



the peak body and leading voice
for sonographers

Media release

12 January 2015

Prosecution of Bunbury ultrasound operator confirms need for regulation

Today, the owner and ultrasound operator of the home-based business, Amazing 4D Imaging, in Bunbury, Rawinia Hayes, is due to appear in the Bunbury Magistrates Court, Western Australia, on charges for allegedly selling fake ultrasound images to expectant mothers.

As the peak body and leading voice for sonographers, the Australasian Sonographers Association (ASA), condemns the inappropriate and unethical use of diagnostic medical imaging equipment.

CEO of the ASA, Dr Stephen Duns, said, "today's court hearing confirms the need to restrict the use of diagnostic medical ultrasound equipment for medical diagnosis and to regulate the profession.

"It would be an incredible set-back if the actions of this ultrasound operator had any long-term impact on the community in using ultrasound for medical diagnostic purposes by sonographers. It is important for the community to ensure that all diagnostic medical ultrasound imaging is undertaken by qualified professionals that meet industry standards.

"Despite the fact in Australia that all sonographers are accredited by the Australian Sonographer Accreditation Registry, and must meet the highest professional standards, they are not regulated.

"The ASA continues to advocate to the Federal Government the need for registration and regulation of diagnostic medical ultrasound undertaken by sonographers as the qualified profession."

Diagnostic medical ultrasound technology plays a major role in the clinical management of pregnancy. The diagnostic information provides enormous benefits for the assessment and management of pregnant mothers and their unborn babies, and ensures optimum outcomes are achieved.

The ASA believes the use of diagnostic medical ultrasound equipment be: regulated to ensure that the technology is used for the right purpose of medical diagnosis; and restricted to appropriately qualified health care professionals, such as sonographers, for appropriate medical reasons.

The ASA is committed to ensuring the community has access to quality sonographic diagnostic imaging services. The ASA, through the provision of standards and appropriate benchmarks, advocates for best practice in medical sonography.

This matter was first reported in January 2014, and after a lengthy investigation by WA's consumer watchdog, the Department of Commerce's Consumer Protection, and receiving 76 written complaints, the ultrasound operator was charged with breaching Australian Consumer Law late last year.

For more information, or to arrange an interview with Dr Stephen Duns, CEO, please contact Stuart Giles, Head of Marketing & Business Development, on 03 9552 0011.

About the ASA

The ASA is the peak body and leading voice for sonographers with over 3,800 members. The ASA guides the advancement of our profession to ensure the community has access to quality sonographic services.