Obstetrics and Gynecology: Is This Hot Technology Too Hot?" by Jacques Abramowicz, MD.

Listservs

Yet another vehicle members can use to voice their concerns about the misuse of ultrasound and hear the opinions of others close to the issue, is the AIUM listservs.

The Ob/Gyn listserv has recently carried some very interesting discussions about ultrasound for entertainment. Previous comments regarding this topic are available through the listserv archives.

To join an AIUM listserv, go to the "Members-Only" section of the AIUM website, sign in, and select "AIUM Listservs."

Ultrasound for Entertainment Hits the News

To further advocate the responsible use of ultrasound, the AIUM has been in touch with members of the mainstream media, providing them with information to disseminate to the public about ultrasound and its appropriate use. Such news entities as the *Today Show*, *Newsweek*, and CNN, have been prompted to contact the AIUM for information about this "fetal photo" phenomena. Most recently, the *Today Show* called the AIUM and requested a spokesperson to appear on a live television segment opposite the founder of Fetal Fotos, Inc, a chain store that produces fetal keepsake videos.

The AIUM not only provided the *Today Show* with a knowledgeable spokesperson on the issue, John Hobbins, MD, but also with information about the prudent use of ultrasound, ultrasound safety, and guidelines for interpreting ultrasound examinations, as well as the FDA's statement cautioning that those engaging in the non-medical use of ultrasound will have regulatory action taken against them by the FDA. The *Today Show* found the FDA's statement about the misuse of ultrasound to be of particular importance. *Today Show* host Soledad O'Brien questioned

Report Companies Promoting the Nonmedical Use of Ultrasound to the FDA

Mr. Bill Maloney
Diagnostic Devices Branch
Division of Enforcement I
Office of Compliance

Phone: 301-594-4591
Fax: 301-594-4636

This issue sponsored in part by Siemens.

SIEMENS

Continued on page 2

Ultrasound for Entertainment *Continued from page 1*

Dr. Leon Hansen, founder of Fetal Fotos, Inc., about going against FDA regulations and posted the FDA's warning on the screen for all to see. (This segment appeared on the *Today Show*, Saturday, September 14, 2002.)

The AIUM will continue to provide information to members of the media, both local and national, and will use these opportunities to stress to the public that ultrasound should be used only to provide medical benefit to the patient. Although there have been no confirmed risks to patients, the long-term risks from exposure to ultrasound are not known. Patients must know that these fetal keep-sake sessions cannot be substituted for a diagnostic examination performed by a physician.

AIUM Now Accepting Proposals From AIUM Members for 2003 Research Grants

Deadline for submission is March 15, 2003

The AIUM Education and Research Fund (ERF) will be awarding up to 4 research grants in 2003. Each grant will fund up to \$10,000 for any 1 project. Proposals are being accepted until March 15, 2003.

Researchers may apply for a grant in the following 4 ultrasound-related areas:

- 1) teaching
- 2) scientific research—obstetrical/gynecological
- 3) scientific research—non-obstetrical/gynecological
- 4) scientific research—basic science

Criteria and Eligibility

Any area of ultrasound research and education will be considered for funding, but preference will be given to projects satisfying the following criteria:

- ◆ relate to teaching ultrasound and/or establishing guidelines for physician education;
- ◆ are well-designed clinical ultrasound projects that can be completed within a year; that investigate clinical outcomes, efficacy, and the role of new ultrasound applications and which, in general, advance the science of ultrasound;

- ◆ study an area of basic ultrasound research;
- ◆ deal with the economics of ultrasound practice.

Grant applicants must be AIUM members. (Members of the AIUM Board of Governors and granting committee are not eligible.) Only 1 application per individual will be accepted. No more than \$1000 of grant funding may be used for travel.

How to Apply

Procedures and rules for applying for a grant and an "AIUM Education and Research Fund Request for Funding" application can be downloaded from the AIUM website at <www.aium.org> or obtained by contacting Diane Eberle, AIUM chief financial officer, at 301-498-4100 or 800-638-5352.

Grant recipients will be announced at the 10th Congress of the World Federation for Ultrasound in Medicine and Biology (WFUMB) hosted by the AIUM, June 1-4, 2003, in Montréal, Canada.

These important ultrasound grants were made possible by AIUM members and individuals who generously donate to the ERF.

Official Statements

Prudent Use Approved May 1999

The AIUM advocates the responsible use of diagnostic ultrasound. The AIUM strongly discourages the non-medical use of ultrasound for psychosocial or entertainment purposes. The use of either two-dimensional (2D) or three-dimensional (3D) ultrasound to only view the fetus, obtain a picture of the fetus or determine the fetal gender without a medical indication is inappropriate and contrary to responsible medical practice. Although there are no confirmed biological effects on patients caused by exposures from present diagnostic ultrasound instruments, the possibility exists that such biological effects may be identified in the future. Thus ultrasound should be used in a prudent manner to provide medical benefit to the patient.

