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.
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
SDMS
MEMBERSHIP

23,824
STANDARD MEMBERS

479
ORGANIZATIONAL MEMBERS

The largest association of sonographers and sonography students in the world

As of December 31, 2023

ARGENTINA
AUSTRALIA
BAHAMAS
BANGLADESH
BARBADOS
BELGIUM
BERMUDA
BRITISH VIRGIN ISLANDS
BULGARIA
CANADA
CAYMAN ISLANDS
COLOMBIA
CYPRUS
GERMANY
GREAT BRITAIN
GUAM
GUAYANA
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

Reaching 44 Countries
MEMBER SNAPSHOT

81% PRIMARY JOB FUNCTION: CLINICAL OR MANAGEMENT

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

Registered Specialty

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<tr>
<th>Specialty</th>
<th>Percentage</th>
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<tr>
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<td>29.7%</td>
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<tr>
<td>OB/GYN</td>
<td>42.9%</td>
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</table>

As of December 31, 2023
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
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

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.

2023 SDMS
VIRTUAL CONFERENCE
APRIL 28 - APRIL 30, 2023

821 Registrants

2023 SDMS
ANNUAL CONFERENCE
SEPTEMBER 21-23
NATIONAL HARBOR, MD

6,426 SDMS CME CREDITS AWARDED
97% said they would attend a future SDMS Annual Conference
98% were very satisfied/satisfied with the conference

748 Participants
SDMS EVENTS

SPECIALTY SPECIFIC CONTENT PRESENTED VIRTUALLY

SDMS VIRTUAL SEMINARS

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

SDMS KNOWLEDGE SERIES

5 webinars
4,220 Registrants
98% would recommend an SDMS Knowledge Series event to a colleague

SPONSORED BY CANON MEDICAL
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
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.

**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!**
THANK YOU for your service and dedication to the SDMS and the sonography profession.

SDMS Board of Directors

Outgoing Board Members

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

Ted Whitten
BA, RDMS, RVT, FSDMS

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