

BMUS
Interesting
Cases

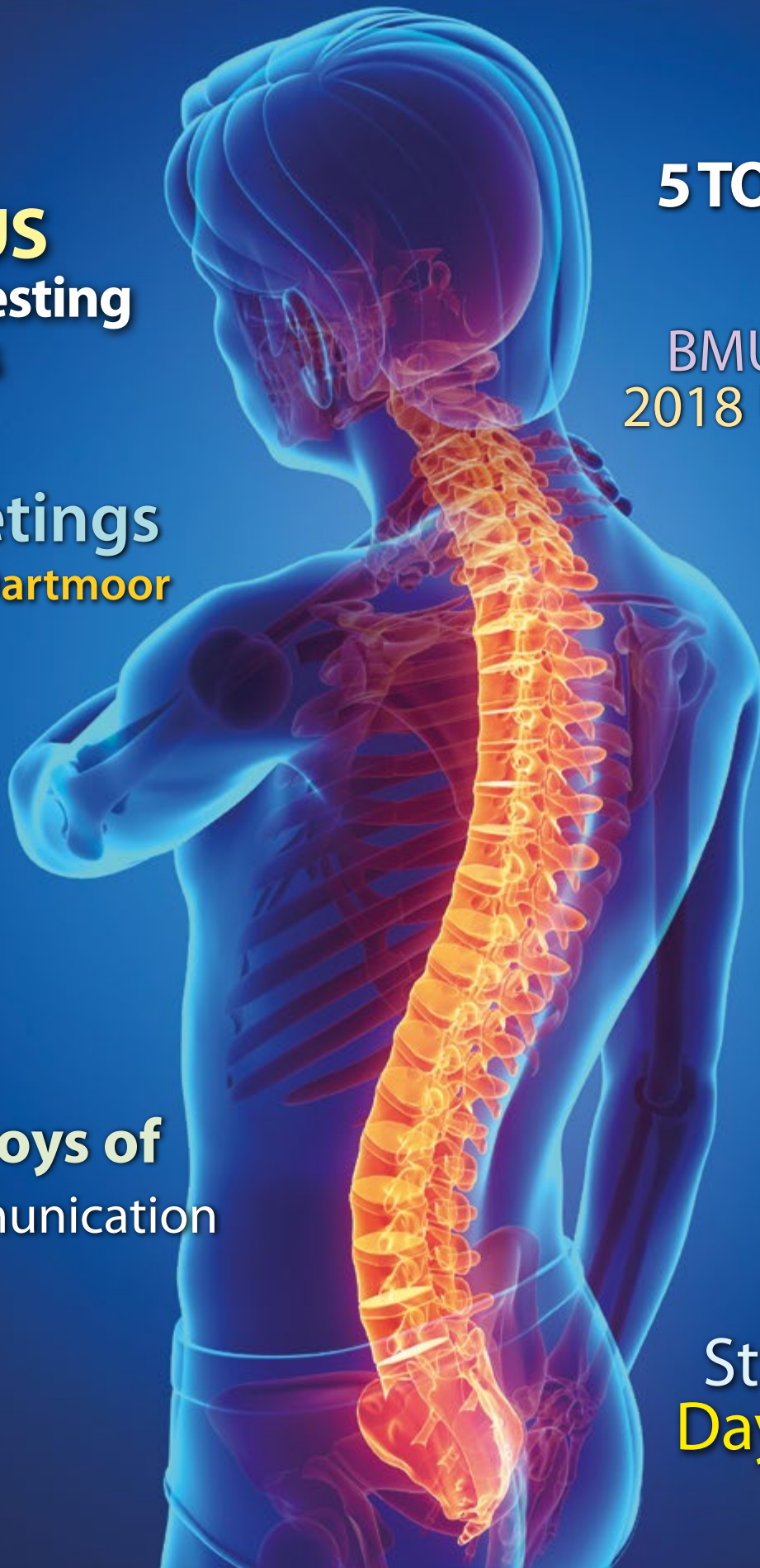
Greetings
from Dartmoor

The joys of
Communication

5 TOP TIPS

BMUS ASM
2018 Update

BMUS
Strategy
Day 2018



Moor News – Greetings from Dartmoor

As I sit down to write this column in mid-March there is a blizzard outside as the “mini Beast from the East” brings in more snow from Siberia. It is difficult to believe that “meteorological spring” has already been here for more than two weeks and, even if you prefer to judge your seasons by the equinoxes and solstices, “astronomical spring” is only two days away.