Clinical Safety Approved March 1997, October 1982

Diagnostic ultrasound has been in use since the late 1950s. Given its known benefits and recognized efficacy for medical diagnosis, including use during human pregnancy, the American Institute of Ultrasound in Medicine herein addresses the clinical safety of such use:

There are no confirmed biological effects on patients or instrument operators caused by exposures from present diagnostic ultrasound instruments. Although the possibility exists that such biological effects may be identified in the future, current data indicate that the benefits to patients of the prudent use of diagnostic ultrasound outweigh the risks, if any, that may be present.

Interpretation of Ultrasound Examinations Approved March 1997, October 1992

Ultrasound studies shall be supervised and interpreted by a physician with training and experience in the specific area of ultrasonography. Findings must be recorded and results communicated in a timely fashion to the physician responsible for care. Although a sonographer may play a critical role in extracting the information essential to deriving a diagnosis, the rendering of a final diagnosis of ultrasound studies represents the practice of medicine, and, therefore, is the responsibility of the supervising physician.

"Getting Started" Accreditation Workshops—

Scheduled for Chicago and New Orleans

Learn the ins and outs of ultrasound practice accreditation and tips for completing the accreditation application while earning up to 3 AMA/PRA category 1 continuing medical education credits at the AIUM's "Getting Started" ultrasound practice accreditation workshop.

Two "Getting Started" workshops are currently scheduled. The first will be held on Saturday, November 9, from 9:00 am–Noon at the Drake Hotel in downtown Chicago, Illinois. The second is scheduled for Sunday, February 16, from 2:00 pm–5:00 pm at the "W" New Orleans Hotel in New Orleans, Louisiana, immediately following the AIUM's regional course, *Current Trends in Ob/Gyn Ultrasound*.

If you are considering applying for accreditation or are in the process, you won't want to miss the chance to attend 1 of these workshops.

Online registration for these workshops is available on the AIUM website at <<http://www.aium.org/accreditation/accWorkshop.asp>>, or you can register by calling the Accreditation Department at 301-498-4100 or 800-638-5352.

By achieving AIUM Ultrasound Practice Accreditation, practices have demonstrated a commitment to providing high-quality diagnostic ultrasound services.



For more information or a free brochure about the AIUM accreditation program, visit <www.aium.org> or contact the Accreditation Department at 301-498-4100 or at 800-638-5352 or at <accreditation@aium.org>.

Ultrasound Practice Accreditation Update



Ultrasound Practice Accreditation is a voluntary peer review process offered by the AIUM. Through this process, ultrasound practices have an opportunity to assess their strengths and weaknesses and initiate changes to improve their practices.

The AIUM's goal is to promote high-quality patient care by providing a program that both encourages and supports nationally accepted standards of diagnostic ultrasound.

Congratulations to the following practices that recently have received AIUM accreditation:

Associated Physicians for Women, PLLC, OB, GYN, Infertility
Richland, WA

Bayview Medical Practice
Erie, PA

Bayview Women's Health
Sandwich, MA

Biocare Diagnostics, Inc., and New England Medical Center Hospital, MFM
Brookline, MA

