2019 ELECTION
VOTER’S GUIDE

Candidate Statements
Cast your vote and let your voice be heard.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I am honored to be slated as a candidate for the position of president-elect. A sincere “thank you” to the nominating committee for their support in selecting me for this position. As a previous member of the committee (2009-2011), I am aware of the responsibility this committee was charged with during the nomination process. The focus was on examining the skills and characteristics that are needed in board candidates.

During my years as a sonographer, I have had the privilege to work in a small community hospital, a teaching hospital, a mobile service, a private office, and as an educator. This diverse employment background has provided me with many different perspectives that will enable me to lead the organization; thereby, fulfilling the mission and vision of the SDMS. As a staff sonographer, clinical instructor and educator I thought it was extremely important to give back to the profession by mentoring a student or a new sonographer. Taking the time for a cause you truly care about can be a rewarding opportunity when you see your direct impact. I look forward to the many opportunities and challenges this position embraces.

Perhaps to best answer the above question, “Why are you the best candidate for this position?” I would simply state that it is my dedication, commitment, and passion for the field of diagnostic medical sonography. Having served the SDMS in many capacities throughout the years, I have always taken my responsibilities very seriously and have fulfilled my commitments in a timely manner. I have thrived working alongside my colleagues and in doing so, I have cultivated a culture of trust. If elected, I would fulfill this role by working effectively toward common goals, as a loyal team member, on behalf of the SDMS membership. I am willing and able to provide the time and effort required to be an effective servant leader.

Thank you for your consideration!

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Quite honestly, some of the same issues facing the sonography community today, Joan P. Baker wrote about in her 1997 JDMS article entitled, “Issues Facing Sonography.” According to Baker, “Critical issues facing the sonography profession in the 1990s and in the next millennium are legislation, reimbursement, accreditation, the ‘advanced practice sonographer’ classification, and musculoskeletal strain injury” (Baker, 1997). The SDMS discussion posts on SDMS Collaborate reflect many of the same concerns with the overwhelming alarms related to Work-Related Musculoskeletal Disorders (WRMSDs). In 2016, the SDMS sponsored a Consensus Conference on Work-Related Musculoskeletal Disorders which produced the updated 2017 Industry Standards for the Prevention of Work-Related Musculoskeletal Disorders in Sonography. This ongoing problem with WRMSDs will take the entire sonography community to work together to minimize the MSK issues we face. This should be a high priority agenda item.
CATHERINE RIENZO,
MS, RDMS, RT(R), FSDMS
CONTINUED

During my SDMS board commitment, our activities always included advocating for legislation that benefited our members. The SDMS staff keeps a watchful eye on government regulation that could potentially affect our community of sonographers. This is an ongoing undertaking that continues to impact the SDMS. As my term comes to an end as the JRC-DMS, Past-Chair (and the representative from the SDMS on the Joint Committee on Education in Diagnostic Medical Sonography (JRCDMS) Board of Directors since 2011) I have witnessed many positive improvements in the accreditation process. The virtual site visit pilot program was a success and now offers programs applying for continuing accreditation, that meets certain criteria, the option for a virtual site visit. The proposed Standards will expand the learning concentrations to include breast and musculoskeletal.

The SDMS has always advocated for its membership to ensure excellence in diagnostic medical sonography. So, whatever challenges our community will face in the future the SDMS will be there to support its members.

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I believe my biggest strength is my passion for Diagnostic Medical Sonography and the profession. I have over 30 years’ experience as a sonographer; and 15 year as a CAAHEP accredited sonography program director. I have been part of the SDMS for many years serving on multiple committees and board positions, a presenter at SDMS conferences and a JRCDMS site visitor. I understand the committee structure and operations of organizations such as the SDMS. I will apply my passion for Sonography to promote our profession and improve conditions in the workplace to ensure that future sonographers are able to have a long and fruitful career. My belief in the power of hard work will be used as president because our tomorrow depends on us today.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

A challenge for our sonography community is the decline in reimbursement and the push for more cost effective diagnostic imaging. This and other factors are putting the health of all sonographers at risk. Work-related musculoskeletal injuries are a common cause of pain among sonographers and needs to be recognized as a REAL issue. The SDMS has and will continue to be the voice to address this issue so that our next generation of workers are not afraid to become sonographers because of the potential for injury.

Another challenge for the sonography community is upcoming regulatory or legislative changes that may affect our profession. As states work to draft legislative bills that can shape our profession in the future we must be there to educate them as to how we are and what we do daily.
TREASURER

MITZI ROBERTS, EdD, RT(R), RDMS, RDCS

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

My experience, personal strengths, and skills will assist me in accomplishing the duties required of the Treasurer position. I believe lifelong learning allows sonographers to develop additional knowledge, skills, and competencies related to the field of sonography, the health care industry, health organizations, and education. My desire to pursue lifelong learning has allowed me the opportunity to serve on the SDMS board, various SDMS committees, as an ARDMS volunteer, a JRC-DMS volunteer, and as a community volunteer. I have also obtained a baccalaureate degree with a major in Health Care Management, a master’s degree in Leadership and Policy Studies, and a doctoral degree in Higher Education. These experiences, as well as my work experience as a clinical sonographer, clinical instructor, program chair, higher education director, and associate dean have allowed me to develop an understanding of financial management, assessment, and reporting.

