

JOB DESCRIPTION

TITLE: Clinical Specialist Sonographer – Head & Neck Ultrasound Lead
Band: Band 8a- 0.5 WTE

BASE: Ultrasound, Castle Hill Hospital
REPORTS TO: Clinical Specialist Manager / Consultant Sonographer

OUR VALUES

CARE	HONESTY	ACCOUNTABILITY
<p>We are polite and courteous, welcoming and friendly. We smile and we make time to listen to our patients and staff. We consider the impact our actions have on patients and colleagues. We take pride in our appearance and our hospitals and we try to remain positive.</p>	<p>We tell the truth compassionately. We involve patients in decisions about their care and we are honest when things go wrong. We always report errors and raise concerns we have about care. Our decisions and actions are based on facts not stories and opinions.</p>	<p>We are all responsible for our decisions and actions and the impact these have on care. All staff are responsible for maintaining high standards of practice and we take every opportunity to continuously learn. Everyone is encouraged to speak up and contribute their ideas to improve the care we provide.</p>
<p>We do not treat anyone unfairly. We do not let our mood affect the way we treat people. We don't talk negatively about colleagues or other teams. Offensive language, shouting, bullying and spreading rumours are unacceptable.</p>	<p>We do not withhold information from colleagues or patients. We never discourage staff from reporting concerns. We are not careless with confidential information. We do not present myths as facts.</p>	<p>We do not unfairly blame people. We positively embrace change and we don't discourage people from having opinions. Controlling behaviours and silo working should not be exhibited in our Trust.</p>

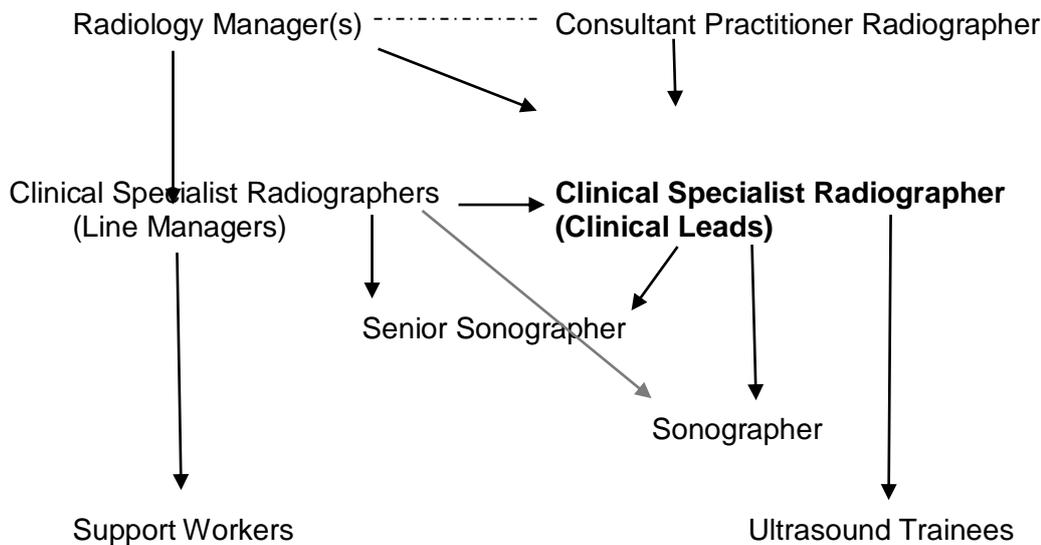
JOB SUMMARY

This role is primarily a clinical principle radiographer post with specialist skills, knowledge and leadership. This role will undertake operational leadership of the Head & Neck ultrasound service based at Castle Hill Hospital. This will include liaising with the Head & Neck Clinicians and team. This would include responsibility for managing staff, resources and activity and provide specialist advice as required in relation to the acute pathways. This role will be expected to assess, analyse and interpret complex situations including clinical, staff and operational issues. In unpredictable situations, this role is responsible for making decisions to ensure continued service provision, in collaboration with the Radiology Manager, Ultrasound Manager and Consultant Practitioner Radiographers. This role will provide expert advice, tuition and service improvement in the specific specialist field of practice.