Boro Park Ob/Gyn, PC
Brooklyn, NY

Drs. Maupin & Baalman, MDs, PC
St. Louis, MO

Erika Blanton, MD
Richmond, VA

Great River Women's Health
West Burlington, IA

Kaiser Woodland Hills Medical Center
Woodlawn Hills, CA

Ashland Women's Care
Ashland, KY

Cedars-Sinai Prenatal Diagnosis Center
Los Angeles, CA

Fetal Diagnostic Center at Metro Health Medical Center
Cleveland, OH

Great Neck Radiologists, PC
Brentwood, NY

Great Neck Radiologists, PC
Great Neck, NY

Great Neck Radiologists, PC
Wyandanch, NY

Johnston Memorial Hospital Imaging Department
Abingdon, VA

Knox Ob/Gyn, Ltd
Galesburg, IL

Kettering Medical Center
Kettering, OH

Lake Erie Women's Center
Erie, PA

Lawrence General Hospital
Lawrence, MA

Lowell General Hospital
Lowell, MA

Lynn Community Health Center
Lynn, MA

Merrimack Family Medicine
Tewksbury, MA

MetroWest Medical Center
Framingham, MA

Newton-Wellesley OB
Newton, MA

Obstetrics & Gynecology of North Haven, PC
New Haven, CT

Pratt OB
Quincy, MA

Richmond Ob/Gyn Associates
Richmond, VA

San Gabriel Valley Perinatal Medical Group
Monterey Park, CA

San Gabriel Valley Perinatal Medical Group
Pomona, CA

San Gabriel Valley Perinatal Medical Group
West Covina, CA

South Shore Midwifery
Hanover, MA

Sycamore Hospital
Miamisburg, OH

The Women's Center of Western Nebraska
Scottsbluff, NE

Volusia Ob/Gyn, PA
Daytona Beach, FL

West Hartford Obstetrics & Gynecology
West Hartford, CT

And, congratulations to the following practices that recently have been reaccredited*:

Lawrence & Memorial Hospital
New London, CT

LDS Hospital Perinatology
Salt Lake City, UT

Methodist Hospitals Northlake Campus
Gary, IN

Methodist Hospitals Southlake Campus
Merrillville, IN

Metropolitan Hospital Center Ob/Gyn Division of Ultrasound
New York, NY

MFM Prenatal Diagnostic Center
Galveston, TX

Prenatal Diagnosis of N. California
Fairfield, CA

Prenatal Diagnosis of N. California
Modesto, CA

Prenatal Diagnosis of N. California
Stockton, CA

Prenatal Diagnosis of Northern California Medical Group, Inc.
Sacramento, CA

Spartanburg Regional Medical Center
Spartanburg, SC

University of Florida/Medicus Diagnostic Center
Jacksonville, FL

UTMB
Pasadena, TX

**Accreditation is granted for a 3-year period, after which time a practice must be reevaluated to receive reaccreditation.*



October Is Here! Spread Ultrasound Awareness to Your Patients

October is Ultrasound Awareness Month (UAM) and the perfect opportunity to let your patients know just how important ultrasound is to the field of medicine. Many patients are familiar with the use of ultrasonography during pregnancy, but most are unaware of its safe and effective role in helping to diagnose many other medical conditions. Use this special time of the year dedicated to ultrasonography to help your patients become more knowledgeable about ultrasound.

If you are interested in creating ultrasound awareness in your facility, the AIUM offers several ways for you to do so. Educational items such as patient information displays, patient pamphlets, and publications on ultrasound are available. The AIUM also offers facts about ultrasound that you can use to create your own patient information handouts. These can be obtained on the AIUM website or in the Ultrasound Awareness Information Kit, which is free by request. (Send requests to <swagner@aium.org>.)

To make it fun for you as the ultrasound professional, the AIUM also offers UAM promotional items such as starlight pens, pencils, lanyards, wall banners, t-shirts, polo shirts,

CD cases, and more. Visit the AIUM website at <www.aium.org> to view these products.

Your Opportunity in the Spotlight

The AIUM is requesting that you share your enthusiasm for the field of diagnostic ultrasound by sending us photographs and descriptions of your facility's UAM activities.

Whether it's a brief paragraph telling us how you celebrated UAM or a picture of you and your staff wearing UAM shirts, a picture of how you decorated your waiting area, or simply of you with an "aware" patient, the AIUM would love to publish your materials in upcoming issues of *Sound Waves*. What better way to gain recognition within the ultrasound community, as each issue reaches more than 8000 ultrasound professionals across the nation! Please send your photographs and descriptions of UAM activities to <swagner@aium.org> or mail to Stacey Wagner, AIUM, 14750 Sweitzer Lane, Suite 100, Laurel, MD 20707-5906 USA.

If you have any questions or need additional information about UAM 2002, please contact Stacey Wagner, public relations coordinator, at 301-498-4100 or 800-638-5352, ext. 240.

Ultrasound Awareness Officially Supported Across the United States



Did you know that many states in the United States have already officially declared October 2002 as Ultrasound Awareness Month? Check below to see if your state is one of them:

- ◆ Arizona
- ◆ Connecticut
- ◆ Illinois
- ◆ Kansas
- ◆ Maryland
- ◆ Mississippi
- ◆ Missouri
- ◆ Nebraska
- ◆ New Jersey
- ◆ New Mexico
- ◆ Oklahoma
- ◆ Pennsylvania
- ◆ Rhode Island
- ◆ Texas

If you know of other states that have officially declared October 2002 as Ultrasound Awareness Month, please let us know.

To request a copy of a proclamation issued in any of the states listed, contact Stacey Wagner, public relations coordinator, at <swagner@aium.org> or at 301-498-4100 or 800-638-5352.

Ultrasound Awareness Product Special

Order by October 30, 2002, and receive a free lanyard.

Remember to mention this ad when ordering.