I have just returned from a BMUS Strategy meeting in Milton Keynes with my colleagues from Council and the BMUS Office. Over the course of two days we have planned the direction of travel for BMUS and agreed priorities for the next few years. We are very grateful to those of you who gave feedback from the ASM and Study Days last year, more than 350 of you provided comments and suggestions on the ASM and they have all been reviewed and analysed. We have identified several common themes that will help us improve planning these events in the future. Overall the feedback is very positive but we have noted areas where we can make changes for the better, please continue to provide constructive criticism when you attend BMUS educational events in the future.

It will come as no surprise for you to hear that the proposed changes to sonographer training and career framework, that are now almost certain to be implemented in the near future, generated much discussion. We must ensure that BMUS is ready and able to provide support and guidance to ultrasound practitioners across all disciplines, regardless of their route of entry. I am also committed to ensuring that BMUS remains a multidisciplinary Society which is relevant to everyone who uses diagnostic ultrasound in their profession, the benefit and enjoyment that we gain from sharing our expertise should not be underestimated.

Another area that we discussed was improving aspects of the BMUS website, particularly making it easier to record the CPD activities that you complete and making educational material related to your particular needs and interests more straightforward to find. You will begin to see these changes as you log onto the website during the year, don't forget that BMUS members can now access lecture recordings from the ASM through the website.

I am pleased to see that BMUS membership is now steadily rising year on year but we would, of course, like to accelerate this process and hope that you will all recommend us to your colleagues who are currently not members. We have been fortunate that several enthusiastic and capable ultrasound practitioners and physicists have taken up new roles on BMUS committees last year. I would like to encourage all of you to think about whether you could make a larger commitment to your Society, there should be something of interest for everyone. If you do not feel ready to apply for a post on a BMUS Committee or Council there will be a new BMUS Sounding Board that will provide important feedback on the whole “BMUS experience”, please contact the BMUS office if you would like to be involved.

Plans are well underway for this year's Annual Scientific Meeting which will be held on Tuesday 4th – Thursday 6th December in Manchester. This will mark 50 years as one of the oldest and largest ultrasound meetings. I hope that you will be able to attend the meeting; the Gala Dinner in particular will be a special celebration this year and we have secured a venue that will accommodate a large numbers of guests in a particularly splendid setting. It will be the hottest ticket in Manchester this Christmas.

The snow is still falling and I am wondering how difficult it is going to be for me to get into work tomorrow morning across the west of Dartmoor. Bizarrely it seems that the cold weather might be the result of global warming – apparently the Arctic is warming more quickly than the rest of the planet slowing down the jet stream which protects us from the cold polar air. Whatever the cause it seems that a few inches of snow are still able to cause chaos down here in the South-West, in my mind I can hear my Northern and Scottish readers sniggering about their soft Southern colleague. Regardless, I hope that the sun is shining as you read this column and that you are enjoying a perfect early summer.

Simon Freeman
President



BMUS

Summer School 2018 28th - 29th June, Leeds



**This is a two day practical scanning course with a
General Imaging theme**

Day 1: Will be a day of general imaging with a doppler focus

Day 2: Will cover liver and abdominal scanning



This course has been approved by BMUS for 5 category 1 CPD credits per day

Member single day £110 Member both days £220

Non-Member single day £160 Non-Member both days £320

Register online www.bmus.org

BMUS Strategy Day 2018

A BMUS strategy meeting is held every few years to give space outside of usual Council business to consider the wider future of the Society and set priorities for the next few years. A joint Council and Strategy meeting was held this year in Milton Keynes over two days; the 15th and 16th of March.

We began with a warm welcome from BMUS President, Simon Freeman, followed by a presentation by Rhodri Evans (President-elect) describing actions implemented as a result of our previous strategy day held in York in 2016. Having attended the last three strategy meetings, I can verify that these meetings play an important role in steering the direction of the society.