I have been involved with developing budgets including 5-year projections for use in strategic planning, facilitating budgets with regular monitoring of actual revenues and expenses, creating annual financial reports, budget proposals with supporting data analysis, and analyzing bids for purchase. I enjoy assessing details and analyzing information. I am not afraid of asking “why” or doing research to help solve a problem or gain understanding. I enjoy challenges and seek to identify methods for improving outcomes. The ability to focus on accurate outcomes, complete tasks in a progressive manner, and attention to detail describe some of strengths. I feel that my experience, analytical skills, organizational skills, and willingness to learn align with the requirements of the Treasurer position. I am honored to be nominated as a candidate for the position.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The dynamic field of sonography continues to evolve at a rapid pace. I believe critical issues facing the sonography profession include certification standards, quality education, and sonographer health. The SDMS plays a vital role in addressing these issues by providing resources for sonographers, health care facilities, and the public. To ensure quality patient care, it is essential for employers to require a professional certification in sonography. The need for certification standards has been a critical issue for several years and will remain as such until sonographers are recognized for their role as a medical professional in the delivery of safe, quality patient care. The SDMS will need to continue to advocate for sonography as a profession, sonography credential requirements, and as a member of an interprofessional healthcare team. Sonographers, educators, and health care facilities need access to quality educational resources. Sonographers need access to quality educational resources to stay abreast of new technologies and techniques. Educational programs need to ensure minimal entry-level competence of all graduates. Health care facilities need educational resources for understanding the changing field of sonography, certification requirements for sonographers, and the sonographers scope of practice. The SDMS will need continue to provide a variety of educational resources to meet the needs of the novice to the expert. Lastly, the daily demand to provide quality health care services is impacting the health of sonographers. Sonographers are dealing with musculoskeletal injuries as well as stressful situations. The SDMS will need to continue to advocate for sonographer health and provide resources to assist sonographers with health needs as well as continued development of resources increase promotion of sonographer health.
TREASURER

NANCY CHOUINARD,
MAS, RDMS, RDCS, RVT, CRCS, CRVS, CRGS, FSDMS

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I have been a member of SDMS for my entire sonography career and have always respected the organization's goals and accomplishments. In my roles as a clinical sonographer, applications specialist, instructor and program director I have developed a variety of skills and a broad perspective on the profession.

The major strength I offer as a candidate for Treasurer is my experience with the SDMS board. During my years on the board, I have developed an understanding of SDMS and board function. I have participated in approval of multiple SDMS budgets as a Director and, in particular, as Vice President where I served as a member of the Finance Committee and became very familiar with the structure and processes involved.

I have experienced many changes in the SDMS and have that history and perspective to share. I am an enthusiastic, professional and accountable volunteer and I take my responsibilities very seriously. While I am a practical thinker, I recognize the enormous value of having directors with different experiences and styles and am very open to creative suggestions and out-of-the-box thinking. The world is changing so quickly and new ideas and methods are needed to keep riding the wave! I am honored to be nominated and would be very pleased to serve as SDMS Treasurer.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Many of the challenges facing sonography have been with us for many years. Setting minimum education standards and developing career advancement opportunities are ongoing goals that are challenged by a variety of factors. Sonographers are under increasing stress from workloads and difficulty of scans and need support and resources. Educational programs need to continue to adapt methods to meet the needs and wants of new learners. Once students have graduated, it can be difficult for them to obtain employer support for continuing education and staying connected with other sonographers.

The main challenge for SDMS is to remain relevant and important to the membership and sonography community as a whole. In order for SDMS to continue to be the key resource for sonographers, the organization will need to keep informed of the changing needs of sonographers and to develop creative ways to address those needs. Promoting quality sonography and patient care by supporting sonographer certification and research via the SDMS Foundation and providing a vast array of educational opportunities such as webinars should remain major areas of focus. Supporting sonographers with a large repository of resources to assist sonographers in their careers is vital for SDMS; these include salary surveys, WRMSD and practice standards which are often created in consultation with other sonography organizations. Providing opportunities for sonographers to connect and learn from each other through activities such as the SDMS website Collaborate Communities and Annual Conferences are ongoing priorities to keep the sonography community engaged with the organization and each other.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

As a candidate for the position of Secretary, I am most qualified for this position given my history of service to the SDMS as well as the variety and breadth of my professional career experience which spans clinical, academic, administrative and research spaces within sonography. The highlights of my service to the SDMS include eight years of experience in both elected and appointed committee and liaison positions, including the SDMS Board of Directors, Membership Recognition and Awards, Nominating and Government Relations Committees and Liaison to the AIUM Bioeffects Committee.