This lapel pin is the perfect accessory for every person involved with ultrasonography. This cloisonné pin has a vibrant, royal blue background with orange and white logo set in nickel. Actual size 2 x 1/2."

PRODUCT #LP02
\$4.95/members
\$5.95/nonmembers

To order, contact LuAnn Coelho, fulfillment coordinator, at 301-498-4100 or 800-638-5352, or order online at <www.aium.org>. Don't forget to mention you saw this ad to get your free UAM lanyard!



Actual background color is royal blue.

This attractive and inexpensive ultrasound awareness lapel pin makes a perfect gift for staff and colleagues.

Learn More About AIUM Committees

The AIUM's Clinical Standards Committee (CSC) consists of 21 members representing all specialties and disciplines in ultrasound. Committee members are radiologists, obstetricians, gynecologists, and sonographers. The CSC is responsible for generating all ultrasound practice standards and any videotapes of the standards or other materials directly related to the standards, as well as producing technical bulletins. The CSC is also responsible for several of the AIUM Official Statements. The CSC works closely with the Technical Standards Committee and the Ultrasound Practice Accreditation Council.

The CSC meets once a year during the annual convention. The majority of the committee's work is completed through e-mail and conference calls. Most recently the CSC took on the charge of developing joint standards with the American College of Radiology (ACR) and the American College of Obstetricians and Gynecologists (ACOG). This has been an enormous task for the committee, involving many subcommittees of leading ultrasound experts. In January 2002, the first joint standard with the ACR was issued—*AIUM*

Standard for the Performance of an Ultrasound Examination of the Abdomen or Retroperitoneum. The committee is currently involved in creating the following joint standards:

- ◆ Standard for the Performance of an Ultrasound Examination of the Extracranial Cerebrovascular System (currently referred to as the AIUM Standard for Performance of the Vascular/Doppler Ultrasound Examination)
- ◆ Standard for the Performance of a Breast Ultrasound Examination
- ◆ Standard for the Performance of Saline Infusion Sonohysterography
- ◆ Standard for the Performance of an Ultrasound Examination for Detection of Developmental Dysplasia of the Hip
- ◆ Standard for the Performance of a Thyroid and Parathyroid Ultrasound Examination

The various subcommittees of the CSC work on the actual development of the

joint standards with full review of the drafts by the CSC. Each standard goes through several drafts and conference calls for discussion. The CSC is involved in the review process and offers opinions, comments, and suggestions for revision. Once approved by the CSC, the standards go to the AIUM Board of Governors and Executive Committee and to the respective parties of the ACR and ACOG for approval. If accepted by all, the above standards will then go into effect in 2003. The CSC recently reviewed and updated the Nonoperative Spinal/Paraspinal Ultrasound in Adults Official Statement (available on the AIUM website at www.aium.org).

The CSC welcomes noncommittee members to attend and contribute their thoughts and expertise. The chair of this committee is Brian S. Garra, MD. If you have information to share or questions or you are interested in becoming a member of this committee, please contact Brian S. Garra, MD, committee chair, via the AIUM at 301-498-4100 or 800-638-5352.

The AIUM Issues Two New Standards

The AIUM recently issued two new standards, *Standard for Documentation of an Ultrasound Examination* and *Standard for the Performance of an Ultrasound Examination of the Abdomen or Retroperitoneum*.

The AIUM issues standards to provide the medical community with guidelines for the performance and recording of high-quality ultrasound examinations. The standards reflect what the AIUM considers the minimum criteria, but practices are encouraged to go beyond the standards to provide additional service and information as needed.

Standard for Documentation of an Ultrasound Examination



This standard details what official documentation for ultrasound images or, for example, documentation on a worksheet should include; information about the prelim-

inary report; and what the final report from the interpreting physician should include.

Standard for the Performance of an Ultrasound Examination of the Abdomen or Retroperitoneum



Published in conjunction with the American College of Radiology (ACR), this standard lists the indications and contraindications for ultrasound examination of the abdomen and retroperitoneum; notes recommended qualifications and responsibilities of the physician; describes the specifications for individual examinations; explains documentation essentials; describes equipment specifications; and addresses quality control and improvement, safety, infection control, and patient education and concerns.

Copies of the *Standard for Documentation of an Ultrasound Examination* and of the *Standard for Performance of an Ultrasound Examination of the Abdomen or*

Retroperitoneum were published in the October issue of the *Journal of Ultrasound in Medicine*.

To download a copy of these standards or any of the AIUM's standards, visit the AIUM website at www.aium.org and select "Standards and Official Statements" from the blue menu bar.

