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(as in '04)

TEAM Newsletter

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Purpose: Echocardiography is the most common imaging technique for the diagnosis and management of a wide range of cardiovascular disorders. Over the past several years, the clinical use of echo has expanded significantly. Our goal is to provide information, education, and to become an invaluable resource for all those interested in broadening their knowledge in the field of Echocardiography.

October is Medical Ultrasound Awareness Month

Throughout the year and especially this month, we are encouraged as ultrasound professionals to raise medical ultrasound awareness. With ultrasound's increasing role in medicine, one of the main goals of Medical Ultrasound Awareness Month (MUAM) is to provide the public with a better understanding of ultrasound and its many uses in health care. Here are some ways to educate the public, raise medical ultrasound awareness, and celebrate our profession during Medical Ultrasound Awareness Month:

1. Talk Up Your Profession: If you are certified, tell your patients. Share with patients that you were certified by passing a series of rigorous examinations to earn your certification, and that as a result, your patients are receiving the highest level of care. If you are not certified, let your patients know that you are a member of TEAM our local Echo Society that works hard to keep you informed of the latest advances in your field.

2. Educate Your Patients about Sonography terms:

Sonography - using the reflections of high-frequency sound waves (ultrasound) to construct an image (a sonogram) of the heart

Ultrasound - the use of ultrasonic waves for diagnostic or therapeutic purposes, specifically to image an internal body structure

Transducer - a device that receives a signal in the form of one type of energy and converts it to a signal in another form

Sound wave - a wave that transmits sound

Sonographer - a specialist in the use of Sonography; a person who performs the sonographic exam (ultrasound)

3. Celebrate your accomplishments: A recent study found that 97% of Registrants feel proud to have earned an ARDMS or CCI credential. Share your accomplishments with colleagues and patients by displaying your credential certificate at your facility, wearing the Registrant patches on your scrubs or lab coat, lapel pin.

4. Encourage your colleagues to become credentialed: The reasons Sonographers become credentialed varies widely. According to a recent survey, many active Registrants sought certification as a personal career goal, to distinguish themselves as competent in the field, to elevate the profession of Sonography, to expand career opportunities, or because it was a condition of employment. Share your personal story about becoming certified with your colleagues and encourage them to join you in earning their credential.

5. Be a Mentor: Offer to lend a supportive hand to students and those new to the profession of Sonography. Impart your clinical expertise through hand-on scanning, share the full scope of the day-to-day experience of a Sonographer, encourage and celebrate efforts by others to become certified or become a TEAM Board Member to further the cause of Sonography in our area.



American Institute of Ultrasound in Medicine www.aium.org
American Society of Echocardiography www.asecho.org
Cardiovascular Credentialing International www.cci-online.org
Society of Diagnostic Medical Sonography www.sdms.org
Society for Vascular Ultrasound www.svunet.org

This article adapted from MUAM literature online for more ways to raise awareness and join the celebration this month see page 2

5 Ways to "Show" MUAM is Special

Below are 5 Suggestions to Help Observe Medical Ultrasound Awareness in Your Workplace

○ Put on A Show

Post educational flyers or posters at your hospital facility, Echocardiography Labs, out-patient clinics and physician offices

○ Be a Show Off

Set up an exhibit area in your facility with ultrasound-related items and information explaining what we do and how we do it

○ Show Them Your Stuff!

Hand out promotional items to patients, employers, employees, and students. Promotional items may be purchased from the participating organizations listed on page one

○ Show Your Appreciation

Hold a diagnostic medical ultrasound appreciation day—take your staff to lunch, present them with promotional items, flowers or certificates

○ Show You Care

Hold a fun run or walk and donate the proceeds to diagnostic medical ultrasound research or to our local Echocardiography Students. Or participate as a team in one of the local charity walks in your community in the name of your lab or office



It's Time to Renew for 2008

Mission Statement

TEAM is a non-profit organization founded in August 2003. This TEAM was formed with the purpose of providing area professionals working in the field of Echocardiography the opportunity to pursue continuing education and to network with other professionals. Our goal is to provide information, education, and to become an invaluable resource for all those interested in broadening their knowledge and proficiency in the field of Echocardiography.



Vision and Long Term Goals

We want to provide useful information to all interested practitioners in the field of Echo. We plan to meet this goal by hosting quarterly membership meetings rotating amongst hospitals and other institutions. The Board of Directors will be asked to meet annually to organize the program for the coming year. Each Board Member is asked to commit to a three year term.

