



Society of Diagnostic Medical Sonography

2745 N. Dallas Parkway, Suite 350

Plano, TX 75093-8730

USA

214-473-8057

FAX 214-473-8563

<http://www.sdms.org>

PRESS/NEWS RELEASE

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For Further Information Contact:

Donald Haydon

214-473-8057

dhaydon@sdms.org

SDMS Launches Sonography Career Recruitment Effort

"Integrity: We are a credible community accountable for ethical stewardship of our profession's interests and investments in the future."

PLANO, TEXAS - The Society of Diagnostic Medical Sonography (SDMS), in keeping with one of the tenets of the Society's *Core Values*, has expanded its educational efforts to increase public awareness of the profession of Diagnostic Medical Sonography, its importance as part of the healthcare delivery team, and its potential career opportunities.

The 2006 American School Counselors Association (ASCA) annual meeting held in Chicago June 24-26 was the setting chosen to debut the Society's newest education resource for school counselors who are often the first source of information about career choices for students.

The Society has developed a new 5-minute career video, *Diagnostic Medical Sonography – A SOUND Career Decision*, which provides a snapshot of the profession of Diagnostic Medical Sonography and is easily viewed on the SDMS website at <http://www.sdms.org/career/decision.asp>. A new companion career brochure provides an introduction to the profession, with an added benefit to educators and counselors - the brochure can be customized and printed with individualized career contact information.

There is a wide array of other career resources/information available to students, educators and counselors in the Career area of the SDMS website, such as *Selecting an Educational Program*, *Career Path*, and the professional *Scope of Practice*.

For more information, or to view this new video, visit the SDMS website today.

The Society of Diagnostic Medical Sonography (SDMS; www.sdms.org) is an international professional organization representing more than 18,000 sonographers, students and other health care providers involved in the use of diagnostic medical sonography. Its goal is to promote, advance, and educate its members and the medical community in the science of Diagnostic Medical Sonography.

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