Policy for Downloading Standards

- ◆ Standards may be downloaded for free on the website by members and nonmembers.
- ◆ Individuals may make as many photocopies as needed of the standards.
- ◆ If a member does not have access to the Web, the AIUM will mail or fax 1 photocopy of the standards for free.
- ◆ If a nonmember does not have access to the Web, the AIUM will mail or fax a single copy for free but with a \$5.00 prepaid handling charge. If an express order is needed, the normal rush charges apply.



Focus on Member Services

New Member Benefit— AIUM Platinum Plus® Visa®

The AIUM is now offering its members an effortless way to show their support to the AIUM and save money—at the same time—by carrying a low-interest AIUM *Platinum Plus*® Visa® credit card.

When your Visa® account is opened and when the account is renewed, MBNA—the company chosen to manage the account—will make a contribution to the AIUM. And, every time you use the AIUM Platinum Plus® Visa® credit card to make a purchase, MBNA will make an additional contribution to the AIUM at no cost to you.

AIUM *Platinum Plus*® Visa® features:

- ◆ 2.9% introductory annual percentage rate (APR)
- ◆ 8.9% fixed APR for retail purchases

AIUM Hosts Editors' Forum

In August 2001, 15 editors of major imaging journals met for the first annual Editors' Forum to discuss issues of common concern. It was the AIUM's pleasure to host the second annual meeting of this group of influential individuals at its Laurel, Maryland, office on August 24, 2002.

Anthony Proto, MD, editor of *Radiology*, was the originator of this group and continues to coordinate its activities. Other esteemed editors in attendance this year included Sheldon Baum, MD, *Clinical Nuclear Medicine*; Beryl Benacerraf, MD, *Journal of Ultrasound in Medicine*; Allen D. Elster, MD, *Journal of Computer Assisted Tomography*; Marcia Javitt, MD, *Journal of Women's Imaging*; Jeremy J. Kaye, MD, *Skeletal Radiology*; Jeffrey S. Klein, MD, *Journal of Thoracic Imaging*; Robert S. Ledley, DDS, *Computerized Medical Imaging and Graphics*; William W. Olmsted, MD, *RadioGraphics*; C. Leon Partain, MD, *Journal of Magnetic Resonance Imaging*; Matthew D. Rifkin,

- ◆ No annual fee
- ◆ Credit line up to \$100,000
- ◆ Up-to-the-minute online account information
- ◆ 24-hour customer service

AIUM members soon will receive in the mail an invitation to apply for this special AIUM *Platinum Plus*® Visa® credit card. Members need simply complete the Personal Request Form and return it in the enclosed postage-paid envelope, or call 800-437-0180 for an instant decision Monday through Friday, 9 am–9 pm, Eastern time.

The AIUM hopes you will show your support by taking advantage of this special member benefit. Remember, any purchases you make will go to supporting the AIUM in its efforts to advance the field of ultrasound in medicine.

MD, *Ultrasound Quarterly*; Martin P. Sandler, MD, *Journal of Nuclear Medicine*; Karim Valji, MD, *Journal of Vascular and Interventional Radiology*; and Michael Vannier MD, *IEEE Transactions on Medical Imaging*, as well as Roberta E. Arnold, assistant executive director of publications and communications of the Radiological Society of North America, and Carmine M. Valente, PhD, CAE, AIUM chief executive officer.

Attendees discussed numerous issues of importance to all imaging editors, including nonmember subscriptions, reciprocal agreements, electronic dissemination, financial arrangements, electronic editing, manuscript rejection by other journals, uniform requirements, the impact factor, and the National Institute of Biomedical Imaging and Bioengineering. It was an information-packed day! The Editors' Forum will tentatively hold its third annual meeting in August 2003.

Submit Your Abstract for the WFUMB 2003 Congress Hosted by the AIUM

at www.aium.org—Deadline Nov. 5

The AIUM is accepting online abstract submissions for the 10th Congress of the World Federation for Ultrasound in Medicine and Biology (WFUMB), hosted by the AIUM, June 1–4, 2003, in Montréal, Canada, through November 5, 2002. Abstracts previously presented at other meetings may be submitted for consideration.

To submit your scientific paper, scientific exhibit, or case report, go to the AIUM website at <www.aium.org>, and select "Submitting an Abstract." You will then be given step-by-step instructions on how to submit your abstract. Online help is available at any time during the submission process by clicking on a "tech support" link. (No mailed or faxed abstracts will be accepted. Online submission in English is the only method for receipt of abstracts.)

SAVE \$100! If your abstract is accepted, you will receive \$100 off your registration fee if attending the entire conference, which is Sunday, June 1–Wednesday, June 4, 2003.