Our Desired Objectives

- Review of established and emerging applications of echo in cardiovascular medicine
- Review basic and advanced techniques for novice and experienced practitioners
- Sponsor special topics, presentations and research applications in echocardiography
- Provide network opportunities for local sonographers and cardiologists
- Provide CME & CEU credit information to participants of the TEAM
- Present unusual cases for review
- Promote camaraderie among those currently working in the field

During our first year, we were pleased at the participation in our area. Our membership grew to 85 people our very first year. During 2007, we've met our goal for the year by hosting 4 educational quarterly CME meetings. Our Summer Sizzle, which is our Annual Networking Event was held in July and nearly 30 people attended this year. We hosted TEAM Conference 2007 at The American Club in Kohler, Wisconsin. It was a Five-Star Event. Our presenters were top-notch and represented experts in their field: locally, nationally and internationally. Our members were able to earn up to 10 CME credits for attending our weekend Conference. Those who attended all of our meetings and TEAM

Conference 2007 this year were able to earn 14 CME credit hours. Over 150 people have joined TEAM since our first meeting in 2003.

One of our goals has always been to help meet the educational needs of sonographers, cardiologists and students by providing exposure to current trends and advancements in echo. With the cutbacks of educational benefits by hospitals and clinics, we are fulfilling a need to provide quality education at a more AFFORDABLE RATE. Our dues remain \$25.00 (Students & Fellows \$15.00).

Our Current Situation

We are currently in our Membership Renewal Drive and we would like to see our membership grow as well as our membership attendance. By demonstrating a spirit of excellence in the production of our newsletters and marketing materials, we want to make membership to TEAM attractive to sonographers, physicians, industry professionals and echo students. We are also working to award AMA credits to physicians who attend our meetings. We have finalized the location details and some of the topics for our quarterly meetings in 2008.

Looking to The Future

Some members of our board attended a Bonfire Meeting to discuss the details for TEAM Conference 2009. If you have a suggestion or a special topic you'd like presented, now is the time to inform us. You may email us with your comments at teamecho_3@hotmail.com.

It is very exciting time for TEAM and our future is brighter than ever. If you've never been a member, it's Time to Join. If you're already a member, it's Time to Renew!

The American Society of Echocardiography (ASE) represents nearly 10,000 cardiovascular ultrasound professionals all over the World. ASE is committed to providing members with the latest information about issues that concern the field of echocardiography and cardiovascular disease. These issues are addressed through their monthly medical journal, ASE advocacy and Educational efforts. If you are not currently a member of ASE and would like to take advantage of the many benefits of ASE membership, join today and become a member for 2008. Check out their website and apply online. www.asecho.org

- ASE Membership Benefits:
- ASE Journal
 - Meeting Discounts
 - Free CME Updates
 - Coding & Reimbursement
 - E-newsletter
 - Grants & Scholarship



FOCUS: Dying of A Broken Heart

Compiled from articles by Jan Samolyk, RDCS

Although I reviewed this article several years ago, it became a reality in our Echo Lab this week with an 70 year old female with a history of tako-tsubo. I thought that it would be a good time to share this information with TEAM. Here's a few facts ...

Recent reports describe the first experiences of a novel heart syndrome mimicking acute myocardial infarction in a series of US patients. Dubbed "stress cardiomyopathy" or apical ballooning syndrome, it describes patients who have suffered an emotional shock who go on to develop a life-threatening, but thankfully reversible, cardiomyopathy.

An article in **Circulation** and the **New England Journal of Medicine** compared several patients with stress cardiomyopathy with patients with acute myocardial infarction.

The researchers believe that patients with stress cardiomyopathy are often misdiagnosed as having an acute MI, but on closer examination there are several important clinical differences that distinguish between the two groups. Most important, stress-cardiomyopathy patients recover much more quickly than those who have suffered an MI.

They also believe that we are going to find this syndrome to be common. Those most severely affected are as sick as any massive-heart-attack patients and they could definitely 'die of a broken heart' without medical attention.

Previously healthy patients have acute events triggered by stress

Patients who suffer from stress cardiomyopathy are unusual in that they are previously healthy and usually have no evidence of any coronary heart disease. They are also almost exclusively women, most of whom are postmenopausal.

The syndrome was first reported by the Japanese, who coined the term "*tako-tsubo*" cardiomyopathy—*tako-tsubo* being the Japanese for octopus trap, so-called because of the peculiar appearance of the left ventricle seen on echocardiogram in these patients. It is also called left ventricular apical ballooning syndrome.

The Japanese have reported a sixfold female-to-male predominance of this syndrome and identified it in 1% of admissions for acute MI in Japan.

For many years, Western physicians ignored this syndrome, presuming it to be something unique to the Japanese race. But in 2001, a 10-year retrospective review of 88 patients in Japan appeared in **Journal of the American College of Cardiology**, and the subject started to receive some attention here at last.

In one of the articles, a series of 22 consecutive patients over a period of 2.5 years, all of whom were women aged 32 to 89 years were studied. They suffered an acute but rapidly reversible left ventricular systolic dysfunction triggered by psychological or physical stress, which mimicked an evolving acute MI.