The role includes:

- Supporting the Radiology Manager, Ultrasound manager and Consultant Practitioner Radiographer in the planning and delivery of a high quality imaging service which is responsive to the needs of the patient whilst meeting national and local service improvement objectives and targets.
- Assisting the Radiology Manager in the coordination and utilisation of Trust resources in the provision of a cost effective and efficient service.
- Responsibility for the operational planning of the head & neck ultrasound services.
- Providing advice and guidance commentary post imaging in accordance with locally agreed policies and procedures
- Provide expert advice, second opinion and tuition to practitioners within the team
- Ensuring that practice is carried out in accordance with statutory and trust policies, procedures and regulations as defined by the Radiology Manager.
- Working as part of a multidisciplinary team providing a high quality service whilst maintaining high standards of patient care.
- Independently performing and providing a diagnostic report on plain film or ultrasound examinations.
- Maintaining effective relationships and have regular communication with imaging department staff, the head & neck teams.
- Undertaking and partaking in departmental audit and case review programme
- Undertaking and participating in the annual appraisal process to include reflected practice and multi-source feedback
- Providing feedback to staff members regarding specialized field of practice in a confidential and sensitive manner

ORGANISATION CHART



Knowledge and Skills

1. Communication and Relationship Skills

- Achieve and maintain a high standard in independently providing a diagnostic free text report on at least 95% of radiology examinations within own scope of practice.
- To communicate radiology imaging findings to the referring clinician and patient (if appropriate).
- Excellent verbal and written communication skills to establish and maintain relationships and gain the co-operation and confidence from others. This includes colleagues within the ultrasound department of all grades, medical staff, other healthcare professionals, patients and relatives. This job requires the ability to motivate, negotiate, persuade, reassure, make presentations and train others.
- Regularly communicate with service users in field to maintain appropriate ultrasound service. Represent the department at meetings.
- Deal with staff issues in tactful and sensitive manner
- This role will provide a direct link between the department and the gynaecological services.
- Ability to communicate scan findings directly to patients and clinicians in an empathetic and sensitive manner. Occasionally having to impart highly distressing information and unpleasant news sensitively and providing counselling and reassurance.
- Excellent communication skills are essential as agreement or co-operation is required from patients and staff and there may be barriers to understanding in some of the patient cohorts
- Present complex, sensitive or contentious information to a large group of staff or members of the profession at multidisciplinary meetings and local and national teaching events
- Recognise the possible effect that undertaking the advanced role may have on oneself and others within the team. Communicate concerns with the line manager. Taking appropriate action with regard to management of workload having discussed issues with other healthcare professionals.

2. Knowledge, Training and Experience

- There is a requirement for highly developed specialist knowledge across the range of procedures and practices, underpinned by theoretical knowledge and relevant practical experience and within agreed scope of practice.
- Act as point of reference, training and source of expert knowledge and advice for other radiology practitioners, including sono/radiographers and radiology registrars in training.
- Maintain up to date knowledge of practice and developments within the head & neck field of practice.
- Specialist knowledge of a range of ultrasound procedures is acquired through a post graduate diploma or equivalent.
- Have an up to date knowledge of the safe use of diagnostic imaging in a wide range of applications and within agreed scope of practice.

3. Analytical skills

- Analyse, validate and prioritise referrals for all examinations within specialty, and take responsibility for returning requests when appropriate.
- Undertake annual self-audit of practice against department case review and disagreement audit programme
- Assist the Radiology Manager/ Ultrasound Manager to monitor capacity and demand data and re-organize workflow where necessary
- Ability to make judgements on patient care and management which involve complex facts or situations. This will require the analysis, interpretation and comparison of a range of options determined by investigation of findings and expert knowledge.
- Ability to analyse relevant clinical information including other test results and use this to perform and / or adapt the techniques required to undertake a satisfactory examination and diagnosis.

4. Planning and Organisational Skills

- Provide monthly feedback and service reports to radiology manager via the operational group and radiology management team meetings.
- Provide information regarding service changes, challenges and developments regularly and timely.
- Vet and prioritise referrals in accordance with departmental guidelines and following completion of a vetting audit undertaken with a clinical specialist sonographer peer, deputy manager or ultrasound specialty manager. Complete annual vetting audits to maintain standards
- To support the Radiology Manager in monitoring and controlling workloads, ensuring that staff flexibility is maximised and an efficient service is maintained.
- Have the ability to plan appropriate activities such as organising clinical or non-clinical services, departments, rotas, meetings in conjunction with the Consultant Practitioner Radiographer
- Plan and organize workload and staff simultaneously. This will involve an understanding and utilisation of a number of complex activities and will require the formulation of new and adjustment of predetermined plans.