If you have any questions about submitting an online abstract for the 2003 WFUMB Congress, hosted by the AIUM, please contact Brenda Kinney, professional development coordinator, at 301-498-4100 or 800-638-5352 or <bkkinney@aium.org>.

Calendar of AIUM Events

AIUM Ultrasound Practice Accreditation "Getting Started" Workshops

November 9, 2002
Drake Hotel
Chicago, IL, USA
Earn up to 3 CMEs

February 16, 2003
"W" New Orleans Hotel
New Orleans, LA, USA
Earn up to 3 CMEs

Current Trends in Ob/Gyn Ultrasound

February 15–16, 2003
"W" New Orleans Hotel
New Orleans, LA, USA
Earn up to 12.5 CMEs

For more information or to register for any of the AIUM's regional courses or annual conventions, contact Brenda Kinney, professional development coordinator, at 301-498-4100 or 800-638-5352, or e-mail <bkkinney@aium.org>.



Sold-out AIUM Breast Course Now Available on Video and CD-ROM!

If you were unable to attend the sold-out regional course, *Current Trends in Breast Ultrasound*, held August 2002 in New York City, now's your chance to earn up to 9.5 APA/PRA category 1 CME credits and learn the latest in breast ultrasound research, concepts, and techniques.

This video program provides a comprehensive overview of breast ultrasound. All pertinent areas are covered, and topics range from the basic concepts to optimization of technique, through advanced areas of breast ultrasound. *Current Trends in Breast Ultrasound* provides practical information about the use of ultrasound in breast imaging, and includes discussions of ultrasound scanning techniques and appropriate diagnostic criteria in these areas.

Topics include:

- Introduction to Breast Imaging
Gilda Cardenosa, MD
- Optimization of Breast Ultrasound
Cindy L. Rapp, BS, RDMS, FAIUM
- Sonographic Anatomy of the Breast
Ellen B. Mendelson, MD, FACR
- Breast Ultrasound Lexicon
Catherine Piccoli, MD
- Solid Breast Masses—Benign and Malignant
Cindy L. Rapp, BS, RDMS, FAIUM

- Mammographic-Sonographic Correlation
Gary J. Whitman, MD
- Breast Biopsy: Basic Principles
Gilda Cardenosa, MD
- Ultrasound-Guided Core Biopsy
Ellen B. Mendelson, MD, FACR
- Ultrasound-Guided Sentinel Lymph Node Mapping
Gary J. Whitman, MD
- Concordance of Imaging and Pathologic Findings
Ellen B. Mendelson, MD, FACR
- Sonography of Implants
Catherine Piccoli, MD
- Screening with Sonography
Gary J. Whitman, MD
- Cysts, Cystic Lesions, and Papillary Lesions
Gilda Cardenosa, MD
- Post-Surgical and Post-Treatment Changes
Ellen B. Mendelson, MD, FACR
- Interesting Breast Ultrasound Cases
Cindy L. Rapp, BS, RDMS, FAIUM
- Harmonic and Compound Imaging
Catherine Piccoli, MD
- Color Doppler Imaging
Cindy L. Rapp, BS, RDMS, FAIUM
- Staging with Sonography
Gary J. Whitman, MD



This video program comes as either a 4-videotape or 7-CD-ROM set and includes 5 evaluation forms, which allow you and up to 4 colleagues to earn CME credits at no additional charge. Earn up to 9.5 CME credits.

Item #: **02CTBU** (videotape)
Item#: **02CTBUCD** (CD ROM)

AIUM members: **\$625***
Nonmembers: **\$1195***

*Shipping and handling additional
Call today to order this new video program from AIUM! You may reach the fulfillment coordinator by calling 301-498-4100 or 800-638-5352. Please mention code SW0210BV to expedite your order.

The American Institute of Ultrasound in Medicine (AIUM) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

The AIUM designates this continuing medical education activity (*Current Trends in Breast Ultrasound*) for up to 9.5 credit hours in category 1 of the Physician's Recognition Award (PRA) of the American Medical Association (AMA). Each physician should claim only those hours of credit that he/she has actually spent in the activity.

All faculty participating in AIUM continuing medical education programs are expected to disclose to the program audience any real or apparent conflict(s) of interest related to the content of their presentation(s). Full disclosure of faculty relationship is made on the program tape or CD-ROM.

Sonographers may use credits earned at this course for the purpose of American Registry of Diagnostic Medical Sonographers (ARDMS) recertification. ARDMS accepts AMA PRA category 1 credits.



New Members

Please join us in welcoming the following new members. If you are a new member and your degree or credential is missing or incorrect, please contact the AIUM membership staff. The quickest way is by e-mail: <membership@aium.org>, but you may also call 301-498-4100 or 800-638-5352, fax to 301-498-4450, or mail to the AIUM office.

