



SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY

2023

Annual Report

SDMS Mission

The Society of Diagnostic Medical Sonography (SDMS) is a professional membership organization founded in 1970 to promote, advance, and educate its members and the medical community in the science of diagnostic medical sonography.

SDMS Strategic Plan (2019 - 2023)

MEMBERSHIP: Further build an empathetic, supportive, and responsive environment for the present and future SDMS community.

STANDARDS: Establish standards to help ensure the protection of the public from unqualified individuals performing sonography.

EDUCATION: Provide opportunities for life-long learning that are relevant, accessible, affordable, robust, and high quality.

PARTNERSHIPS & NON-DUES REVENUE: Cultivate relationships in alignment with the SDMS mission, purpose, and strategic plan.

Approved by the SDMS Board of Directors, September 2019.





President's Message

DEAR SDMS MEMBERS,

It is an honor to share with you the 2023 Society of Diagnostic Medical Sonography (SDMS) Annual Report, which details the society's efforts from the past year and our plans for 2024. 2023 was an auspicious year for the SDMS and included the conclusion of the 2019 – 2023 SDMS Strategic Plan.

A brief overview of our many accomplishments in 2023 is below.

- Awarded 744,013 SDMS CME credits in support of the learning needs of sonographers
- Welcomed 8,178 attendees to 20 SDMS virtual events and the in-person SDMS Annual Conference
- Launched the SDMS Foundation Clinical Instructor Grant to recognize outstanding volunteer clinical instructors and promote awareness of the need for clinical instructors
- Published the *Foundations of Curriculum Design* and the *Instructional Methodologies* learning activities to support sonography program directors, clinical coordinators, and concentration coordinators
- Published the *Foundations of Original Research* learning activity to support sonography educators and students
- Recognized ARRT as a sonography certification/credentialing organization
- Updated the SDMS CME Tracker to include ARRT when automatically transferring SDMS members SDMS CME credits to the registries
- Published the results of the WRMSD longitudinal study supported by the WRMSD Grand Challenge Alliance in the *Journal of Diagnostic Medical Sonography*
- Engaged in advocacy efforts in Pennsylvania to protect sonographers
- Conducted strategic planning and formulated a new strategic plan to guide the SDMS through 2028

The SDMS is excited about building on the momentum of 2023. A few highlights of our 2024 initiatives include:

- Begin implementing the new strategic plan with a focus on advocacy and collaboration designed to elevate the sonography profession
- Publish the updated *Scope of Practice and Clinical Standards for the Diagnostic Medical Sonographer*
- Review and update the *Code of Ethics for the Profession of Diagnostic Medical Sonography*
- Welcome the largest cohort for the SDMS Foundation Emerging Leaders Program to-date

I would like to conclude by thanking Don Kerns, JD, CAE for his twenty-five years of service to the SDMS and SDMS Foundation including a decade as the Chief Executive Officer. Don retired at the end of 2023 and we wish him a well-deserved retirement. We are also thrilled to welcome Mary Rodriguez, CAE as the new CEO for the SDMS and SDMS Foundation effective January 1, 2024.

Thank you for your continued support. I look forward to another year of progress and achievement as we work together to advance the field of diagnostic medical sonography.

Sincerely

Mitzi Roberts, EdD, RT(R), RDMS, RDCS, FSDMS
SDMS and SDMS Foundation President

SDMS'

Financial Performance

(\$129,513)*

2023 CHANGE IN NET ASSETS

**Unaudited financial information*

SDMS Planned 2024 Activities

In 2024, the SDMS will begin implementing the new strategic plan with a focus on advocacy and collaboration designed to elevate the sonography profession.

LEARNING

Provide relevant learning for sonographers and other users of ultrasound in healthcare through continuing medical education and professional development.

MEMBERSHIP

Foster an empathetic, supportive, and responsive environment for sonographers and other users of ultrasound in healthcare.

ADVOCACY

Promote excellence by implementing standards, guidelines, and best practices and advocating for sonographers and other users of ultrasound in healthcare.

NON-DUES REVENUE

Expand non-dues revenue opportunities through diverse monetization strategies.

Approved by the SDMS Board of Directors, September 2023.