5. Physical skills

- Demonstrate specialised expert knowledge of radiology practice in acute ultrasound as defined by the Radiology Manager.
- Able to demonstrate practical experience required to fulfil the job responsibilities satisfactorily and comply with the advanced practice level of competency.
- Demonstrate expert specialised knowledge and the ability to perform complex and routine examinations and reports alongside an awareness of the relevance of the findings and appropriate further actions to be followed.

- Highly developed physical skills, where accuracy is important, are required. The ability to manipulate the equipment requires highly developed physical skills where a high degree of precision and high levels of hand, eye and sensory co-ordination are essential.
- Physical skills and precision are required to perform and report a range of radiology examinations including excellent hand eye co-ordination. Essential sensory skills would be sight touch and hearing. Also there is a need for dexterity manipulation accuracy and keyboard skills.

Responsibilities

6. Responsibility for patient/Client Care

- Achieve and maintain a high standard in independently reporting a minimum of 95% of all examinations.
- Develop specialised diagnostic pathways and techniques to support patient care with relation to head & neck ultrasound
- Provides highly specialist clinical services within agreed specialist field of radiology practice
- Individual responsibilities for patient/client care, treatment and therapy where appropriate to the examination / area / specialty.
- To provide information and advice to patients, relatives and other healthcare professionals about the limitations and the safe use of ultrasound.
- Have a shared responsibility for the security of patients and other staff working within the ultrasound department
- Provide advice on future patient management to clinicians and / or relatives where appropriate,
- Excellent interpersonal skills are required to be able to motivate, gain co-operation and confidence from patients, and give advice and to be able to meet the needs of to both patients and carers.

7. Responsibilities for policy and service development

- To work within the radiology departmental guidelines. Regularly monitor and update guidelines and schemes of work for specialty, introducing changes in response to local practice changes and advice from national professional bodies, in conjunction with the Consultant Practitioner Radiographer.
- Facilitate and encourage multi-disciplinary service changes and improvements, including changes to referral and management pathways.
- Implement policies within the workplace and contribute to changes in clinical practice.
- Proposes policy or service changes which will impact beyond own area of activity.

8. Responsibility for financial and physical resources

- To support the Radiology Manager in the appropriate use of resources and consumables including the use of highly specialist equipment; this requires careful use and attention to detail.
- Have active involvement in the rolling equipment replacement programme and be responsible for reporting and if necessary removal of any equipment or resource which has become faulty or which poses a risk to patients, staff or the Trust. Be involved with business plans for equipment replacement, and take active role in equipment evaluation.
- Responsible for the installation of specific imaging requirements on machines and the subsequent repair and maintenance of equipment within service area.
- Assist the Ultrasound Manager to maintain up to date records of staff attendance and absence and ensure ESR information is completed in a timely fashion.
- Assist the Radiology Manager to ensure that all staff are developed in line with the Business Plan, Service Level Agreements and agreed objectives. Contribute to the drawing up of service budgets and CRES / financial initiatives
- Ensure staff, within sphere of responsibility, have equal access to training; and that developments needs are catered for.

9. Responsibility for staff/HR/Leadership/Training

- Responsible for day to day management of staff members within specialist team.
- Be involved with the recruitment and retention of clinical support workers and sono/radiographers.
- Undertake appraisals for the support workers, sono/radiographers and or trainee sonographers within field of specialised practice.
- Provide internal and external lectures regarding all aspects of service.
- Undertake a lead role in developing and implementing new techniques and technologies.
- Act as a mentor for new members to the radiology team.
- Arrange and undertake mandatory training as per the Trust training policy and procedures and within the appropriate time frame.
- Identify all training needs for staff and ensure that these needs are incorporated in the department Training Strategy through regular appraisal.
- Partake in annual appraisal process which includes reflection on multi-source feedback and complex case reviews
- Deal with relevant aspects of human resource management for all staff within sphere of responsibility.
- Assist in the induction of new employees and in staff training
- Identify training needs for staff within sphere of responsibility and ensure that these needs are incorporated in the department Training Strategy through regular appraisal. Responsible for the teaching/delivery of core within specialist field.
- Make sure staff, within sphere of responsibility, are trained up to a high standard, keeping up to date with recent developments through both internal and external courses.

