



HealthManagement.org

Promoting Management and Leadership

FUJIFILM SonoSite named as official supplier to British Superbikes 2018

[FUJIFILM SonoSite](#) is pleased to be supporting the 2018 Bennetts British Superbike Championship (BSB) by supplying point-of-care ultrasound systems for clinic-based and trackside imaging. The compact and highly portable ultrasound systems will provide the BSB medical team with on-site imaging capabilities, to support the first-class care of riders and teams competing in the championship.

Safety is paramount in motorcycle racing and, despite continuous advances in safety, series organisers must still be ready to respond to the potentially life-threatening incidents that are an inherent part of any motorsport. BSB prides itself on its safety record and medical team, and provides high quality facilities and experienced personnel at each round of the championship to mitigate the risks and minimise the burden on public healthcare. Point-of-care ultrasound will be a valuable addition to the medical team's toolbox, enabling rapid assessment to help triage injuries and identify complex medical conditions, either at the trackside or in the mobile clinic which travels to each round. SonoSite's compact ultrasound systems are ideally suited to this application, offering the excellent portability and robustness that are vital for use in this high adrenaline setting.

□

Stuart Higgs, Series Director for BSB, commented: "We are proud of our medical team and safety services. The addition of point-of-care ultrasound equipment will further enhance this service, providing an even greater quality of care to our competitors and, at the same time, increasing our on-site capabilities to relieve any demand on public health services."

Kylee Charles, UK Marketing Manager for FUJIFILM SonoSite, added: "We're very excited to be entering the high octane world of motorsport through our partnership with BSB. The performance and durability of SonoSite systems are a natural fit with the high speed action on track, and will give the BSB medical team an edge when triaging and treating competitors."

Learn more about [Fujiifilm SonoSite](#)

Published on : Thu, 19 Apr 2018