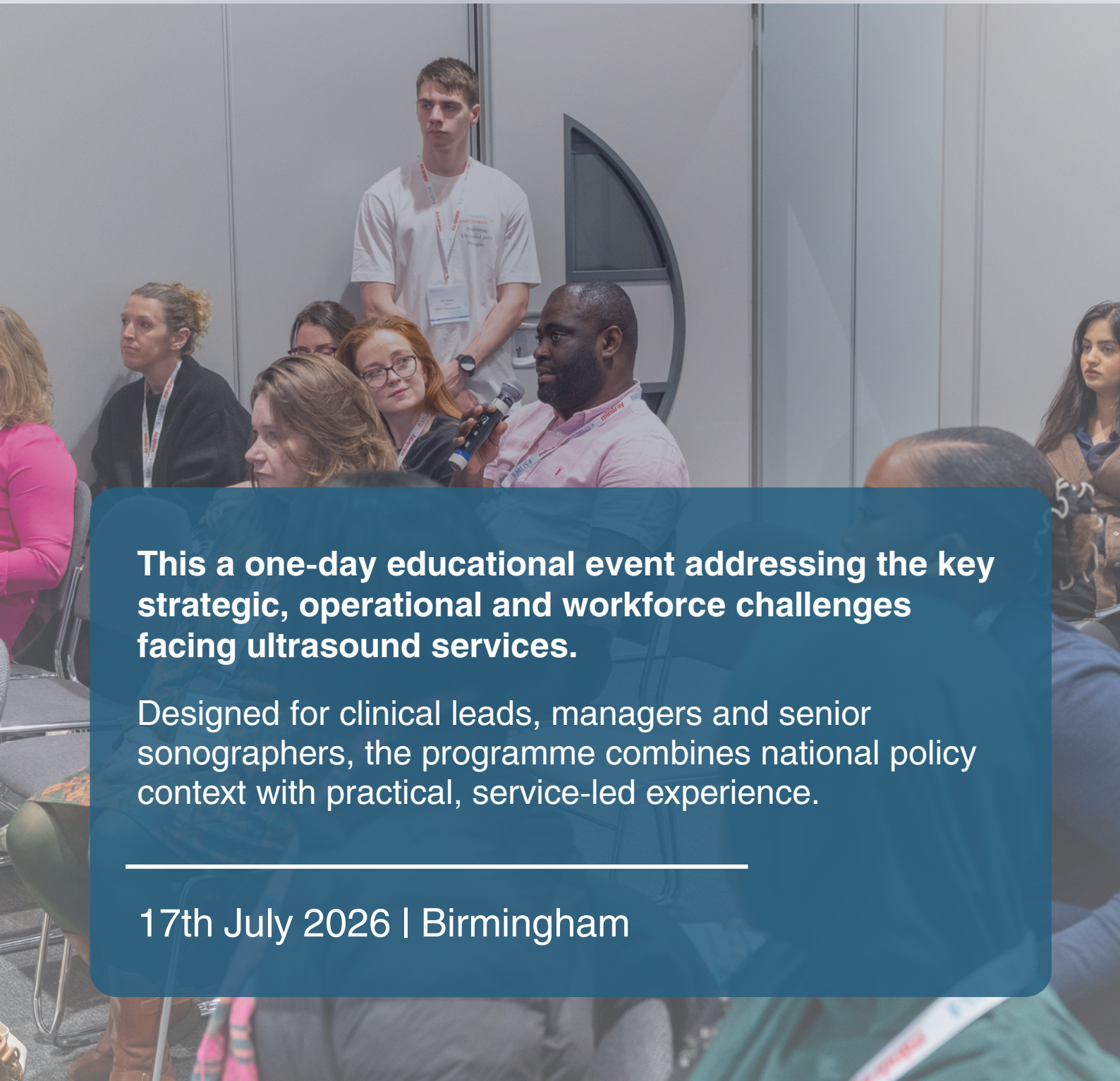


HOT TOPICS IN ULTRASOUND MANAGEMENT & OPERATIONAL LEADERSHIP STUDY DAY




This a one-day educational event addressing the key strategic, operational and workforce challenges facing ultrasound services.

Designed for clinical leads, managers and senior sonographers, the programme combines national policy context with practical, service-led experience.

17th July 2026 | Birmingham

9.00	Registration
9.25	Welcome and housekeeping
9.30	GP Direct Access / Straight to Test booking – What does this mean for ultrasound departments / pathway design / issues and challenges, Nicki Davidson, Worcestershire Acute Hospitals NHS Trust
9.50	Faster Diagnosis Standard (FDS) – What is FDS and what can we do to help targets be achieved?, Shaunna Smith, Hull University Teaching Hospitals NHS Trust
10.10	Non-Specific Symptoms: The Hull Rapid Diagnostic Service (RDS). Pathway Design, Challenges and Successes, Matt Hiles, Hull University Teaching Hospitals NHS Trust
10.30	Questions
10.45	Refreshment Break
11.05	Graduate Sonographers from classroom to clinical: The emerging workforce of sonography, Dr Pauline Mitchell, Associate Professor Diagnostics Imaging, University of Leeds
11.35	Graduate success story, Natalie Willis, Worcestershire Acute Hospitals NHS Trust
11.45	Are Sonographers Fulfilling their Potential in Advancing Practice? Review of career framework and how we encourage career development from practitioner to consultant?, James Harcus, University of Bradford
12.15	Development of AdvP role, what are the benefits to the department and what are the benefits to the sonographer. Outline structure and expectations and how this can then move to Cons Practice. Cat Lee, Royal Devon and Exeter Hospital (Wonford)
13.00	Lunch Break



13.50	Partial Booking – A Case Study, Lucy Willcox , The Royal Wolverhampton NHS Trust
14.20	Finding a realistic balance between the expectations of obstetric ultrasound service users and its providers – the BMUS Obstetric Ultrasound White Paper, Trish Chudleigh , Cambridge University Hospitals
9.50	Questions
15.20	Career development – Sonographer to Clinical Director, Steve Savage , Yeovil District Hospital
15.50	What can we do to retain sonographers? What can we do in the department to support, nurture, and encourage our staff to stay?, Karen Hill , The Royal Wolverhampton NHS Trust
16.20	Questions and Closing Remarks
16.30	Close