SDMS Volunteers

9,549
HOURS VOLUNTEERED IN 2023

861
VOLUNTEERS
51

SDMS LIAISONS attended sonography and imaging organizations' meetings

- Mentored sonographers and sonography students toward future leadership growth
- Developed comprehensive educational courses focusing on clinical expertise, procedural skills, and patient-centered care
- Designed and planned events to foster community and professional growth
- Produced educational and professional growth content for SDMS learning opportunities
- Ensured accuracy and relevance of educational materials provided by SDMS CME Providers
- Facilitated recognition of outstanding achievements through evaluation of submissions for awards and competitions
- Provided strategic insights and recommendations for the annual budget and financial policies
- Monitored legislation with potential impact on sonographers and the sonography profession
- Conducted research on work-related musculoskeletal disorders (WRMSDs) in sonography
- Initiated comprehensive revision process for the *Scope of Practice and Clinical Standards for the Diagnostic Medical Sonographer*

WANT TO MAKE A DIFFERENCE?

The SDMS thrives thanks to the invaluable contributions of our volunteers. We provide a range of engaging opportunities, from joining the SDMS Board of Directors, committees, and task forces to undertaking short-term projects as a micro-volunteer. Take the first step towards making an impact and sign up to volunteer today.

[SDMS.ORG/VOLUNTEER](https://sdms.org/volunteer)

- ARGENTINA
- AUSTRALIA
- BAHAMAS
- BANGLADESH
- BARBADOS
- BELGIUM
- BERMUDA
- BRITISH VIRGIN ISLANDS
- BULGARIA
- CANADA
- CAYMAN ISLANDS
- COLOMBIA
- CYPRUS
- GERMANY
- GREAT BRITAIN
- GUAM
- GUYANA
- HONG KONG
- INDIA
- IRELAND
- ITALY
- JAMAICA
- JAPAN
- MONTENEGRO
- NETHERLANDS ANTILLES
- NICARAGUA
- NIGERIA
- NORWAY
- PAKISTAN
- PERU
- PHILIPPINES
- QATAR
- SAUDI ARABIA
- SINGAPORE
- SOUTH AFRICA
- SOUTH KOREA
- SWEDEN
- TAIWAN
- TRINIDAD AND TOBAGO
- TURKEY
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES
- UNITED STATES VIRGIN ISLANDS

The largest
association
of sonographers
and sonography
students in the
world

SDMS

MEMBERSHIP

23,824

STANDARD MEMBERS

479

ORGANIZATIONAL MEMBERS

Reaching 44 Countries

MEMBER SNAPSHOT



81%

PRIMARY JOB FUNCTION:
CLINICAL OR MANAGEMENT

55% Hold RDMS Credential
28% Hold RVT Credential
12% Hold RDCS Credential
2% Hold RCS Credential
2% Hold RVS Credential
16% Hold RT Credential

88% Female
18 Years On Average Practicing Sonography
43% Hold Associate Degree
37% Hold Bachelor's Degree

Registered Specialty

ABDOMEN 46%

BREAST 12.8%

CARDIAC 13.6%

FETAL CARDIAC 2.4%

PEDIATRIC CARDIAC 1.4%

NEURO 3.3%

PEDIATRIC 0.3%

VASCULAR 29.7%

OB/GYN 42.9%



SDMS

LEARNING

744,013.25

SDMS CME Credits Awarded

DELIVERING QUALITY EDUCATION FOR THE
SONOGRAPHY COMMUNITY

713

FREE SDMS CME ACTIVITIES AVAILABLE
with SDMS membership (worth 462 SDMS CME credits)

188

ADDITIONAL SDMS CME CREDITS
available through the SDMS Registry Review Series

408,934.25

SDMS CME CREDITS
reported to ARDMS, ARRT, and CCI

As of December 31, 2023

SDMS EVENTS



2023 SDMS VIRTUAL CONFERENCE

APRIL 28 - APRIL 30, 2023

821 Registrants

Held in the spring, the *SDMS Virtual Conference* is a travel-free, online-only learning experience that enables sonographers, sonography students, and physicians from around the world to network and learn. In addition to earning SDMS CME credits, the educational program provides attendees with knowledge and skills in new sonographic techniques, diagnostic accuracy, enhancements of sonographic instrumentation, and practice management strategies.

8,055

SDMS CME CREDITS AWARDED

97% were satisfied with the quality of the conference sessions and speakers

98% were satisfied with the conference



2023 SDMS ANNUAL CONFERENCE

SEPTEMBER 21-23
NATIONAL HARBOR, MD

748 Participants

The *SDMS Annual Conference* is designed for sonographers, sonography students, and physicians who use sonography in their practice setting. Held in the fall, the *SDMS Annual Conference* is designed to foster connections and learning and includes multiple opportunities to network and visit the exhibit hall. Attendees will earn SDMS CME credits while learning about new sonographic techniques, diagnostic accuracy, enhancements of sonographic instrumentation, and practice management strategies.

