

think...

It's time to think

# ultrasound

for all the right reasons.



[www.ultrasoundfirst.org](http://www.ultrasoundfirst.org)



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## Consider the benefits...

**Safe** Ultrasound emits NO ionizing radiation. It may be all you need.

**Effective** Ultrasound has comparable or superior diagnostic capability in a growing number of imaging scenarios making it the smart diagnostic choice.

**Affordable** Ultrasound is an inexpensive and portable tool that can provide faster diagnosis. Image more for less.

[www.ultrasoundfirst.org](http://www.ultrasoundfirst.org)

Organized by



The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary medical association of more than 9000 physicians, sonographers, and scientists dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation.

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# What Is Ultrasound First?

Ultrasound First is an endeavor devoted to education and increasing awareness of the effectiveness of ultrasound in enhancing patient care.

For appropriate clinical conditions, ultrasound offers clear safety and economic advantages over radiographic exams, and yet evidence suggests that ultrasound is underutilized. Many clinicians are unaware of the range of conditions for which ultrasound first is an established guideline, and the gap only grows larger as research extends ultrasound's diagnostic value.

## Objectives

- Raise awareness of the value and benefits of ultrasound among patients, health care providers, and insurers
- Provide ultrasound education and evidence-based guidelines for health care providers
- Educate insurers about the cost savings and patient benefits associated with performing an ultrasound study when scientific evidence supports its potential effectiveness compared to other imaging modalities
- Educate patients about the benefits of ultrasound as the appropriate imaging modality for their care
- Encourage the incorporation of ultrasound into medical education

## 2012 Ultrasound First Forum

In November, 2012, the American Institute of Ultrasound in Medicine (AIUM) hosted a forum on the expanding role of ultrasound as a first imaging exam, focusing on its potential to improve patient safety and reduce the cost of health care. Participation included a broad range of stakeholders, including representatives of specialty societies, patient advocacy groups, government agencies, insurers, industry, and others with interests in these timely issues. Proceedings and video clips of the presentations are available at [www.ultrasoundfirst.org](http://www.ultrasoundfirst.org).

## Clinical Evidence

The *Journal of Ultrasound in Medicine* features a special series, Sound Judgment, comprised of invited articles highlighting the clinical value of using ultrasound first in specific clinical diagnoses where ultrasound has shown comparative or superior value. This series will serve as a great educational tool for medical and sonography students and clinical practitioners and may help integrate ultrasound into clinical practice. Access to the articles is available at [www.ultrasoundfirst.org](http://www.ultrasoundfirst.org).

## Focus on Education

### 2013: Year of Ultrasound



Part of this campaign will include a widespread promotion in highlighting 2013: Year of Ultrasound. The AIUM together with the Society of Ultrasound in Medical Education (SUSME) is currently leading this effort. 2013: Year of Ultrasound will promote the widespread use of point-of-care ultrasound in medical education and clinical practice.

Visit [www.ultrasoundfirst.org](http://www.ultrasoundfirst.org) to learn more about how you can get involved and support the Ultrasound First mission.



Scan QR code with your mobile device for more information.

ultrasound  
first safe  
effective  
affordable