Professionally, I bring over twenty years of experience as a Registered Diagnostic Medical Sonographer, Registered Cardiac Sonographer and Vascular Technologist and have earned a Baccalaureate degree in Healthcare Management, a Master degree in Education and a PhD in Curriculum and Instruction. In my career, I scanned as a clinical sonographer, in both Radiology and Cardiology departments, served as a lead sonographer, laboratory manager, clinical and didactic educator, lead research sonographer, Program Director and most recently, Director of Allied Health Education and Career Pathways at the University of Wisconsin Health System. In my current role, I am the system healthcare administrator for five different allied health education programs as well as training and education partnerships with public school systems, the Wisconsin Technical College System and University system and several community-based, non-profit organizations. I oversee operational budgets of over two million dollars in an academic health care system of over sixteen thousand employees. Additionally, I serve on regional, state and national workforce development boards as a health care industry expert.

I believe that the variety of roles and experiences listed above, provide me with an excellent perspective and voice to contribute to the work of the Board, decision-making and determining the strategic direction of the SDMS. I function with a strong focus and experience in making data-driven decisions and finding innovative ways to solve complex, high-level challenges. My academic background has given me a strong foundation in effectively employing both qualitative and quantitative research methodology that is valuable in supporting and creating strategic vision and providing the strong leadership essential in an ever-changing health care landscape. I would be honored to continue to serve and give back to the sonography community, if elected as Secretary for the SDMS, in this upcoming term.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The critical issues facing sonography over the next years are, 1) decreasing reimbursements combined with an increasing demand for sonography procedures, 2) an aging workforce with a much smaller population in the incoming workforce, and 3) the lack of established minimum education standards for entry-level sonographers, which makes it challenging to outline clear career pathways and transition from being an occupation to a profession.
For many years, there have been incremental decreases in reimbursement for a number of sonographic examinations and procedures, most notably in the areas of vascular and cardiac ultrasound. Simultaneously, the demand for ultrasound examinations and procedures has risen, across specialty areas. This means that we are all asked to be more productive with less funding, which contributes to an increased incidence of ergonomic injuries and burnout. With constant budget cuts affecting all healthcare organizations, this also means less employer-funded support for professional development and continuing medical education to keep sonographers current on the latest advances in ultrasound techniques and technology. These challenges require that an SDMS membership offers the sonography community ever increasing value for their dollars by offering a variety of avenues to obtain CME, participate in professional development and stay current with the latest trends and advances affecting sonographers.

The most experienced contingent of the sonography workforce is comprised largely of people born in the “baby boomer” generation, meaning that many sonographers are retiring and needing health care services and by the population numbers, there are far fewer young people prepared to take their place. Because of this challenge the SDMS will need to continue to utilize the latest means and methods provide the latest information and to promote our profession to both the emerging generation of sonographers and future sonographers, especially high school and undergraduate college students, as they are actively making decisions about education and career. Finally, the SDMS should continue to lead the charge of establishing minimum education and certification requirements that will enable us to create clear career pathways and meet the requirements for becoming an “official” profession. Establishing sonography as a profession will give us a much stronger base from which to advocate for certification, licensure and legislative changes, and give those who seek advancement a clear path and guidance to achieve their goals.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

Hello, my name is Kim Michael. I am passionate about our profession and honored to be running for the position of SDMS Secretary. I would appreciate your vote and the opportunity to serve the members of the SDMS.

Experience is one of the greatest strengths I would contribute to the SDMS Board of Directors. I have been a sonographer for almost 30 years and am credentialed in Abdomen, OB/GYN, Breast, Pediatric and Vascular sonography. For the past 21 years, I’ve been the Director of a CAAHEP accredited sonography program.

Over the past 15 years, I have actively been involved in the SDMS serving on a number committees and volunteer assignments. In addition, I have been part of the Advanced Practice subcommittee and the Educator Institute Task Force. Currently, I am in my second term as a Director-at-Large. In 2017, I was honored to be inducted as a SDMS Fellow. I also have institutional committee experience at both the member and executive level. These experiences have taught me how to manage multiple projects, work with diverse groups of professionals, and lead a group to a decision. I believe my background and experience makes me the best candidate for this position.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