10. Responsibilities for information resources

- To record care/treatment/advice/tests personally generated for patient care accurately and in an agreed format.
- Individual responsibility for the accurate and appropriate use of information resources and information systems (both hardware and software (e.g. medical records) whilst undertaking ultrasound examinations.
- Assist the Radiology Manager to ensure efficient administrative systems are developed and maintained for section.
- Ability to undertake training and achieve agreed level of competency in the use of IT applications required in the dept.

11. Responsibilities for Research and Development

- Regularly undertake, facilitate and participate in and initiate appropriate audit , research and development projects within the service
- Lead clinical audit within specialist field.
- Support the Consultant Practitioner Radiographer with relevant audit / surveys / research projects relevant to service developments, improvement to services, personal development or national standards.

12. Freedom to Act

- Individual responsibility in accepting to undertake any given ultrasound examination in accordance with professional body guidance and local ultrasound guidelines.
- To work as a reflective practitioner with the responsibility to critically evaluate systems / processes / pathways involved with various areas covered by the ultrasound service. Ideas and information to be discussed with the Radiology Manager and Consultant Practitioner Radiographer.

- Manage personal, patient and administrative workload effectively
- The role requires individual accountability for independently performing and reporting ultrasound examinations in accordance with the ultrasound departmental guidelines and relevant professional body's code of conduct. Practice is guided by professional principles and broad occupational policies or regulations. Guidance be provided by peers or external reference points gain via local and national meetings and review of practice.

Effort and Environment

13. Physical Effort

- A high degree of adaptability in all the above factors is required when undertaking examinations and reporting remote from the main radiology department.
- There is a frequent requirement to exert moderate physical effort during each examination. The positioning and manoeuvring of patients and equipment is frequently required.
- The physical skills required to perform and report a range of radiology examinations including excellent hand-eye co-ordination. Essential sensory skills would be sight, hearing, and touch. Also the need for dexterity, manipulation, accuracy, and keyboard skills.

14. Mental Effort

- Assist in the responsibility for the operational workload management on a day to day basis, supervision of support staff, supervision of junior medical staff and other trainees in medical ultrasound whilst acting as the ultrasound coordinator.
- The workload can be unpredictable and there is a frequent requirement for concentration.
- Ability to exercise judgement when dealing with patient enquiries, analyse and resolve patient problems.
- A very high level of concentration and mental effort is required to undertake the radiology examination satisfactorily and interpret the findings.
- A high level of mental and emotional effort is required to respond to unpredictable work patterns, urgent and unplanned cases requiring attention, the need to meet operational deadlines e.g. theatre cases, bed crisis alerts etc. and other interruptions. All of which are frequent but not predictable.

15. Emotional Effort

- There is frequent exposure to distressing or emotional circumstances. The unpredictable nature of the job (i.e. discovering abnormality or pathology) demands a high degree of emotional effort. This occurs frequently and is inherent in the purpose of the examination being undertaken. The role can be very emotionally demanding.
- Discussing contentious issues with colleagues and medical staff is occasionally encountered and should be dealt with confidentially and sensitively
- There are often unpredictable demands arising from the aggressive and emotional behaviour of patients, clients, relatives, carers, especially when imparting distressing news.

16. Working Conditions

- Ensure suitable and sufficient risk assessments are completed for all areas within your remit. The controls identified must be evaluated and implemented where necessary.
- Review all risk assessments periodically and particularly when staffing and/or equipment changes, monitoring the effectiveness of any control measure implemented.
- Occasional lone working in extreme circumstances usually, but not exclusively related to staffing issues and sickness absence.

