

## For Our Obstetric Ultrasound Patients

Thank you for choosing The Toronto Centre for Medical Imaging as your clinic to get your obstetric ultrasound. We take pride in doing excellent, high quality work and in doing our best to ensure that your short visit with us is enjoyable and pleasant.

In our more than two decades of practice we have noticed that some patients leave disappointed or somehow let down after their appointment for obstetric studies. We have finally realized that this may be related to certain expectations that these patients have BEFORE their appointment. It is never because they were kept waiting with a full bladder, or a poorly performed study or unpleasant surroundings. Usually, if not always, it is because they would like to see the baby for the first time with their spouse and spend the next 20 or 30 minutes admiring and being in awe of this little baby on a screen that will soon be a bundle of joy for the couple. So this is the expectation of those parents to be who leave the department unhappy. They really are interested in ultrasound for "entertainment purposes". WE UNDERSTAND THAT YOU ARE EXCITED AND HAPPY AND WANT TO SHARE THIS MOMENT WITH YOUR PARTNER/FAMILY MEMBERS.

Now, your physician has sent you for an obstetric sonogram for a different reason. Your physician, and I am sure most parents to be, want to make sure that the baby is fine, to date the pregnancy and to minimize the risk of any unexpected surprises in the delivery room that may have devastating consequences. Our job, then, is to do a detailed assessment of the fetus, the uterus, placenta and the ovaries to make sure that after the baby is born, you go home with your bundle of joy as a happy family. For us to fulfill this mandate, our technologists need to spend uninterrupted time scanning the baby without any distractions. We have realized, as have most imaging clinics and hospitals that this is best done with only the patient and technologist in the room. **PLEASE UNDERSTAND THAT WE CANNOT HAVE THE FATHER/FAMILY IN THE ROOM WHILE THE TECHNOLOGIST IS SCANNING THE BABY.** After the study is completed, the technologist will be more than happy to show the various parts of the baby to you and your spouse/family member. We can also take selected images of the baby and burn them on a CD for you to take with you\*. Please remember that this is still a medical procedure that just happens to be looking at a happy side of one's life. **This is a Medical test and taking photographs from your phone or any other device is strictly prohibited.**

So, if you would like us to take a very good look at your baby first and then "entertain" you with how delightful it looks to you as parents, you can be rest assured that you will NOT be disappointed. If on the other hand, you are expecting us to show you the baby for the duration of the appointment then you will be disappointed. We do not do ultrasound for entertainment purposes. There are clinics in the GTA that do this. As a physician owned operation, we are not permitted by the College of Physicians and Surgeons of Ontario to do such studies. Remember, that you are coming to the Toronto Centre for Medical Imaging for **A MEDICAL TEST, NOT AN ENTERTAINMENT ULTRASOUND.**

Also, ultrasound technologists in Ontario, by law, are not permitted to discuss the findings with the patient. So please, do not ask the technologist if the baby is fine because she is NOT permitted to answer that question. The technologists are not being rude, they are just being very professional and following the law. Their job is to take the images. The Radiologist will issue a report to your doctor.

Thank You for taking the time to read this important information and for your understanding in why we have this policy in place.