One of the challenges facing the sonography community stems from the expanding use of ultrasound in health care. As new ultrasound users enter the field, the sonography community and the SDMS have a unique opportunity to be the “go-to” resource for ultrasound information and education. It will be more important than ever to promote the knowledge and skills of credentialed sonographers. We must be advocates of our professional standards and look for opportunities to advance initiatives such as accreditation of educational programs, sonographer credentialing, and minimum education standards. The sonography community must also continue to educate others about work-related musculoskeletal injuries and how this affects current and future sonographers. While there are challenges, it is an exciting time to be in the sonography profession and to be a member of the SDMS.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I’m very passionate about this career. I’ve been a part of many roles including staff sonographer, educator, and supervisor. I’ve contributed to this profession through writing in journals and books to volunteering as a JRC site visit for schools and serving on multiple committees with the SDMS. I’ve seen this profession grow and change over the past 25 years. I’ve witnessed career ending on the job injuries and do my best to pass on skills to fellow coworkers to help them reach a pain free retirement. I want to play a bigger role in our profession by becoming a member of this board.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The wear and tear this career takes on our bodies is one of the biggest challenges we face. Helping to educate sonographers and future sonographers on proper ergonomics is key to having a healthy career. Also being able to educate employers and administration’s on what is proper working environments for sonographers is key. So many of our fellow coworkers burnout due to being overworked by call or excessive patient loads. I would like to help create ways to create documentation of what proper work load limits should be for sonography to keep staff healthy, physically and mentally.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I am a team player with an unrivaled passion for sonography. My work as a sonographer has been in a variety of settings including university, community and private practice. I have been published and lectured on a variety of sonography related topics but the level in which I become involved gives me a great understanding in all aspects of healthcare. My energy and high level of enthusiasm will enable me to successfully serve the membership. I feel assured that my experience has prepared me to deal with the many diverse areas as found within the SDMS as well as within our profession and welcome any challenge.

My ultimate goal is to help sonographers become healthy, well educated, technically and clinically competent, motivated and respected professionals. The SDMS is committed to professional excellence and one of the most exciting aspects about joining the SDMS leadership team is their expansive involvement in the sonography profession.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

To ensure the continued future of sonography and the highest quality of patient care, we must continue to work toward mandatory sonographer credentialing, accreditation of ultrasound facilities and fight decreasing reimbursement. Efforts must be continued toward meeting that goal and focusing awareness on medical sonography as a personally, professionally and financially attractive career choice.

We all know that strength is in numbers, as such the SDMS must insure that membership and renewal fees, as well as services offered, continues to meet the needs of the sonography community as a whole. We need to protect the careers of our membership with a more concerted effort to provide sonographers and employers with strategies to reduce work-related musculoskeletal injuries.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

My experience and passion make me an ideal candidate for this position. I am currently serving as program director and instructor for the Diagnostic Medical Sonography program at Doña Ana Community College in Las Cruces, NM (CAAHEP Accredited). I also have experience as a clinical sonographer with a background in radiologic technology, mammography, and CT.

My passion for sonography led to two major accomplishments. Most significantly, I initiated state licensure for sonographers in New Mexico. Afterwards, the Governor appointed me to serve on the newly established Medical Imaging and Radiation Protection Advisory Counsel. During that time, I was active in the successful efforts to restrict the use of sonography by nurses and in drafting regulations that included all of medical imaging specialties including radiologic technology, MRI, sonography and fusion imaging.

Secondly, I have a long record of service to the profession. I currently serve as a member of the board of directors and honored to represent the interests and needs of fellow sonographers. I have also served on the SDMS Education Committee, Presented at the SDMS Annual conference, and have enjoyed a variety of volunteer activities for the SDMS. Internationally I have been on two separate 2-week medical training missions to Ho Chi Minh City, Vietnam where I worked collaboratively to provide educational materials for translation, followed up by didactic, and hands on training and skills assessment in Obstetric & Gynecological Ultrasound and Ultrasound Physics. The experience was life changing and I am proud to report that we helped one of the physicians there become the first resident of Vietnam to earn ARDMS OB/GYN credential. I have also volunteered for Pan American Health Organization (PAHO) to deliver an educational webinar for countries in the Caribbean.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

I see the challenges facing the sonography community in the future as: 1) job related injuries 2) use of ultrasound technology by other health professionals 3) recognition of sonographer expertise through minimum standards and licensure.

To ensure the well-being and safety of our day-to-day heroes. I believe that the SDMS must provide tangible resources to prevent and report job related injuries Secondly, the SDMS should lead the way on how we, as a profession, will evolve with the ever-expanding use of “point-of-care” ultrasound. As an organization, the SDMS has demonstrated a commitment to support sonographers through a variety of activities in continuing education, networking, advocacy and a willingness to evolve. I can personally testify of the commitment by the SDMS in support of states like New Mexico, New Hampshire, North Dakota and Oregon seeking licensure. It has been an honor to serve this organization and its mission in support and advancement of sonographers across the nation.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I believe the ideal candidate for this esteemed position should be a well-rounded professional who maintains a lifestyle dedicated to our sonography profession, continually honing his or her sonography craft through volunteering, education, and research. While it is important for a candidate in this position to be a skilled/knowledgeable sonographer, it is a pre-requisite for a candidate to be a leader both within their organization and in the sonography community. Developing the skillset required to successfully lead multi-modality sonographers pays dividends in the form of motivated/empowered employees which in turn results in better health care for our patients. I believe that my background in Radiology Imaging as a sonographer and leader, coupled with my undying passion to give back to my field through volunteering, publishing, and leadership, will give me the best chance to succeed in a Director role within the SDMS Board of Directors and its foundation.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