- Frequent use of VDUs and keyboards requires annual display screen equipment (DSE) assessment to be undertaken and any issues arising communicated to the ultrasound specialty manager and occupation health.
- Concentration is required for each examination undertaken. Will frequently have to deal with interruptions – telephone queries, bleeps, face to face queries with other healthcare professionals, patients and department staff – which may disturb your working practice.
- Frequent exposure to certain bodily fluids e.g. blood / vomit and unpleasant body odours in certain categories of patients and occasional exposure to highly unpleasant working conditions will be encountered and required.

Health and Safety

In addition to the Trust's overall responsibility for your health and safety you have a personal responsibility for your own health and safety. As such you are required to inform your line manager of any safety issues that you identify, that could affect you or others in the workplace. You must co-operate with management and colleagues at all times in achieving safer work processes and work places, particularly where it can impact on others.

As a Trust employee you will be trained in the correct use of any equipment provided to improve safety and health within the Trust. You are required to use the equipment when necessary and as instructed which will include checking the equipment is safe to use, prior to its use and must report any defects immediately to your line manager.

INFECTION CONTROL

In addition to the Trust's overall responsibilities under The Health and Social Care Act 2008 Code of Practice for healthcare, including primary and adult social care on the prevention and control of infections (revised December 2010) for your safety, you have a personal responsibility to ensure your work adheres to this Code in the delivery of safe patient care within the organisation. This code relates to ALL Trust staff and contractors working within the organisation who are employed to ensure this level of care is provided.

As an employee you will be trained to ensure adherence and compliance to the various Infection Control policies within the Trust.

SUSTAINABILITY

To actively support the Trust's goals for sustainability by encouraging and adopting sustainable ideas and practices.

SAFEGUARDING

The Trust has a duty and is committed to safeguarding all service users and provide additional measures for adults and children who are less able to protect themselves from harm or abuse. As an employee* you have an individual responsibility to contribute to the detection, reporting and prevention of abuse to safeguard those in our care (Section 11 Children Act, 2004, Human rights Act 1998, Equality Act 2010 Mental Capacity Act 2005 Care Act 2014) and are accountable to ensure that you know how to respond

when you are concerned for the safety of a child, young person or adult at risk. The Trust will assist you in this process by providing training, guidance and advice. There are corporate safeguarding teams who can be contacted for advice, support and safeguarding supervision. All concerns must be reported as per Trust Safeguarding Policies which are available on the Trust Intranet. Every member of staff must undertake regular mandatory safeguarding training at a level relevant to the role

This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the current post. It may be subject to change in the light of developing organisational and service needs, and wherever possible change will follow consultation with the post holder.

**PERSON SPECIFICATION – CLINICAL SPECIALIST SONOGRAPHER
RAPID DIAGNOSTIC SERVICE OPERATIONAL LEAD**

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<p>Hold a recognized ultrasound or radiography qualification awarded by an approved body /higher educational provider.</p> <p>Hold or be working towards a MSc in a relevant subject.</p> <p>Specialist training in expert field of practice</p> <p>Hold current HPC registration.</p> <p>Hold EDCL or demonstrate Keyboard skills</p>	<p>Have an up to date portfolio.</p> <p>Have undertaken or be working towards managerial or leadership training</p>
EXPERIENCE	<p>Demonstrate experience of working in the field / area of medical ultrasound reporting.</p> <p>Demonstrate specialist experience in a specific field of medical ultrasound.</p> <p>Demonstrate leadership experience</p> <p>Experience of managing staff in terms of sickness, performance, discipline and/or conducting appraisals</p>	
SKILLS, KNOWLEDGE & ABILITIES	<p>Demonstrate theoretical, practical and professional knowledge regarding the safe use of ultrasound.</p> <p>Demonstrate an ability to perform ultrasound examinations at an advanced level of competency</p> <p>Demonstrate an understanding of current and emerging changes to patient diagnostic pathways</p>	<p>Demonstrate specialist experience in gynecology ultrasound and cancer screening pathways</p>
PERSONAL ATTRIBUTES	<p>Excellent communications skills. Ability to work as an effective team worker. Able to work independently.</p> <p>Team leadership and motivation skills</p>	
PERSONAL CIRCUMSTANCES	<p>Ability to participate in the planned weekend emergency ultrasound or plain film reporting service.</p> <p>Able to work flexible hours with sufficient notice.</p> <p>Be able to work at all service sites supported by radiology</p>	