Previous meetings in Manchester and York focused on the Society's financial stability, the role of Development Officer was introduced, and two years ago in York, organisational changes were proposed to streamline the structure of BMUS committees.

This year's strategy meeting focused on 3 key areas of discussion; the potential impact of sonographer registration on the Society, membership, and the format of the Annual Scientific Meeting.

As an introduction to each topic, Pam Parker (Development Officer) gave a presentation summarising the rapidly changing landscape of medical ultrasound education, Emma Chung (Honorary Secretary) highlighted the falling number of scientists in BMUS, and Simon Freeman (President) focused on the importance of the Annual Scientific Meeting (ASM).

- Plans for sonographer education, and how regulation of sonographers might impact BMUS over the next few years, was a major area of speculation and discussion. The details of proposed changes have yet to be confirmed, but are bound to offer new opportunities for BMUS, as well as posing significant challenges. BMUS is working in partnership with other relevant bodies (CASE, the RCR, and SCoR) to take a leading role in shaping Health Education England (HEE) proposals. The next few years will certainly be crucial for the direction of the Society.

- Other discussions focused on the need to improve our website. Online communications are an increasingly important tool by which people discover and interact with BMUS. We intend to set up a BMUS Sounding Board, to help review our communications and ensure the website is attractive and easy to use.
- Although BMUS membership is steadily growing, in recent years we have experienced a fall in membership of physicists and clinicians. As part of the strategy meeting we discussed the decline in the number of hospital physicists and how BMUS might attract more researchers and radiologists. Suggestions that we aim to take forward over the next year include working more closely with the RCR and IPEM (Institute of Physics and Engineering in Medicine) to jointly support ultrasound physicists and radiologists in training. A new Physics and Safety special interest group is also being launched to help develop an active membership amongst hospital physicists and researchers.
- The section of the strategy meeting focusing on the ASM reflected on successes of previous meetings, as well as areas for improvement. Detailed feedback from attendees was invaluable to our discussions. Thanks again to all of you who took the time to provide comments. We are intent on ensuring the meeting is good value and recognise that an increasing number of delegates are finding it difficult to obtain study leave, or using their own time and money to attend. We also acknowledge the support of ultrasound manufacturers who make a major contribution to the ASM's success. The next ASM will be held on 4th–6th December in Manchester where I hope you will see many of our improvements 'in action'.

Emma Chung
Honorary Secretary

5 Top Tips

BMUS has compiled some **Top Tips** from our experts, these will hopefully support you in developing your ultrasound practice

Writing a Journal Article

Deputy Editor, Colin Griffin from the Royal Liverpool University Hospital has put together some top tips for writing a Journal article;

1) Keywords: Keywords are opportunities for potential readers to locate your paper whilst using search engines. Never duplicate words from your title as this will limit your potential ability for potential readers to find your paper.

2) References: Try and limit your references to within 5 years as a general rule. Up to 10 years for a limited number of references may be acceptable but ensure a more recent reference is not available. This guideline excludes referencing seminal pieces of work when required.

3) Title: Make sure your title is clear and concise and is reflective of what your paper is presenting. Clever play on words can be unique (and entertaining) but not always helpful when potential readers are searching for papers. This is where your keywords again are so important!

4) Journal Guidelines: Writing a paper is an arduous and time consuming task. When starting to write a paper, keep in mind the journal or journals that you are going to submit it to. Most peer-reviewed journals have specific submission guidelines and these can vary between journals so it is essential that you follow these guidelines prior to submission.

5) Reviewer Feedback: Don't be disheartened if your manuscript is rejected or re-writes are suggested after peer-review. This is the best way for you to get constructive and useful feedback from your peers and the editors of a journal whose aim is to help you get the best from your research.

Testicular Scanning

Hazel Edwards Senior Sonographer at East & North Hertfordshire NHS Trust and a member of the BMUS Education Group has put together five top tips for Testicular Scanning

1) Environment: Use a warm private room and try to put the patient at ease. Keep him covered as much as possible. Introduce yourself and your chaperone and adopt a confident, professional but friendly manner.