AUSTRALIA

A. I. Schaefer

CANADA

Ginette Brulotte
Kwan C. Tsui, MBBS

MEXICO

Zamora Falcon Jaime
Arturo

NORWAY

A. O. Brubakk

PAKISTAN

Nasim Hyder Naqvi,
MBBS, MUSB
Noveen Sohail, MBBS

SAUDI ARABIA

Ghazala Ali, MBBS

TAIWAN, REPUBLIC OF CHINA

Jenn-Ming Yang, MD

UNITED STATES

California

Brenda Ackerman
Nancy Landers Nelson
Vicente Pierantoni, MD
Gilda Pollock
Taliko Tuladhar

Colorado

Stephen Robert Hoffenberg,
MD, FACEP
Kim McMillian, MD

Connecticut

Gretchen Allen, MD
Svena D. Julien, MD

Florida

Lee Anderson
Russ Crane
Ariel Diaz, RDMS, RVT
Vonnice Holder, RVT,
RDMS
Kristin Vennos, RDCS

Georgia

Pavel Kamaev, PhD

Illinois

Deborah Davis, RDMS
Mini Sadji Edat, RDMS
Tanisha M. Larsen,
RDMS
Patricia E. Lee, MD
David D. McPherson,
MD
Robert E. Stallworth, MD

Louisiana

Rene Robinson Armatta,
BS

Massachusetts

Craig Haase

Michigan

Jackie Lynn Hardt
Susan E. Miller
Connie D. Phipps,
RDMS, RVT
Anju Tomar

Minnesota

Nicall Slattery

Missouri

Chad Leimkuhler
Lyle Mussman, BS

New Jersey

Susan L. Lashley, MD
Dilipkumar J. Naik

New Mexico

Nicole G. Ball, RVT

New York

Elana Eiler
Roman Furman
Karen Kosciwa, DO
Mark Rodriguez

Oklahoma

Blane M. Crandall, MD

Pennsylvania

Mara Alois, MD
Suzanne DeBari, BS,
RDMS, RVT
Pamela Gail Phayre
Michael S. Robalnik

Rhode Island

Amy Gatto

Tennessee

Tracy Holt
Michael Kammermeier

Texas

Chitra Chandrasekar, MD
Manju Monga, MD
Jim Rhea
Keith Alan Wilhelm

Vermont

Kristen DeStigter, MD

Virginia

Ashraf Y. Faden
Thomas Peng, MD
Debra S. Sheffield, RT(R),
RDMS
Holly Vaughan, RDMS

Washington

Satoshi Akaishi, ME
Corey Ebbin, DC
Andrea D. Fisk, MD
Monali Padwal
Cynthia Theresa Peterson,
BS, RDMS, RVT

Wisconsin

Barbara Kari, RDMS, RVT
Bohyun Kim, MD
Andy Milkowski, BSME,
MSIE
Allison K. Norman, RT(R),
RDMS
Sandeep K. Rao, MD
Kristine Vahovick



EDUCATION

11TH ANNUAL OB/GYN ULTRASOUND UPDATE FOR CLINICAL PRACTICE, December 6-8, 2002, Ft. Lauderdale, FL. Earn up to 14 AMA/PRA CMEs. Sponsored by the Kenneth Gottesfeld-Charles Hohler Memorial Foundation and Medical Education Resources. Call MER at 800-421-3756 to register.

AIUM ULTRASOUND PRACTICE GETTING STARTED WORKSHOP, November 9, 2002, at the Drake Hotel in Chicago, IL, and February 16, 2003, at "W" New Orleans in New Orleans, LA. Earn up to 3 AMA/PRA CMEs for each accreditation workshop. **CURRENT TRENDS OB/GYN ULTRASOUND**, February 15-16, 2003, at the "W" New Orleans Hotel in New Orleans, LA. Earn up to 12.5 CMEs. Contact Brenda Kinney at the AIUM for more information. **TEL** 301-498-4100 or 800-638-5352; **FAX** 301-498-4450; **E-MAIL** conv_edu@aium.org; **WEBSITE** www.aium.org.

THE BURWIN INSTITUTE HOME STUDY COURSES in diagnostic ultrasound. Abdomen, ob/gyn, neuro, physics, vascular, and echocardiography. All the theory needed for the clinical setting and to be successful on the Registry Examinations, plus 40 CMEs for most courses. Call 1-800-322-0737 or <http://www.burwin.com> for a free brochure. Call 1-800-322-0737 or <http://www.burwin.com> for a free brochure.

EQUIPMENT FOR SALE

ULTRASOUND-FUKUDA DENSHI UF 4000LS. Like new. \$7950. Call Roxie 480-497-0957.

