

# THE ROLES AND RESPONSIBILITIES OF A FAMILY MEDICINE POINT-OF-CARE ULTRASOUND CHAMPION

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A POCUS Champion leads all POCUS operations at a clinical training site, organizes educational opportunities (didactics, workshops, image review, etc), and directs faculty and resident education. Champions also manage the administrative aspects of imaging informatics, billing, quality assurance, and credentialing. Ideally, a Champion is an attending physician comfortable with a variety of POCUS applications with protected administrative time.



## Educational Roles

- Develop and maintain a longitudinal resident curriculum.<sup>1</sup>
- Educate on POCUS integration into the inpatient and outpatient settings.
- Emphasize high-yield outpatient applications such as skin and soft tissue, abdominal aortic aneurysm screening, and musculoskeletal.<sup>1</sup>
- Highlight POCUS efficiency to improve physician-patient satisfaction.
- Create a clear pathway for faculty to develop sufficient image acquisition and interpretation skills to obtain and maintain POCUS competency and privileges.
- Summarize and disseminate up-to-date POCUS evidence and literature.



## Administrative Roles

- Ensure clear communication of the department's policies and opportunities for incorporation of POCUS into clinical care.
- Support acquisition and maintenance of machines.
- Develop infrastructure for billing and coding.
- Streamline electronic health record workflows for orders and documentation templates.
- Ensure appropriate credentialing requirements are outlined and upheld.
- Advocate for increasing POCUS use across all family practice settings, especially at resident sites.
- Lead ongoing quality assurance and quality improvement efforts.



## Grow a Program

Establishing and growing a POCUS program is challenging due to barriers including lack of trained faculty and equipment.<sup>2</sup>

Therefore, POCUS champions must:

- Leverage additional expertise to balance the champion's workload.
- Foster cross-specialty POCUS collaboration (eg, OB/GYN, emergency, sports medicine).
- Develop a core team of faculty with POCUS expertise.
- Achieve departmental and institutional support.

## Further Reading

Family medicine is lacking in POCUS resources best practices for training and integrating POCUS into practice. The AAFP POCUS Curriculum Guide<sup>3</sup> is the most comprehensive family medicine centered POCUS resource to date. The Society of Teachers of Family Medicine offers a module series<sup>4</sup> to help with education and holds an annual virtual workshop<sup>5</sup> on being a POCUS champion.

**Conflict of Interest Statement:** Dr Patel consults with GE Healthcare's point-of-care ultrasound team, giving input and feedback on device development and functionality specific to family medicine. Dr Patel does not have any stock or equity interest in GE Healthcare. Dr Patel does not have any relevant conflicts of interest from this work in relation to this article.

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