2) Transducer: Always use the highest frequency linear transducer available. For detecting small lesions, 12 - 18 MHz is required. However, when a patient presents with a large scrotal swelling, initial surveillance with a low frequency curvilinear transducer may help you work out what's what.

3) Coupling gel: Don't scrimp on the ultrasound gel. Curved testes and linear transducers do not make a good combination so it's essential to use plenty of gel to maintain contact, particularly when trying to view the epididymal tail.

4) Systematic approach: Adopt a methodical technique and assess scrotal contents in at least two planes. If during the exam you become unsure as to which testis you're examining, return to the transverse 'spectacle view' and reorientate before proceeding further.

5) Reporting: Keep your report short and concise. State clearly if you suspect a tumour. Ensure there is a clear management pathway in place for men with suspected tumours so you know how to fast track them appropriately.

Contact emma@bmus.org if you would like us to share your Top Tips

Getting to know BM

As part of our getting to know BMUS articles we have been covering the different committees, how they work to help our members understand how BMUS works and is delivering its objectives. Supporting the various committees and managing the day to day running of the Society is an office team led by



Joy Whyte, Executive Officer

Joy joined BMUS in April 2011 and has steered the society from strength to strength during this time. She is the main point of contact for:

- Day to day running of the society
- Governance of BMUS
- Committee support – BMUS Officers, Council and the Annual General Meeting
- Interesting cases on the BMUS website
- Overall execution of the Annual Scientific Meeting
- ASM sponsorship and exhibition sales
- Complaints

You can contact Joy at Joy@bmus.org



Emma Tucker, Development Manager

Emma joined BMUS in August 2016 and is the main point of contact for:

- BMUS marketing
- Advertising – external courses, vacancies, study days
- Communications – Social Media, Ultrapost, BMUS News
- Sponsorship for BMUS study days
- Committee support – Education and Professional Standards Groups
- BMUS Course feedback
- BMUS Education – Courses, study days,
- ASM Scientific Programme and Abstract Submission

You can contact Emma at emma@bmus.org

Getting involved in the work of BMUS

BMUS is launching a sounding board for members to be a part of. This Board is being established to encourage wider engagement with BMUS members and to ensure BMUS is considering the views of all its members. The group will support the work of BMUS and its associated Special Interest Groups and Committees.

The board will be asked to engage in a number of activities including (but not limited to):

- Be an advocate of BMUS
- Website review project
- Social media interaction – each member should engage regularly in their preferred social media (Twitter, Facebook or LinkedIn). By engagement we mean, liking, sharing and commenting where appropriate.
- Contribute to BMUS information sharing features such as Top Tips articles, Interesting Cases.
- Respond to BMUS surveys and polls when they take place

If you would like to be a member of the BMUS Sounding Board please contact emma@bmus.org

US - The Team

The office can be contacted on 0207 636 3714



Mandy Cove, Marketing and Events Co-ordinator

Mandy joined BMUS in October 2016 and is the main point of contact for:

- Delegate registrations for BMUS Study Days & courses
- Delegate payments and fees for study days / courses
- CPD Certificates
- Delegate refunds, cancellations and non-attendance
- Committee support – Physics and Safety Group
- ASM delegate registrations and gala dinner
- General inquiries regarding study days

You can contact Mandy at events@bmus.org



Tracey Clarke, Office Administrator

Tracey joined BMUS in September 2016 and is the main point of contact for;

- General enquiries
- All membership matters
- External Course Endorsements
- International delegates' visa requests
- Committee support – *Ultrasound* journal Editorial Group
- Day to day support to *Ultrasound* Editor-in-Chief and Deputy Editors, and article submissions for the journal
- ASM sponsorship & exhibitor invoicing
- Co-ordination of the ASM technical exhibition

You can contact Tracey at tracey@bmus.org

BMUS Interesting Cases

BMUS has had a 'case of the month' feature on the BMUS website and in Ultrapost for some time now. We are relaunching this as 'Interesting Cases' and would like to encourage more of our members to share cases that they feel others would benefit from seeing.

All interesting cases that are published qualify the first author for 6 months complimentary BMUS Membership.