6,426

SDMS CME CREDITS AWARDED

97% said they would attend a future *SDMS Annual Conference*

98% were very satisfied/satisfied with the conference

SDMS EVENTS

SPECIALTY SPECIFIC CONTENT PRESENTED VIRTUALLY



8 Virtual Seminars

1,256 Registrants

99% would recommend an *SDMS Virtual Seminar* to a colleague

SPONSORED BY **PHILIPS**

HELD IN DECEMBER SO SONOGRAPHERS CAN CRUSH THEIR YEAR-END CME GOALS



1,133 Registrants

99% liked the virtual format and would consider attending future virtual events

99% felt the information presented was relevant and useful

ONLINE WEBINARS LED BY SONOGRAPHY EXPERTS ON CURRENT TOPICS OF INTEREST



5 webinars

4,220 Registrants

98% would recommend an *SDMS Knowledge Series* event to a colleague

SPONSORED BY **Canon**
CANON MEDICAL



JOURNAL of DIAGNOSTIC MEDICAL SONOGRAPHY

650
Content Pages
Published

ORIGINAL RESEARCH ARTICLES
47%

CASE STUDIES
29%

EDITORIAL SYMPOSIA/
LETTERS TO THE EDITOR
16%

LITERATURE REVIEWS
8%

618,285 Full-Text Downloads

183 Published Authors

65 JDMS Articles Published for SDMS CME Credit

48 Editorial Board Members

277 Manuscript Reviewers

JDMS STRATEGIC PLAN (2023 - 2027)

QUALITY

- Strengthen authenticity and integrity of authors and content
- Sustain an accessible and reliable editorial and publishing process

REPUTATION

- Grow the effectiveness, diversity, exposure, and reach of the JDMS
- Increase author visibility, respectability, and influence

ENGAGEMENT

- Increase engagement of the JDMS constituents

As of December 31, 2023

2023 SDMS Medal Level Supporters

The SDMS and SDMS Foundation extend their deepest appreciation to the organizations that generously supported the Society, its members, the SDMS Foundation, and the sonography profession in 2023.

PLATINUM SUPPORTER

(\$30,000 OR MORE)

- American Registry for Diagnostic Medical Sonography (ARDMS)
- Parker Laboratories, Inc.
- Parks Medical Electronics, Inc.
- Philips Healthcare
- Siemens Healthineers
- Unetixs Vascular, Inc.
- US Vascular (Vasculab)

GOLD SUPPORTER

(\$20,000 - \$29,999)

- Canon Medical Systems

SILVER SUPPORTER

(\$10,000 - \$19,999)

- American Registry of Radiologic Technologists (ARRT)
- Cardiovascular Credentialing International (CCI)
- CS Medical
- Image Monitoring USA
- Intersocietal Accreditation Commission (IAC)
- SonoSim, Inc.
- Trajecsys Corporation

BRONZE SUPPORTER

(\$5,000 - \$9,999)

- Biodex, Part of Mirion Medical
- Cuready Healthcare Staffing
- Nanosonics

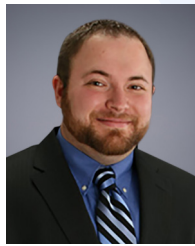
THANK YOU!

SDMS Board of Directors THANK YOU

for your service and dedication to the SDMS and the sonography profession.



Mitzi Roberts
EdD, RT(R), RDMS, RDCS,
FSDMS
President



Aubrey Rybyinski
BS, RDMS, RVT, FSDMS
President-Elect



Stephanie Ellingson
MS, RDMS, RDCS, RVT, RT(R)
Treasurer



Amy Wilson
MS, RT(R), RDMS, RVT
Secretary



Catherine Rienzo
EdD, RT(R)(ARRT), RDMS,
FSDMS
Immediate Past President



Sharlette Anderson
MHS, RDMS, RVT, RDCS,
FSDMS
Director



Sara Baker
MED, RDMS, RVT, RMSKS,
RT(R), FSDMS
Director



M. Robert DeJong
RDMS, RDCS, RVT, FSDMS,
FAIUM
Director



Talisha M. Hunt
BSRT, RDMS, RVT, RDCS,
FSDMS
Director



Tanya Nolan
EdD, RDMS, RT(R)(ARRT)
Director



Richard Palma
BS, ACS, RCS, RDCS, FACVP,
FSDMS, FASE
Director



Donald Kerns
JD, CAE
SDMS Chief Executive Officer
Ex-officio Officer & Director

Outgoing Board Members



Koko Park
BS, ACS, RDCS, RVT,
FASE, FSDMS



Ted Whitten
BA, RDMS, RVT, FSDMS



Bridgett Willey
PhD, RDMS, RVT, RDCS,
RT(R), FSDMS