All had signs of an apparent heart attack immediately after some kind of sudden emotional stress, including news of a death, shock from a surprise party, and an armed robbery. They were then compared with other patients, all of whom had suffered a myocardial infarction. Here are some of the findings for the stress-cardiomyopathy cases:

EKG: a very prolonged QT interval and giant T-waves, ST-segment elevation

Labs: mildly elevated troponin levels and probably no changes in cardiac enzymes

Cath: usually shows no blockage

Echo: May show signs of severe left ventricular dysfunction

Some patients require vasopressor agents and intra-aortic balloon pulsation. But the LV dysfunction rapidly resolved in all cases, usually in a matter of days. This is in sharp contrast to the recovery seen following acute MI, they don't get better in four days. This favorable outcome is "notable" because "a few deaths have been reported with *tako-tsubo* cardiomyopathy." Some patients clearly would not survive if they don't come to the hospital.



For more information please review articles on this syndrome in **Circulation**, **New England Journal of Medicine** and **Journal of American College of Cardiology**.

5 Upcoming TEAM Meetings

Here is a list of locations for 2007/2008 Meetings. Please mark your calendar and save the date. Dinner & Networking starts at 5:30 PM. The meeting will start at 6:00 PM
See You There

○ | November 28, 2007

*Dr Steven Merry
Topic: Diastology
Community Memorial Hospital
W180 N8085 Town Hall Road
Menomonee Falls, WI*

○ | January 16, 2008

*ICAEI Workshop
Aurora Conference Center
2920 W. Dakota St.
Milwaukee, WI 53234*

○ | April 3, 2008

*All Saints Hospital
3801 Spring St,
Racine, WI 53405
Subject: TBA*

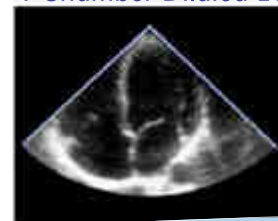
○ | June 4, 2008

*Milwaukee Heart Institute ASMC
Lower Level Auditorium
960 North 12th Street
Milwaukee, WI
Subject: TBA*

○ | July 18, 2008

*TEAM Summer Sizzle
No Meeting
Just Fun!
Location: TBA*

4 Chamber Dilated LV



TEAM - Together Everyone Accomplishes More

www.teamech04u.org (as in '04)



The Last Word: CME Opportunities

It has been another successful year for TEAM and I am grateful to everyone who helped make it such a success! Since we started TEAM 5 years ago, three other local societies have begun in Wisconsin and Illinois. The Wisconsin Society of Ultrasound Professionals, The Madison Society of Echo and The Northern Illinois Society of Echo are all groups offering CME Credits for meeting attendance. In the past, as we approached the end of the year, we get calls about getting CME opportunities from sonographers who needed them and cardiologists who needed Echo specific courses. I'd like to use this space to inform you of meetings offered by TEAM and other local Midwestern Societies. I hope you find this information helpful. Happy Holidays!

*Jan Samolyk, RDMS
Team President & Founder*

Wanted

TEAM Board Members

Contact us via email:

teamecho_3@hotmail.com

EDUCATION MATTERS

**Join Us for Our Next
TEAM Meeting
November 28, 2007**

**Diastology
Dr. Steve Merry
Community Memorial Hospital
W180 N8085 Town Hall Road
Menomonee Falls, WI
Dinner at 5:30 p.m.
Meeting at 6:30 p.m.
Email RSVP: teamecho_3@hotmail.com**



**October 20, 2007
WSUP Fall 2007 Conference
(Wisconsin Society of Ultrasound
Professionals)
Northcentral Technical College
1000 W. Campus Drive - Wausau, WI
Info: 715-675 3331, Ext 4592
Or via web: ntc.edu**

**October 20 - 22, 2007
Echo Northwestern
Northwestern Memorial Hospital**

251 East Huron
Chicago, IL
Info: 312-503-8533

Or via the web: www.cme.northwestern.edu

Wednesday, November 7, 2007
The Northern Illinois Society of Echo
Dinner Event



Harvey Feigenbaum, MD
"Father of Echocardiography"
"Echocardiography: Evolution and Future"
\$20 Registration

For more information or to download a flyer
www.teamech04u.org (as in '04)
You must sign up by October 29, 2007

November 8, 2007

Cardiology: Past, Present and Future
Presented by Spencer King III, MD
7:00 - 8:30 a.m.

Meijer Heart Center 100 Michigan St NE
Grand Rapids, MI 49503
Contact: Pam Jablonski 616-391-3295



**Save the Date
February 9-10, 2008**

Echo in the Slopes
Sponsored by the Michigan
Society of Echocardiography
(MSE) www.glcvis.org



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