

Angie's List Health Addresses the 3D/4D Ultrasound Controversy



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Author: [Little Sprout Imaging, Inc.](#)

Industry: [Healthcare](#)

Towson, Maryland - October 23, 2009 - Little Sprout Imaging was pleased to be included in this month's issue of Angie's List Health. Martha Morgan, the Founder of Little Sprout Imaging, was invited to respond to the controversy surrounding the industry and the recent ban of non-medical [ultrasounds](#) in the State of Connecticut. Rounding out the "Ask the Experts" panel is Dr. Jacques S. Abramowicz.



Morgan admits that the industry has a less than desirable reputation. Earlier this decade, the FDA and AIUM expressed concern about the use of a medical device by untrained personnel. Yet, centers continue to open across the country with the business owner having learned how to operate the ultrasound machine in 2 days. [Pregnant women](#) assume that their state or the federal government oversees the

industry. If Moms-to-be understood that 90% of the free-standing 3D centers were operated by laypeople rather than trained professionals, they would seek out the true professionals and consumer demand would settle the industry controversy. If we, as an industry, do not self-regulate; the states may very well legislate us all out of business. The State of Connecticut did exactly that effective, July 1, 2009.

To view the entire article in Angie's List Health, go to: [Angie's List Health, October 2009 Issue](#)

Little Sprout Imaging has provided 3D / 4D ultrasounds in Maryland since 2004. Their service model includes medically trained [Sonographers](#) and physician oversight. Their high-standards take into account the FDA and AIUM concerns. This distinction earned them the 2006 Smart Woman Bravo! Business Achievement Award as well as the label "Mom and Baby Friendly" in the Greater-Baltimore region. In addition to their responsible business practices, technologically they are a leader in the industry. Little Sprout Imaging introduced webcast ultrasounds to the industry in 2006. Their webcast service; called SproutCast, is offered LIVE and OnDemand.

To sign the Little Sprout Imaging petition to keep 3D ultrasounds elective in the State of Maryland, go to: [LittleSproutImaging.com](#) Click on sign the petition.

Contact:

Martha Morgan
Little Sprout Imaging, Inc.
410.825.8686
410.825.8656
info@lsprout.com
www.littlesproutimaging.com

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