One possible challenge that I foresee the sonography community facing in the future is the need to develop future sonographer leaders within our hospitals and ambulatory clinics. I full heartedly believe that all diagnostic imaging labs across the country need sonographer-driven leadership at the helm of their clinics. Without such, we are doing our fellow colleagues a disservice to their professional development and growth. I believe this may be an opportunity for the SDMS to take advantage of. Another challenge is the comparison between the number of sonographers who are close to retirement age and the number of sonographers who are 25 years of age or younger right out of school. According to the SDMS Salary and Benefits Report, 22% of sonographers are 55 years of age and older while just 3% of sonographers are 25 years and younger. Due to low numbers of young professionals in our field, our sonography leaders must perform their due diligence and continue to promote/advocate for our profession to attract more sonographers to an ever-growing field that requires professionals of all backgrounds and experience.
SHARLETTE ANDERSON, MHS, RDMS, RDCS, RVT

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I have 30 years of experience as a clinical sonographer and 16 years of experience as an educator. I have worked in large hospitals in urban areas and in small, rural hospitals. I hold multiple credentials and have practiced and taught most of the sonography specialties. This experience provides me a broad framework from which to relate to multiple perspectives within our diverse sonography community. I am committed to supporting the growth and professional recognition of sonographers as well as supporting standards that protect patient safety and the safety of our sonographer community. Sonographers are highly competent medical professionals and should be recognized as such. Our patients deserve the best care we can provide them, with compassionate interactions and optimal diagnostic information. At the same time, sonographers are at tremendous risk of serious injury; we must protect our own safety as well.

I’m known among my colleagues as an early adopter of technology; I like to try out new tools and seek creative solutions. On the other hand, I am also resistant to change for the sake of change. I understand that healthcare is constantly evolving and change is inevitable; I just need to see that our ability to perform our jobs and patient outcomes are improved when change is implemented. It is important to both see the solution provided to a known problem and be able to communicate the reasoning clearly to the sonography community when we undertake changes in what we do and how we do it.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The sonography community is currently facing serious challenges regarding work-related injury. This is not a new issue; however, the sonography community is vocally demanding support from organizations like the SDMS in the pursuit of protections and best practices. Sonographers need bottom-line information, in writing, to take to their employers in order to provide concise concrete evidence that injured sonographers are more expensive than appropriate equipment and fully staffed departments. Hospitals and clinics have been looking for ways to minimize expenditures and maximize productivity for a very long time; pretty much my entire career if not longer. The only way to get them on board is to provide direct evidence and written guidelines from respected sources in the medical community. I believe the SDMS is working to provide this type of information and I support their continued efforts. We need more than updated information regarding our own ergonomic practices; we need information about safe patient loads and exam times. I understand that these are complex issues that cannot be solved with a simple blanket statement, but surely professional organizations that represent sonographers can come up with some kind of written guidelines and make them available to the sonography community in an easily understood, evidence based format.
With the expansion of non-traditional users of sonography and new technologic developments making ultrasound more accessible, it is important for sonographers to find common ground to work with non-traditional users to ensure that parameters for targeted sonography that differentiate POCUS from a full diagnostic sonogram and standards for user competency are established and met. The establishment of the sonographer as the expert user needs to be clear; organizations like the SDMS can support this with education and regulatory discussions. It is difficult for members of the public who are not familiar with sonography and its operator dependence to understand the difference in expertise required to perform a FAST exam versus a complete abdominal sonogram. The SDMS can, and does, play a role in this communication and collaboration.

Another challenge faced by sonographers is the recognition of the level of critical analysis and assessment required to competently perform sonographic exams. While diagnosis is beyond our scope of practice, it is also true that the sonographer’s failure to recognize and document an abnormality can easily lead to a missed, or inaccurate diagnosis. The SDMS launched the ‘I am Qualified’ campaign in 2018 to support public education regarding the level of competence required to safely perform sonographic exams. It is vitally important for members of the healthcare community, as well as the public to have a better understanding of what we do and the level of expertise required to do it well. This is a way to better establish the profession of sonographer rather than the perception of the ‘ultrasound technician’. Sonography requires a great deal more than procedural knowledge in order to be competently practiced.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

There are many strong candidates for the position Director for the SDMS. I believe that I am a strong candidate because of my ability to effectively communicate and listen to others. I understand there are many different ideas and opinions about various issues. There are also many different ways to approach a situation in order to make adjustments or improvements. It is important to hear the ideas and concerns from all parties and try to find middle ground for resolution. I believe my role as an educational Program Director has helped me develop effective communication and listening skills that I will utilize in my role as Director.