ULTRASOUND—NEW/USED
Biosound—Portable & Stationary Color Flow Systems; Shimadzu—Portable & Stationary OBGYN/Urology; Medison—Portable & Stationary General Purpose; Sony Printer UP895MD—\$800—Call for quantity price; Sony HD & HG 110 Paper \$13.50/roll—box of 100
TEL 800-842-0607
FAX 914-666-2454
E-MAIL SALES@U-M-S.COM
WEBSITE <http://www.u-m-s.com>

POSITIONS AVAILABLE

DISCOVER KAUAI, HAWAII Do you need a change of scenery? Come and live in our beautiful rural tropical paradise. Kauai's 550 square miles are encircled by white sand beaches and towering majestic cliffs. Experience the beauty of the Waimea Canyon and explore the sea caves of the Na Pali coast.

Ultrasonographer—Full-time position requires certification by the ARDMS in at least one major sub-specialty. 5 years' experience in a medium size multi-specialty hospital preferred. Experience in general, vascular and echo are highly preferred. Join our progressive healthcare organization in providing the "caring touch" to our community and visitors. We offer excellent benefits, including airfare reimbursement, relocation assistance, and temporary housing.

Apply online at www.hawaiiapacifichealth.org. Click on "Career Opportunities" to search for jobs. Wilcox

Memorial Hospital is an affiliate of Hawaii Pacific Health. EOE/AA.

OB/GYN SONOGRAPHER needed for busy 2 physician practice in SW FL. F/T comp salary/good benefits. RDMS required with OB Experience. Send Resume to: **FAX** 239-481-5892
EMAIL mfmiswfl@earthlink.net.

PER-DIEM ULTRASOUND POSITIONS IN PHOENIX. Call 602-279-5600. Ask for Genna.

New Service Available for Submitting Your Educational Events

The AIUM has added a new service to its website enabling conference organizers to electronically submit their ultrasound events for inclusion in the AIUM's "Calendar of Events."

The "Calendar of Events" is a comprehensive listing of ultrasound-related continuing medical education (CME) events that individuals can search by event topic, date, location, and host name.

Take advantage of this free service by adding your ultrasound event to our listing. Simply go to the AIUM website at <www.aium.org> and click on "Educational Events." Then fill out and submit an online information form. You will receive an e-mail confirmation once your event has been added to our listing.

For questions related to finding a CME event or posting an event online, contact Stacey Wagner, public relations coordinator, at 301-498-4100 or 800-638-5352 or <swagner@aium.org>.



The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary society representing thousands of physicians, scientists, engineers, sonographers, and veterinarians involved with diagnostic ultrasonography. With the help and support of the members and volunteers, the AIUM has been able to promote the safe and effective use of ultrasonography in clinical medicine for 50 years. AIUM *SoundWaves* is published monthly to keep AIUM members abreast of ultrasound-related news.

- President**
Alfred B. Kurtz, MD
- Chief Executive Officer**
Carmine M. Valente, PhD, CAE
- Editor**
Michael C. Hill, MD
- Associate Editors**
Steven R. Goldstein, MD
Wayne H. Persutte, BS, RDMS
- Director of Communications**
Janet L. Campbell
- Managing Editor**
Stacey M. Wagner

- Department E-Mail Addresses:**
- Chief Executive Officer Carmine Valente, PhD, CAEcvalente@aium.org
Accreditationaccreditation@aium.org
Administrationadmin@aium.org
Conventions and Educationconv_edu@aium.org
Education and Research Fundeducation_research@aium.org
Financeaccounting@aium.org
Marketingmarketing@aium.org
Membershipmembership@aium.org
Publications, Videos, and CD-ROMspublications@aium.org

American Institute of Ultrasound in Medicine
14750 Sweitzer Lane, Suite 100
Laurel, Maryland 20707-5906 USA
301-498-4100 • 800-638-5352 • Fax: 301-498-4450
www.aium.org

NEW AD RATES

Classified advertising rates are \$40 for the first 75 characters (i.e., letters, spaces, punctuation marks) and 20¢ for each additional character.

For an additional \$20, recruitment advertisements can be placed on the AIUM website for perusal by all who visit the AIUM website. Ads will run for 1 month (first day of the month to the last day of the month). All web ads must appear in AIUM *SoundWaves*.

Send ad copy and payment to
AIUM
AIUM *SoundWaves*
14750 Sweitzer Lane, Suite 100
Laurel, MD 20707-5906, USA
Attn: Sales Manager

Advertising must be prepaid by check, VISA, MasterCard, or American Express.

DEADLINE: 5th of the month prior to publication