

## Clinical Ultrasound Director Job Description

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1. Department/Position
  - System Wide Clinical Ultrasound (SWCUS) Director
2. Physician in Role
  - #Name
3. % FTE Devoted to Role
  - 0.5 FTE
4. Position Description for Role
  - Requirements for Position
    - i. The SWCUS Director, along with extensive experience and expertise in Clinical Ultrasound (CUS), should obtain Board Certification or equivalent in Clinical Ultrasound. Examples would include the Designated Focus Practice for Emergency Ultrasound or the American Society of Echocardiography (ASE) Certification in Echocardiography.
  - Position Summary
    - i. The SWCUS Director will provide oversight for any non-radiology/cardiology department in the health system utilizing Clinical Ultrasound. This includes but is not limited to the of Emergency Medicine, Critical Care, Anesthesia, Obstetrics, Surgery, and Internal Medicine. This includes but is not limited to creation and monitoring of:
      - a. Machine Purchase and Standardization
      - b. Image Archiving and Workflow Solutions
      - c. Credentialing, Competency and Quality Assessment
      - d. Reimbursement, Billing and Coding
      - e. Administrative Support
      - f. Education
  - Reporting Structure and Organization Chart
    - i. The SWCUS Director will report directly to the Health System Chief Medical Officer. Included in this report will be % of FTE spent pertaining to Health System CUS direction. The SWCUS Director will serve and direct the System Wide CUS committee which will meet monthly to discuss issues pertaining to CUS.
  - Responsibilities/Duties/Policies
    - i. Establishing and maintaining an enterprise CUS exam image storage and reporting system.

- ii. Establishing and maintaining a standardized system wide credentialing process for non-radiology physicians seeking to obtain credentialing in CUS. This will be in accordance with established health system credentialing requirements as well as the clinician's own specialty college guidelines as it pertains to CUS.
- iii. Establishing and maintaining a Quality Assurance program for departments utilizing CUS. The SWCUS Director will be integral in establishing and providing oversight of a system wide Quality Assurance program.
- iv. Establishing Education and Training. The SWCUS Director will help to establish generalized training CUS programs, lectures, and courses. Physicians seeking advanced training and competency in CUS may utilize these resources to obtain credentialing. The SWCUS Director will establish a bi-monthly multidisciplinary CUS lecture series. Clinicians from any department utilizing CUS will be invited to attend. The SWCUS director will have time allotted to spend scanning shifts in departments attempting to obtain more training in CUS. The SWCUS will work the Medical Education and Simulation Director to establish US simulation and educational training seminars.
- v. Establishing and Maintaining Billing and Compliance. The SWCUS Director will work closely with the department of Professional Reimbursement and Compliance to ensure that Billing for CUS exams meets National and CMS guidelines and compliance standards.
- vi. Establish and Maintaining Ultrasound Machine Purchasing. The SWCUS Director will provide oversight of any purchase requests in the health system for ultrasound machines to be utilized for CUS. The director will ensure that the ultrasound machine to be purchased will be meet the requesting clinician's needs and meet the health system's needs, requirements and capabilities.
  - a. Establishing and Maintaining Ultrasound Research. The CUS Director should remain active in ultrasound research. A peer reviewed article, abstract, poster, or oral presentation/lecture in the field of CUS should be submitted once over a three- year period. The SWCUS director must be involved in advancing clinical ultrasound by actively participating in national organizations committed to clinical ultrasound<sup>1</sup>.
- Financial and Resources Needed
  - i. In order to Establish and Maintain the SWCUS department and ensure nationally recognized expertise and competency of the SWCUS Director, the following resources will need to be allocated:
    - a. Yearly dues for ACEP/ACEP EUS section (American College of Emergency Physicians), SAEM/SAEM US section (Society for Academic Emergency Medicine Ultrasound section), and AIUM (American Institute of Ultrasound in Medicine or a similar specialty college/organization).
    - b. Reimbursement (separate from personal CME) for one National Meeting involving ACEP US section, SAEM ultrasound section or AIUM or similar specialty college/organization
    - c. Reimbursement (separate from personal CME) for one national training course involving CUS hands on training (live models, simulation or cadaver) yearly.

- d. Large High definition screen with PACS image viewer screen to be set up in SWCUS office to be used for Image Quality Assurance.
  - e. Initial book allowance to purchase reference materials pertaining to SWCUS.
  - f. Creation of yearly budget for upgrading ultrasound devices, software and training material.
  - g. Allocate protected % FTE time to individuals acting as clinical ultrasound department champions of their respective specialty.
- Goals and Objectives for Years 1-3
    - Purchase and Integrate image storage and quality assurance system throughout the system departments using CUS. This will be the foundation to enable image retention, documentation, competency, and billing.
    - Establish CUS credentialing and competency guidelines for each department utilizing CUS.
    - Establish standardized training courses for interventional as well as diagnostic applications using CUS. Ultrasound Guided Vascular Access training course for all physicians performing vascular access will be the primary goal initiated.
    - Establish CUS committee meetings.
    - Codify system for reviewing department requests to purchase or update ultrasound machines.
    - Establish bi-monthly multidisciplinary CUS conference
    - After image storage and credentialing guidelines are completed, begin to explore instituting billing for select CUS exams using applicable specialty guidelines pertaining to reimbursement for CUS.<sup>1</sup>

Reference:

1. Ultrasound Guidelines: Emergency, Point-of-Care and Clinical Ultrasound Guidelines in Medicine. *Annals of emergency medicine*. 2017; 69(5):e27-e54.