

Canon Medical ANZ Ultrasound Image of the Month Competition Guidelines

Competition Overview

This is a monthly ongoing Ultrasound Image of the Month Competition for 6 months beginning on the 1st of July up to the 31st of December 2020. All Canon Medical ultrasound customers are welcome to submit their images to demonstrate the best use of Canon Medical's ultrasound technologies. Submissions can be made by completing the [Canon Medical ANZ Ultrasound Image of the Month Competition Submission Form](#) on the [Canon Medical ANZ website](#).

- A monthly winner will be selected by the Panel of Judges using a set of criteria set up by the Canon Medical ultrasound team
- All monthly winners will enter the final competition at the end of 6 months to compete for the overall winner
- The overall winner will be voted by the restricted Overall Winner Voting Panel
- All image submitters will enter a lucky draw for the chance to win a prize
- All voters in the Overall Winner Voting Panel will enter a lucky draw for the chance to win a prize

Who can join

All Canon Medical ultrasound customers are eligible to join the competition, specifically:

- Sonographers accredited with the Australian Sonography Accreditation Registry (ASAR)
- Radiographers/Radiologists who are AHPRA members

Image Submission Details

Clinical Images must be taken on a Canon or Toshiba Medical System, including the Aplio 500/300/400, the Xario, the Aplio a-series and Aplio i-series systems. The images can be any of the following ultrasound scans:

- Cardiac
- Vascular
- Obstetrics
- Small parts
- Women
- MSK
- Paediatrics
- General imaging

Emphasis should be placed on image quality, technical excellence and practical application to sonography. The image does not need to be rare/unusual, good examples of anatomy and common pathology are acceptable.

You can submit more than 1 image. However, all images/clips are to be uploaded individually.

Format for Images

Clinical Images must be taken on a Canon (Toshiba) Medical ultrasound system, including the Aplio 500/300/400, the Xario, the Aplio a-series and Aplio i-series systems.

- Image file types
 - For still images - BMP is preferred. Ultrasound systems will export still images in JPEG or BMP (BMP being better quality)
 - For video clips - WMV or MP4 format
- Image size - approximately 3-4MB
- Image dimension - standard size (1280x960 pixels)

Format for written content

Information should include:

- Patient details (while maintaining patient confidentiality and privacy), including at a minimum, the age and gender
- The patient's clinical history and the clinical indication for study
- The patient's presenting symptoms
- A Brief Summary of findings (approx.100-200 words)
- References should be included where appropriate

Exporting Images

- Images must be exported via the Patient Browser and De-identified. Please see [How to Guide a and i series](#) and [How to Guide A500](#) for instructions.

Patient Privacy and Confidentiality

All images need to be de-identified. Please see Exporting Images [\[Aplio 500\]](#) and [\[Aplio a and i series\]](#) for instructions on how to export and de-identify images from your Canon Medical system.

All identifying information that could lead to the images being linked to the patient are strictly prohibited. Identifiers include:

- Patient Name
- Date of birth
- Address
- Contact Information (phone numbers)
- Practice details
- Sonographer initials
- E-mail addresses
- Unique identifying numbers, e.g. UR, MRN, HID
- Date of study

Permission

It is important that you have permission to upload the case from your practice. Please ensure you are following your practice's applicable guidelines and policies. It is your responsibility to ensure that you are permitted to use the content submitted.

Submission method

All submissions are made through our [Canon Medical ANZ Ultrasound Image of the Month Competition Submission Form](#).

Submitters will fill out the form with the information required, upload the images, and click on the "submit" button.

Upon submission, an auto-responder email will be sent back to the submitter to acknowledge the reception of the image.

Note

By submitting the images, you agree that you have read and accepted the **Canon Medical ANZ Ultrasound Image of the Month Competition Guidelines**, and understand that all content you contributed will:

- be submitted with the appropriate permissions and consent by all concerned parties
- be free of all patient identifying information
- comprises legitimate and original content and
- not infringe intellectual property rights of any third party when used 'in' accordance 'with' the **Canon Medical ANZ Ultrasound Image of the Month Competition Guidelines**.

