

SOUND bytes

Sound Diagnostics Newsletter No. 3, August 2007

With much planning behind us, **Sound Diagnostics** launched on the 2nd of July. Our team was excited to see the years of planning finally evolve into a unique and impressive practice. We would like to thank those medical professionals that came to see our practice on our opening night and also those who have used our services to date. We hope that our company ethos of high quality imaging, combined with building strong relationships with our referrers, will assist in delivering a new generation of healthcare in South Australia.



Opening Night

Our open night held on the 28th June was well attended and we were delighted with the combination of medical professionals who we were able to show through our new medical imaging practice. The positive feedback about our facilities, décor and friendly atmosphere, certainly helped make the last few months of hard work worthwhile.

It was certainly a good forum to be educated in personal preferences in medical imaging and beneficial for building relationships seen as integral in providing a good service. One of the highlights of the evening, was the live 4D ultrasound presentation on a 24 week obstetric patient. There was always a large group gathered in this area marveling at the latest advances in technology. No one was more impressed with this than the actual patient (mother to be).

Finally, congratulations to our prize winners and thank you to everyone who helped in making the night a huge success.

Womens Health

Sound Bytes 2 introduced our team of both Radiologists and Managers. With our strengths of **Dr Lisa Gower** and **Cara Kirsten**, we will be able to deliver high quality obstetric and gynaecological imaging, including nuchal translucency scans for Down syndrome screening, morphological and growth assessment of pregnancy, gynaecological ultrasound, hystero-graphy and sonohystero-graphy. Our team is based on having spent years working alongside Obstetricians and Gynaecologists in both private and public arenas. Our experience in performing fetal echocardiograms with the guidance of the Cardiology team from the Adelaide Women's and Children's Hospital, ensures that we assess every pregnancy with an unrivalled level of competency.

Our equipment is state-of-the-art enabling higher resolution assessment of the obstetric and gynaecological anatomy, as you will see in these images below.

We also have 3D and 4D capabilities. To ensure the best in obstetric care, please consult our team to learn our policy on 4D imaging. Keep an eye out for our workshop on "The Pros and Cons of 4D imaging" that will be held on site in the coming year.



9 week fetus



18 week fetus

On the subject of women's imaging, we offer specialised breast ultrasound including breast intervention. Currently we are researching the need for mammography. Please contact Nicole Sykes on 8375 8855 if you are interested in us providing this service.

If you did not receive **Sound Bytes 2**, head to **www.sounddiagnostics.com.au** and click on the news link to download our previous newsletters.

Education Seminars at Sound Diagnostics

As a major focus of our practice is elite medical imaging, we believe in spending time conducting both internal and external education seminars. We are currently in the process of formalising our education topics for the next 12 months. If there is a particular topic of interest that you would like to learn more about, please email our marketing manager, **Sue Holmes** on **sholmes@sounddiagnostics.com.au**.

SEMINAR FOR MEDICAL RECEPTIONISTS

As practice clerical teams are often approached to field questions from patients, we will be holding a "The Patient Journey Through **Sound Diagnostics**" workshop. This is aimed at the clerical personnel, although all are welcome to attend. Topics included are: explaining CAT scanning, Ultrasound and Xray procedures, key patient preparations, along with access and availability to **Sound Diagnostics**. This free, inaugural workshop will be held on Wednesday night from 5.30pm – 7.00pm on 5th September with drinks and refreshments provided. To register, contact us on **8357 8855** or download your registration form from the education link on our website.

We thank you for your continued support.

The SD team.

