

**Our Mission**

The SDMS PAC was established to preserve and promote good government, fiscal responsibility in government and the private business enterprise system, in particular with respect to Diagnostic Medical Sonography.

To achieve our mission, the SDMS PAC is organized and exclusively operated for the purpose of soliciting and accepting voluntary personal political contributions from individual SDMS members and employees, accepting unsolicited contributions from permissible sources, and making contributions and expenditures to support or oppose the candidacy, nomination and election of candidates for federal office and for such other political purposes as authorized by law.



**The CARE Bill: What’s Happening on Capitol Hill?**

Does it make sense to have more regulations and licensure standards in place for the person who cuts your hair than for the person who performs your diagnostic medical sonography exam? If your answer to this question is “No”... read on.

As you know, the CARE Bill (H.R. – 3652), currently pending in Congress, would establish national certification standards for non-physician providers of medical imaging services, including sonographers. The enforcement mechanism for the CARE bill would be its linkage to Medicare reimbursement.

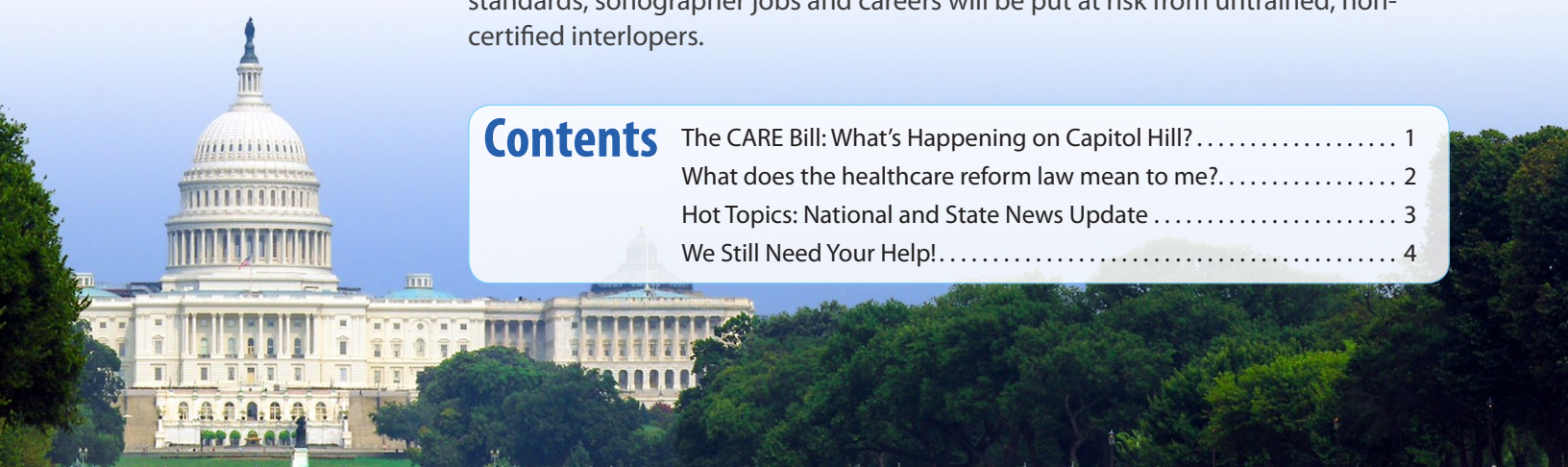
The SDMS, along with other members of the Alliance for Quality Medical Imaging and Radiation Safety (Alliance), a 22 member coalition of medical imaging organizations, is supporting the CARE bill, and aggressively lobbying for its passage. The SDMS has issued several member-wide “Call to Actions” encouraging its members to contact their own U.S. Representative and Senators to support passage of the CARE bill in this current congressional session (111th Congress).

Once the CARE bill is passed, it would provide a four-year period before the requirements of the bill would take effect. This provides an opportunity for those providers of medical imaging services who may not currently meet the certification standard to become certified.

Without the establishment of the national certification standards, patients are at risk. Patient safety demands that the person who holds the transducer have demonstrated minimal level competency by having successfully completed a certification examination provided by one of the national sonography credentialing organizations. In addition, without the establishment of the national certification standards, sonographer jobs and careers will be put at risk from untrained, non-certified interlopers.

**Contents**

- The CARE Bill: What’s Happening on Capitol Hill? . . . . . 1
- What does the healthcare reform law mean to me? . . . . . 2
- Hot Topics: National and State News Update . . . . . 3
- We Still Need Your Help! . . . . . 4



## SDMS PAC Board of Directors



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The Society is fundamentally committed to protecting patients, and the careers of qualified diagnostic medical sonographers.

Charlotte Henningsen, MS, RT, RDMS, RVT, President of the SDMS, recently filed a written testimony at the U.S. House of Representatives Energy & Commerce Committee (ECC) congressional hearing on patient safety in the performance of medical imaging examinations. In her congressional testimony, Ms. Henningsen stated, *"Based on my experience within the medical imaging arena, medical errors and poor quality care are more often than not the direct result of poorly trained, or in some instances, completely untrained personnel... With medical imaging exams, the patient's assumption that 'I am safe, my provider has the necessary training and certification to perform my examination', is all too often unfounded."*

With regard specifically to sonography, the SDMS President went on to say; *"Unfortunately, the problem is not limited to ionizing or radiation-based imaging or therapies, but extends to ultrasound as well. While the use of ultrasound for medical imaging purposes is generally considered safe and effective, there are far too many examples of problems with 'bad' imaging leading to misdiagnosis of a range of medical conditions including cardiac disease, aortic aneurysms, ectopic pregnancies, fetal abnormalities, and the list goes on and on. The problem of misdiagnosis results in delays in treatment and, in the case of a 'false positive', unnecessary diagnostic tests (e.g. more expensive imaging studies are required) and/or unnecessary treatment, which may even include surgery. For the patient on the receiving end of a poorly administered imaging exam, the results can run the continuum of inconvenient (repeat studies, more time and expense) to death."*

Over the last several years, Congress has considered legislation to require sonographers and other imaging personnel to be properly trained and 'certified' by an appropriate medical accrediting organization. The CARE bill has gained momentum, lost momentum and gained it again. Today, the CARE bill is still a hot topic on the Hill but attempts to create a much larger medical imaging bill intended to address, among other issues, radiation safety concerns recently highlighted in the media has slowed progress.