To submit a case for consideration, please email joy@bmus.org

BMUS ASM 2018 Update



Planning for this year's ASM is in full swing and all the stream leads are busy organising invited speakers and ensuring this year's meeting will be a success. 2018 marks 50 years of the BMUS Annual Scientific Meeting and it is hoped that this is an extra special meeting for both the Society and delegates attending.

The programme this year has some different and interesting aspects to it:

- A session focusing on scanning the breast, an area we have not included since 2012.
- There will be lectures and a practical workshop on ultrasound guided interventions; this is a growing area for sonographers and other professionals, we hope this session will give you confidence in this area of ultrasound.
- Two veterinary sessions as the use of ultrasound increases in diagnosing medical conditions in our favourite furry friends
- It's also important to embrace the next generation of sonographers and this year we will be running a parallel student satellite session.

Don't worry though, the programme still includes some firm favourites, with a General Medical, Gynaecology and Obstetrics streams running, sessions on Head & Neck, MSK, Professional Issues and the ever interesting Young Investigators Award.

With this BMUS News was also delivered the 2018 Call for Papers, this outlines the programme in more detail and invites professionals and students in the field of ultrasound to present their research. Researchers can put their work forward as either a poster, case study or an oral presentation. This is a one of the best aspects of meeting and gives people an opportunity to present their work in a safe and appreciative environment. Please do consider submitting an abstract.

While the Science and Education Committee focus on the educational offerings of the

ASM our manufacturers will also be making preparations to showcase their latest equipment, innovations and techniques. The technical exhibition is a great opportunity to see what companies are developing and see what is new out there.

The Gala Dinner will be held at The Monastery on Wednesday 5th December, arrangements are underway to ensure that the evening will be a memorable one to celebrate the meeting's 50th anniversary. As ever tickets will be limited, so please ensure you book your place when registering to avoid disappointment.

All in all the meeting is coming together and looks like it's going to be a great three days! Put the dates in your diary 4-6th December, 2018 in Manchester.

Gerry Johnson
2018 Scientific Organising Chair





MSK Dissection Cadaveric Course **23rd June 2018, Keele University**

BMUS are proud to present a new and innovative format for our advanced Musculoskeletal ultrasound day.

In the anatomy suite of Keele Medical School surgeons will perform detailed fresh cadaveric dissections of the upper limb. Adjacent to the surgeon will be an experienced MSK sonographer with a machine and live model. All this will be streamed live to the lecture theatre at Keele.

Dissections will be driven by the requests of delegates wishing to see specific structures both dissected, on ultrasound and if required, on anatomical diagrams. There will also be footage of relevant surgical procedures.

Member £185
Non member £260
In-lab fee £15

Register online www.bmus.org

The joys of communication

spinning down the hill from Withybush Hospital, to the station to catch my train home; the Preseli hills taking the early evening sun in the background - I see the sign "Station 280 yards". Yep won't miss the train, three minutes to spare - will soon have the bike on board, window seat, laptop out and tea in hand. Clear written communication: a symbol, words I understand and a distance that I can quickly process ... in less than a minute I'll be on the platform with the bike - easy! So why, have I just spent the last half hour of my working day trying to decipher hieroglyphics, abbreviations, illegible handwriting and incomprehensible terminology that now seem to pass for ultrasound requests? And, I remind myself - these are doctors requesting a test from another doctor which is in the best interest of the patient (agree, there are assumptions in that statement). But why are we, as doctors, so bad at communication?

Or is this just an age thing - Yes, it has taken me a while to join the text and messaging generation and no, I don't do emoji's or Facebook or Snapchat, why would I? But I bet I'm not the only saddy who has difficulty deciphering some of the requests that my junior colleagues submit? Bless them, and I do envy the naivety of youth. Some examples of what they expect me to understand: FOOSH. OK, fall on outstretched hand, easy. But what about this orthopaedic referral "?PT STT, LHB +/- CSI SAB". After some thought we got there, "?Partial Tear Supraspinatus tendon, long head biceps +/- corticosteroid injection subacromial bursa" - get it? That prompted a gentle letter (Yes, a letter) explaining the difficulties that the use of abbreviations can cause and the associated potential for error with a polite request for unambiguous clinical information. Do you get referrals like this "US LKKS. Inc. LFT? CBDO? PACA", not good and apart from the fact that

"LKKS" means "Liver, Kidney, Kidney, Spleen" and the clinical suspicion is Pancreatic Carcinoma (apparently), might be an idea to image the pancreas if we can and not just "LKKS"?

