

# It's time to think **ultrasound** for all the right reasons. **first**

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

## 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

### 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.

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

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