You may think to yourself, "What can I do to help"? Well, you can call your U.S. House of Representatives member and U.S. Senators or if you have already called them, please call them again. Tell them you have one simple message: **Pass the CARE bill.** Patients everywhere are counting on you, your colleagues are counting on you, WE are counting on you!

## What does the healthcare reform law mean to me?

On March 23, 2010, President Obama signed into law the Patient Protection and Affordability Act. Are you asking yourself, what does all this mean?

The Kaiser Family Foundation provides an easy to read summary of the law as well as an implementation schedule at <http://www.kff.org/healthreform/8061.cfm>. We encourage you to educate yourself on the new law and its effects on you as an individual and a sonographer.



## Members of the SDMS Board of Directors make a donation to the SDMS PAC

Members of the SDMS Board of Directors not only donate their time to SDMS and its activities but also support the SDMS PAC. At the Spring SDMS Board of Directors Meeting in April, members of the Board collectively donated \$900 to the SDMS PAC in support of its initiatives. The SDMS Board challenges the SDMS membership to join its efforts as SDMS PAC donors. <https://www.sdmspac.org/contribute.aspx>



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### ASE: Misread Echoes Linked to Lack of Training

*By Crystal Phend, Senior Staff Writer, MedPage Today*

*Published: June 15, 2010*

*Reviewed by Zalman S. Agus, MD; Emeritus Professor, University of Pennsylvania School of Medicine and Dorothy Caputo, MA, RN, BC-ADM, CDE, Nurse Planner*

SAN DIEGO -- Insufficient training among cardiologists in reading echocardiography results is wasting healthcare dollars and subjecting patients to unnecessary procedures, researchers said here.

<http://www.medpagetoday.com/MeetingCoverage/ASE/20680>

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### Health Reform is One Thing, but Legislators are not Physicians

*By John C. Hayes | May 26, 2010 | Diagnostic Imaging, Vol. 32 No. 5*

How would you feel if legislators in your state approved a law requiring a specific statement in certain types of radiology reports? What if your state legislators mandated a particular medical imaging procedure for a certain class of patients?

<http://www.diagnosticimaging.com/practice-management/content/article/113619/1575025>

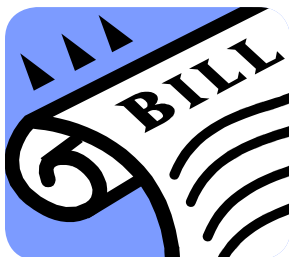
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### Ultrasound Market Unaffected by Recession

*Simon Harris | InMedica*

Despite the current economic downturn, the third edition of United Kingdom-based InMedica's report on the global ultrasound market predicts that worldwide revenues will continue to experience robust growth and exceed \$6 billion by 2012.

[http://www.rt-image.com/Ultrasound\\_in\\_the\\_News/linkFrame.cfm?bid=365&referrer=/content=9604J05E48BEB49440569874444090441](http://www.rt-image.com/Ultrasound_in_the_News/linkFrame.cfm?bid=365&referrer=/content=9604J05E48BEB49440569874444090441)



## Thank you!

Thank you to everyone who responded to the latest CARE bill 'Call to Action'. Because you took action, we now have 105 bill sponsors.

However, our work is not over until the CARE bill is passed and implemented. Please continue to talk to your Representative and Senators about the CARE bill and the importance of sonographer certification.

If you haven't called or written to your representative yet, please do so now. You can find out who your representative is at <http://www.contactingthecongress.org/>.

For more information about the CARE bill and the latest 'Call to Action', visit <http://www.sdmspac.org/news.htm>.



## We Still Need Your Help!

So many SDMS members have already donated not only money but also time to the SDMS PAC. Their contributions has allowed SDMS members, volunteers and staff to have face-to-face meetings with congressional staff and attend fundraising events with influential members of Congress. These are the same congressional members that will be casting their votes on critical issues like the CARE bill, legislation that affects your livelihood.

The SDMS PAC is committed to ensuring the adoption of mandatory certification for sonographers and quality control standards for the sonography profession. We are doing everything in our power to make this happen **BUT** we cannot do it alone. We still need your help. We are asking that you continue your involvement with the SDMS PAC or if you have not gotten involved yet, to do so now.

There are many ways to be involved with the SDMS PAC. You can...



Make your voice heard! Visit or write a letter to your local Congressman. Don't know who your representative is, visit <http://www.contactingthecongress.org/>.



Contribute online with a credit card at <https://www.sdmspac.org/contribute.aspx>\*



Mail a completed SDMS PAC Contribution Form (<http://www.sdmspac.org/pdf/contribute.pdf>) along with a personal check (corporate/business checks are prohibited) to the SDMS PAC.



Call the office and provide your contribution information with a credit card to Connie Ponder, 214-473-8057 ext. 172.

Whichever way you choose to support the SDMS PAC, we appreciate it and we appreciate you. Thank you!

*\* All contributions to SDMS PAC are completely voluntary and in no way affect your SDMS membership status.*

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– SDMS Political Action Committee Mission Statement –

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