I possess other strengths that will help me be effective in service to the SDMS including my previous experience in the SDMS on committees, serving on the Board of Directors from 2005-2010, and most recently from 2017-2019. Additionally, my work experience requires organizational and leadership skills that are essential for the Director position.

I am interested in continuing to serve the SDMS because I believe the SDMS is the professional organization that best represents all sonographers from various specialty areas and I want to support those efforts. I believe professional organizations are essential for maintaining a strong, vibrant, and expanding profession. I look forward to the opportunity to continue to support this profession that I truly enjoy and have the pleasure of teaching every day.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

I believe the most critical challenges facing the sonography profession in the next several years are reimbursement, minimum education standards, certification requirements, staffing challenges, and opportunities for professional development. All of these require continued, long-term attention. It is critical that the SDMS continues to be heard in these discussions.

Reimbursement is a complex issue involving many different entities. Of importance is that sonographers, through representation of the SDMS, have a seat at the table during discussions involving our profession.

Minimum education standards and certification regulations are important to provide a minimum threshold for quality healthcare; however, there remains a shortage of sonographers in some parts of the country. We must find ways to increase the number of graduates from educational programs. This will involve encouraging clinical education sites and educational programs. I believe the SDMS can be a leader in the process of taking positive steps toward resolving these challenges. It is important that we continue to develop future leaders for the profession. Leadership development takes time, but the first step is inviting members to begin to serve and share their skill set with others. Empowering sonographers with tools that help them remain excited and motivated in their career is one of the most powerful things we can do as a professional society.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I have a strong work-ethic and I consider myself a good team player, a detailed oriented person and a quick learner. I believe that by being part of the SDMS Nominating Committee I would play an important role in guiding the SDMS membership to the appropriate candidates. If given the opportunity to be part of the Nominating Committee I would be glad to contribute my time and energy toward making a positive difference for the SDMS and the ultrasound community.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Diagnostic ultrasound will continue to be an essential tool in medicine. Technological advances are creating faster, lighter machines with more memory and new transducer probe designs that will result in better tissue access and imaging.

Researchers are also developing hand-held ultrasound machines and ‘focused-ultrasound’ is being implemented to treat neurological disorders and tumors.

A career in Diagnostic Medical Sonography brings opportunity to witness and be a part of these innovations as they unfold and contribute to more effective diagnosis and successful treatments for patients now and in the future.

MSK injuries and Sonographer burn-out are real challenges that impact the present and future of our work force.

The SDMS and other ultrasound societies need to continue to educate employers and sonographers in the use of good ergonomics and use creative solutions such as: mini breaks between scans, yoga, massage-therapy and acupuncture.

Realistic expectations should be established for the number and complexity of scans that are scheduled for each sonographer.

The SDMS should continue to create an educational and social society that strives to keep us engaged and healthy.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

I feel I would be the best candidate for the SDMS Nomination Committee because I have twenty-five years of experience as a sonographer, resident, and physician educator in most areas of clinical sonography. I have been recognized as a responsible, reliable, hardworking sonographer who is easy to work with and enjoys helping team members grow professionally. I have an open mind and love to brainstorm new and innovative methods of accomplishing tasks to streamline processes. Lastly, I would love to give back to the community that has given so much satisfaction and fulfillment to me. I would be honored to represent sonographers alongside other leaders in our profession.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

I feel the main issue we must face in the sonography community is defining our role in the future to ensure our relevance. Currently, anyone can purchase an ultrasound machine and physicians have the right to perform and charge for ultrasound exams without being properly credentialed in this specialty. Medical schools are teaching sonography and several physician assistant, residency and fellowship programs now require ultrasound skills to be met in POCUS. There is even a POCUS registry offered by the ARDMS (our own accrediting body). Its impact is inevitable, and we have very little control over it.

The unregulated use of ultrasound could be perceived as a threat to our community; however, we have also had many other upper level exams paving the way for our future. There are many technically challenging vascular exams clinicians have no interest in learning because they are difficult and time consuming (e.g. renal arteries, grafts, and venous incompetency studies). Contrast-enhanced ultrasound, shear wave elastography, ultrasound fusion, 3D ultrasound, and the use of Artificial Intelligence are several pathways that are opening for skilled and credentialed sonographers. I would love to see more education and opportunity for hands-on sonographer workshops providing everyone the chance to experience these technological advances.