Once the image is submitted, these images become the property of Canon Medical Systems ANZ Pty Limited and its related companies. Canon Medical has the right to use these for marketing campaigns, including displaying the images on the Canon Medical ANZ website and social platforms, whilst acknowledging the author and the organisation.

Opportunity to claim CPD points

Those who will submit their entries may have the opportunity to earn CPD points depending on the self-directed learning they complete and if it meets the ASA criteria.

- CPD points can be claimed by using the Type 3A CPD activity, as per the ASAR criteria. Please refer to the [ASAR website](#) for more information and use the [CPD Learning Activity Form Mar 2017.pdf](#) to claim CPD points.
- It will be the responsibility of the submitter to complete the form and submit with their appropriate CPD program. Canon Medical will have no part in the process.

Panel of Judges, Winner selection and prizes

- Winner of the month
 - Selection: assessed and judged by the Ultrasound Panel of Judges^[1] based on a set of criteria^[5] set up by the Canon Medical Ultrasound team
 - Prize: \$50 gift voucher
- Overall winner – all monthly winners will enter the final competition after 6 months
 - Selection: assessed and judged by the restricted Overall Winner Voting Panel^[2] as defined. Each voter can only vote once.
 - Voting will close 30 days after voters have been advised that voting is open
 - Prize: 1 Canon Camera valued at AUD\$800-1,000
- Image submission lucky draw
 - All image submitters are eligible to enter a lucky draw^[3]
 - Prize: 1 free Anatomy Day ticket valued \$299 (winner can nominate city where he or she will attend)
- Voters' lucky draw
 - All registered voters are eligible to enter a lucky draw^[4]
 - Prize: \$50 gift voucher

Winner announcement

- Winner of the month
 - Announced monthly (within 1-3 days after the last day of the month, on the Canon Medical ANZ website and social media platforms)
 - Overall winner, Image submission lucky draw winner and Voters' lucky draw winner
 - Announced after 6 months, on the Canon Medical ANZ website and social media platforms

^[1] Ultrasound panel of Judges

The Ultrasound panel of Judges is composed of the Applications Specialists from Canon Medical ANZ.

^[2] Overall Winner Voting Panel & Voters' lucky draw

- Anyone who has an ASAR / AHPRA / Doctor ID number is eligible to vote for the Overall Winner. The voters will comprise the restricted Overall Winner Voting Panel.
- At the end of the 6-month competition, CANZ will announce that the voting process is open. Those who want to vote for the overall winner will have to register through a form on our website with their ASAR / AHPRA / Doctor's ID number to receive a link for voting.
- Each voter will be assigned a sequence number (starting from 1) based on the order in which the vote is received. The number will be used for the Voters' lucky draw.
- Each person (with a unique ASAR /AHPRA / Doctor's ID) can vote only once. In the case of multiple votes from a single voter, only the 1st vote will be accepted; other votes will be discarded.
- <https://www.randomdraws.com/au/random-number-generator/> will be used as the lucky draw random winner pickup tool.
- Screenshots will be captured as a proof of the lucky draw to show fairness and transparency.

^[3] Image submission lucky draw

- All image submitters will be assigned a sequence number (starting from 1) based on the order in which the image submission is received. The number will be used for the Image Submission lucky draw
- <https://www.randomdraws.com/au/random-number-generator/> will be used as the lucky draw random winner pickup tool
- Screenshots will be captured as a proof of the lucky draw to show fairness and transparency

^[5] Image judging criteria

- Adherence to Competition Rules: all submitters are required to meet all eligibility requirements at the time of submission.
- Topic: the topic of the image is well defined, and content conveys clinical significance.
- Title: the title is clear and concise, and clearly conveys the significance of the study.
- Writing: the image presents exceptional use of mechanics and is free of spelling and grammatical errors.
- Clinical Images: all images and clips are of excellent quality and are relevant to the image topic.
- Image quality assessment - adequate image optimisation of
 - Gain
 - TGC
 - Depth
 - Focus
 - Zoom
 - Frequency/Pre-set Selection
- Full contact of the transducer is maintained across the entire image
- Image is free of artefacts, (unless contributing to the quality of the image)
- Any Doppler trace should be displayed across the full width of the screen where possible