SOCIAL AND COMMERCIAL ASPECTS RELATING TO NHS OBSTETRIC ULTRASOUND SCANS

Wednesday 4 November 2015 at the Holiday Inn, Birmingham

This study day will be of interest to all sonographers, managers and other healthcare professionals who are involved with or provide NHS obstetric ultrasound scans. As well as a wide range of presentations there will be an opportunity to discuss the recent on-line survey that the SCoR has conducted on the study day topics and to help inform current and future SCoR advice and guidance.

Learning outcomes

At the end of the study day delegates should be able to:

• Discuss the interplay between the clinical and social aspects of the two screening scans
• Compare current arrangements for their own department with others
• Discuss problems and solutions relating to the social and commercial activities
• Discuss the professional and medico-legal considerations relating to reporting and the conduct of the examinations
• Identify how social media can influence opinions
• Review current SCoR guidance and advise on future requirements
• Apply information obtained to departmental organisation and practice

PROGRAMME

09:30 Registration & Refreshments
09:50 Introduction and welcome
10:00 SCoR survey summary: Social and commercial aspects relating to the two NHS screening scans
   Nigel Thomson, Professional Officer, Ultrasound, Society and College of Radiographers
10:30 A manager’s experience
   Trish Chudleigh, Lead Sonographer, The Rosie Hospital & Education Consultant, ISUOG
11:10 Refreshment Break
11:30 Fetal sexing - an overview of the clinical and social considerations
   Hazel Edwards, East and North Hertfordshire NHS Trust
12:00 Fetal sexing - the SCoR viewpoint
   Paul Bromley, Regional Officer, Society and College of Radiographers
12:20 Discussion
12:50 Lunch
13:40 Fetal Anomaly Screening Programme - remit and requirements
   Annette McHugh, Programme Manager, NHS Fetal Anomaly Screening Programme
14:00 Are you calling me fat? How should we sensitively discuss high BMI problems?
   Emma Abbott, editor, Synergy News
14:20 How to use and respond to social media
   Dominic Deeson, Deeson Group, Canterbury
14:50 A legal perspective
   Jane Moorman, Solicitor, Virtual Law
15:20 Refreshment Break
15:50 Current SCoR advice and looking ahead
   Nigel Thomson, Professional Officer, Ultrasound, Society and College of Radiographers
16:10 Discussion
16:45 Close

Please note that the programme is still in a draft format and subject to changes at the organiser’s discretion.

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If you any queries, please contact: Marie Reynolds: marie@eventprouk.com