Granted, I am the dad who has to ask for his daughter's help in deciphering some text messages. So I now know that when you get a message to do something on a weekend that is "YOLO" the added lustre is due to it being a "You only live once" opportunity. And I know I am lucky, working in west Wales, hand written or typed referrals on paper are still the norm. Electronic referrals with all the associated brevity that comes with referrals from the hard pressed and harassed junior doctors (so they tell me?), the digitally incompetent or just the plain lazy haven't yet made it out west - another reason we are blessed?!

But who are we to throw stones when it comes to communication via electronically generated media? One of the letters in my pile tonight was a request from a GP to review a report by a locum on a CT scan of a female abdomen and pelvis. They wanted clarification on the term "no obvious new nasal" in the report? Took me a while - "no obvious adnexal"! The joys of voice recognition in a busy workplace. However, confusion was caused, miscommunication admitted and apologies given. I can hear the excuse "Oh that's not me, it's the voice recognition software" (a genteel version, often expressed in less polite terms). But we are supposed to check the report before we send it - aren't we? One of my best voice recognition reporting howlers was brought to me by a senior surgeon, as in "what the hell is a Waldorf abscess?" Mmm.... 'Walled off abscess' - must be the Welsh accent?

The serious side to all this is that in medical malpractice (as in when

the lawyers get involved) poor communication or miscommunication directly contributes to 80% of cases. Good communication reduces the potential for error and we all want to be good doctors or practitioners - don't we? Our patients do. It is my practice to read the referral out to the patient before scanning - an interesting and useful exercise. Sitting down with a patient, trying to decipher what exactly the question is being asked is often illuminating, helpful and sometimes hilarious. Good referrals are those that ask a question - hopefully the right and appropriate question. A good report will answer that question without potential for ambiguity.

Communication - simple and unobtrusive, when it works. My sign comes back to mind - 280 yards, drop a gear up the hill, few pushes and I am there - easy. When communication is good and there is clarity we don't notice it do we, but when it's bad? The problem is, as always, that behind every bad request or bad report - there is a patient. So no abbreviations or slang or emoji's for me please - keep it simple and easy for me to understand. Let's keep up the fight team and educate our junior (and senior) colleagues. But don't be too harsh when throwing those metaphorical stones, or our rubbish reports will be thrown back even harder! Let's practise what we preach?

Yes, yes, I know, we still have road signs in yards in Wales! Actually the sign is "Gorsaf, Parc Ceir 280 llath" with the English below "Station, Car Park, 280 yards" - no potential for confusion, see - Welsh or English?!

Safe pedalling!

Rhodri M Evans
President-elect

Join us to celebrate our 50th Gala Dinner & Awards Ceremony

Wednesday 5th December at
**The Monastery
Manchester**

For the awards evening as well
as some great entertainment

Tickets are priced at £39.90

Please register at time of booking your conference delegate place

Study Days 2018



June

BMUS MSK Dissection Cadaveric Course
23rd June, Keele University

BMUS Summer School
28th - 29th June, Leeds

September

BMUS Obstetrics
Ultrasound Study Day
8th September, Nottingham

BMUS General Medical
Ultrasound Study Day
15th September, Bristol

BMUS Interventional
Study Day
15th September, Bristol

BMUS Paediatric
Study Day
28th September, Leeds

October

BMUS Prostate Cancer
Study Day
5th October, Hull

Dublin: General Medical and
Paediatrics Study Day
13th October, Dublin

2019

BMUS Gynaecology
Ultrasound Study Day
4th April 2019

Each year, BMUS runs a varied programme of educational study days and courses across the country. In 2018, we will once again be running a full programme of study days as outlined above. All courses carry BMUS CPD Points.

For all of 2018's programmes and to registration, please visit www.bmus.org