Also, leveraging the qualities unique to sonography would keep us relevant. We need to harness the benefit of radiation-free imaging by being proactive and creating opportunities for sonographers to be the primary experts in areas like Pediatric and Musculoskeletal (MSK) sonography. Both areas require hands-on training to become proficient which opens an educational window for potential sonographer growth. Pediatric sonography will always be a first-line imaging modality in the hands of a skilled sonographer. With increased growth and educational opportunities for sonographers, the field could flourish with more content experts. Musculoskeletal sonography has also seen enormous growth over recent years with its exclusive ability to image and diagnose through dynamic maneuvers. The limited availability of CME credits in MSK makes it particularly challenging for sonographers to get and preserve registry credentials; increasing the available MSK CME credits should be a high priority.

In my humble opinion, these are means that sonographers, along with the SDMS, can utilize to maintain the ultrasound forefront and continue as leaders in this highly regarded career.
JILL GRISE, RDMS, RVT

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

Sonography has been a passion of mine for the last 14 years, and I am truly grateful for the opportunities it has provided. I am a dedicated individual with a drive to excel at every task I undertake, and am eager to embark on a new journey. I have been a member of the Awards and Recognition Committee for the past 2 years, and believe that my service on this committee will aid me in the duties of the Nominating Committee. I am a good judge of character which will also serve me well if I am elected to this committee. I am a hard worker and always finish what I start. If elected to this committee I will devote my time and energy to fulfilling the missions of the SDMS.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Sonography is constantly facing changes. One of the challenges the Sonography Community is facing at present is ergonomic safety. The SDMS has been at the forefront of research to educate sonographers of the importance of ergonomic practices. The SDMS will continue to educate its members of the importance of adapting to ergonomically safe practices. The Sonography profession is also faced with adoption of state licensure. It is of the utmost importance that sonograms are being performed by qualified individuals, and credentialing ensures this.

In the future practices in Sonography will also change. Elastography is a field which will possibly be more utilized than has been in the past. Contrast enhancing ultrasound is another area that will see more utilization. 3D ultrasound imaging could also be utilized for diagnostic purposes in areas other than OB imaging. With the use of new techniques it will be necessary for sonographers to learn how to perform these skills, and the SDMS will be a great tool to aid in this mission. The SDMS has served the Sonography profession well and will continue to advocate for the field.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

Hello, I am honored to be a candidate for the SDMS Nominating Committee and believe that I have the experience and abilities to represent you well in this role. Enthusiasm, willingness to collaborate, professionalism and commitment are strengths I would contribute to the Nominating Committee to achieve its goals. I have demonstrated these skills as a current member of the SDMS Conference Management Committee, which is responsible for planning program content for the annual conference and providing onsite support. I believe my experience will benefit the Nominating Committee to help develop the slate of candidates for election and in making election policy and procedure recommendations to the SDMS Board of Directors. If elected to serve, I will contribute to the duties of the committee by planning, meeting deadlines and working collaboratively with other members. I have eighteen years of experience as a sonographer and educator at an academic health science center and my ARDMS credentials include Abdomen, OB/GYN, Breast, Pediatric, and Vascular sonography. Currently, I am the clinical education coordinator for a JRC-DMS accredited program. Through my work and volunteer experience, I have an understanding of the needs and goals of sonographers and believe I would be able to represent your interests. I am excited for the opportunity to serve the members of the SDMS. Thank you for considering me for your vote.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Challenges facing the sonography community stem from health care reform and the increasing use of sonography in medicine. As sonographers, we must adapt to these changes and find new ways to work more efficiently while maintain high standards and protecting ourselves from work-related injuries. As point-of-care ultrasound begins to play a larger role of health care, the training and education of providers utilizing sonography must also be stressed. We must emphasize and promote our profession to advocate for high professional standards through required accreditation and credentialing. As the largest professional society of sonographers in the world, the SDMS is uniquely positioned to face critical issues in our profession. Through education and legislative representation, the SDMS should continue support credentialing and education requirements for those performing sonographic examinations. Increasing and retaining SDMS membership is also critical to remain a strong and influential voice for our profession.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

While I have been a member of the SDMS for a little over a decade, I feel that I am still ‘fresh’ in our field. My location in central Kansas doesn’t feel all that rural to me but I also encounter some of the challenges that colleagues in many rural areas face. Finally, as a member of and a moderator of a large online group of Sonographers, I read daily about the concerns Sonographers have from all over the country as well as internationally and feel that the SDMS is a great way to tackle some of those concerns!

