**Credit Jamie Wild (Sheffield Hospitals NHS Foundation Trust)**

**Top 5 Tips for Establishing a CEUS Service**

Setting up a Contrast-Enhanced Ultrasound (CEUS) service can be a rewarding yet complex process. To help guide those embarking on this journey, here are five top tips for successfully establishing a CEUS service.

**1. Don’t Go It Alone**
Introducing a new service is challenging, so engaging with stakeholders from the outset is crucial. Involve radiologists, sonographers, referring clinicians, and administrative staff to ensure multidisciplinary support. Early discussions with decision-makers and those who will be directly impacted by the service will foster a collaborative approach, streamlining implementation and ensuring a smooth workflow.

**2. Benchmark with Peers**
Learning from existing CEUS services can help avoid common pitfalls and establish best practices. Engage with colleagues who have already set up a CEUS service, attend conferences, and review published literature to understand potential challenges and solutions. Networking with peers can provide invaluable insights into service efficiency, patient pathways, and governance requirements.

**3. Governance Matters**
Ensure that the CEUS service aligns with national and local guidelines. This includes establishing robust protocols for patient selection, informed consent, contrast agent administration, and adverse event management. Consider the legal implications, including the use of Patient Group Directions (PGDs) versus Patient Specific Directions (PSDs) for contrast administration. Work closely with governance teams to ensure compliance with regulatory frameworks.

**4. Monitor and Evaluate the Service**
Once the service is operational, continuous monitoring is essential. Collect data on patient outcomes, diagnostic accuracy, and service efficiency to assess its impact. Regular audits and feedback loops will help identify areas for improvement. Demonstrating the benefits of CEUS through measurable outcomes can strengthen the case for ongoing investment and potential expansion.

**5. Disseminate Findings and Share Successes/Lessons Learnt**
Sharing your experience of establishing a CEUS service can benefit the wider ultrasound community. Present your findings at regional and national meetings, publish case studies, and contribute to professional forums. Highlighting successes and lessons learned can support others looking to develop their own CEUS services and promote the adoption of best practices.

By following these tips, you can establish a robust and effective CEUS service that enhances patient care while contributing to the growing evidence base for contrast-enhanced ultrasound in clinical practice.