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

Musculoskeletal injuries of course will be a huge impact to all Sonographers. Many Sonographers are feeling the effects of injury early in their careers not only because of the overall increase in patient body habits but also due to the increased work loads expected of them. A presence will be needed not only to protect Sonographers overall health and well being but their jobs as well if they do encounter a work place injury!
SARA BAKER,  
MEd, RDMS, RVT, RMSKS, RT(R)

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?  
I feel as though I would be the best candidate for this position, as I have had the privilege of serving in multiple professional roles throughout my 17-year sonography career. I have served as a Director for the SDMS and the SDMS Foundation, as well as on the Nominating Committee. I am currently serving as Vice Chair for the Pediatric Sonography exam and serve in other various roles with Inteleos/ARDMS. I am also a site visitor for the JRC-DMS. I have been an educator and I am currently a Lead Sonographer with the University of Wisconsin Hospital & Clinics. All of my experiences make me a well-rounded sonographer and overall professional. These experiences are extremely useful when assisting with finding volunteers to serve in roles with the SDMS and assisting with the nominating process. It would be an honor to continue to serve on this committee.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?  
I feel that the challenges that are most on the horizon for the sonography community mainly stem from the fact that ultrasound is extremely accessible. With it being so available to the public this causes a challenge from the standpoint of training users so they are proficient and not dangerous with the technology. The SDMS could be impacted by this challenge, but could face it by making training tools and other CMEs to assist with training individuals in using ultrasound.

Another challenge is ensuring that we as sonographers are recruiting and training the next generation so that the sonography community is one that is rich in diversity and knowledge. The SDMS has done an excellent job of being innovative with techniques to keep sonographers invigorated, but the SDMS will need to continue to think of ways to engage all sonographer members.

An additional challenge is finding ways to ensure that sonographers are maintaining proficiency in their knowledge. I am not sure if this is through a recertification process or through different means, but the public needs to be confident that sonographers are proficient in the areas they are practicing. This could impact the SDMS by assisting with making training tools to assist with sonographers maintaining and expanding their knowledge.

Lastly, musculoskeletal and ergonomic issues continue to challenge sonographers. I think that the SDMS has done an excellent job of addressing this issue, but they will need to continue to assist with educating sonographers on how to prevent MSK injuries.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

My 13 years in hospital leadership make me an ideal candidate to serve on the finance committee. I have managed multiple imaging departments within a cardiovascular service line to include ultrasound, echo, and nuclear medicine departments. During this time I have managed multi-million dollar budgets, been involved in strategic planning for the service line, and have been involved in multiple performance improvement projects.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The sonography community will very likely experience increased challenges in the coming years. As profit margins narrow for hospitals and clinics due to lower reimbursement, more demands will be put on sonographers to increase productivity. This could increase burnout and musculoskeletal injuries. With budget shortfalls the SDMS could be challenged with lower conference attendance and membership.
MICHAEL JAWORSKY, ME, RT(R), RDMS, RVT

1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

Actions speak louder than words. I bring a fresh viewpoint to the table and will fight for your interests. Vote for me and I will work hard for you.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

There are far too many young sonographers working with pain issues. Why is that? While front-loading didactics in school helps create new sonographers with multiple registries, I feel hands-on ergonomic training and retention of that training suffers. This impacts the SDMS in an indirect, yet important manner due to the nature of social media and how other are influenced. New sonographers are quick to post pain issues and that breeds lots of negative discussion. As the largest professional organization in the field, the SDMS will have to deal with this social media savvy generation of new sonographers sooner rather than later and act on it.
1. WHY ARE YOU THE BEST CANDIDATE FOR THIS POSITION?

My passion for the profession of sonography and the community of sonographers has grown steadfast over my many years of experience. Having served in the Sonography field in various positions I have a good sense of what is important to our sonographer community and would be honored to give back by serving the SDMS as a committee member. I have had the fortunate experience of leading a department for many years and have had several years of experience with financial management both locally and on an enterprise scale across several campuses. I have served on various finance committees and feel my experience could be a worthwhile asset to the SDMS Finance Committee. It would be a privilege to positively support our professional community into a strong financial position for the future.

2. WHAT CHALLENGES WILL THE SONOGRAPHY COMMUNITY FACE IN THE FUTURE AND HOW WILL THEY IMPACT THE SDMS?

The sonography community will face many challenges into the future. In an era of information overload it will be crucial for the SDMS to have a strong influence on healthcare consumers as well as amongst the sonographer community. Raising public awareness in the aspects of sonography and what it means to have a credentialed sonographer performing an exam is critical. The SDMS will also need to be a place of learning and strength for sonographers who are facing challenges in the field from various aspects, regardless of where they are in their career path. Ergonomic safety will continue to be of huge concern to the sonographer community as health care costs and redesign pressures impact our places of work. The SDMS is a community that shares a common passion. It will be important for the SDMS to hold on to our value of providing excellent patient care while maintaining a safe place to learn and work as we all collaborate together in the years ahead.
THE VIRTUAL VOTING BOOTH FOR THE 2019 SDMS ELECTIONS IS OPEN FROM MONDAY, JUNE 17 (12:00:01 AM CENTRAL) THROUGH FRIDAY, JULY 12 (11:59:59 PM CENTRAL). ALL INDIVIDUAL SDMS MEMBERS IN GOOD STANDING ARE ELIGIBLE TO VOTE.

TO CAST YOUR VOTE, SIMPLY GO TO:

vote.sdms.org