



The Aesthetic Ultrasound Investment Checklist

12 Questions to Answer Before Investing £5,000+ in Ultrasound

Considering introducing ultrasound into your aesthetic practice?

Before comparing scanners or committing several thousand pounds, there are important clinical, commercial, capability and operational questions worth answering.

Use this checklist to identify where your investment case is already clear - and where further thinking may be needed before you proceed.

Important Notice

This checklist is provided for general educational and decision-support purposes only. It is designed to help aesthetic practitioners consider some of the clinical, operational, capability, technology and investment factors involved in adopting ultrasound.

It does not constitute clinical, medical, legal or financial advice, nor does it replace appropriate professional training, competency assessment, regulatory requirements or independent professional judgement. Individual circumstances vary, and practitioners should undertake appropriate due diligence before purchasing or using ultrasound equipment.

What You'll Assess

Clinical Need • Capability & Training • Technology Requirements • Investment & Utilisation • Adoption & Implementation

Why Consider Ultrasound in Aesthetic Practice?

Aesthetic practice increasingly involves clinical decisions where understanding what lies beneath the skin can be valuable.

Ultrasound provides practitioners with **real-time visual information about underlying anatomy and structures**, potentially adding another source of information to clinical assessment and decision-making.

Depending on the practitioner's scope, training and intended applications, ultrasound may support areas such as:

- ✓ **Anatomical Visualisation**
Visualise relevant superficial anatomy and structures beneath the skin.
- ✓ **Vascular Mapping**
Identify and assess vascular structures where appropriate to support treatment planning.
- ✓ **Filler Localisation**
Support the identification and localisation of previously placed filler.
- ✓ **Assessment of Suspected Complications**
Provide additional information when assessing concerns following aesthetic procedures.
- ✓ **Pre-Treatment Assessment**
Add imaging information to selected assessments where visualisation may support clinical decision-making.
- ✓ **Patient Consultation**
Use real-time imaging, where appropriate, to support explanation and discussion with patients.

But Clinical Potential Is Only Part of the Decision

The fact that ultrasound **can** provide value does not automatically mean that purchasing a scanner is the right investment for every clinic.

Successful adoption also depends on questions such as:

- **Will you use it frequently enough?**
- **Do you have clearly defined applications?**
- **What technology do those applications actually require?**
- **What training and capability will you need?**
- **How will ultrasound fit into your existing workflow?**
- **Does the investment make sense for your clinic?**
- **What could prevent the technology from being successfully adopted?**

Before You Invest, Answer These 12 Questions

The objective isn't simply to determine whether ultrasound is useful. It's to determine whether - and how - it could be successfully adopted within your clinic.

1. Do you have clearly defined reasons for introducing ultrasound?

Don't start with the scanner. Start with the problem you're trying to solve.

Ask yourself:

- ☐ I can clearly explain why I want ultrasound.
- ☐ I have specific clinical applications in mind.
- ☐ The decision is based on a practice need rather than simply interest in the technology.

Your notes: _____

Why it matters

A technology investment is easier to justify when it addresses clearly defined clinical or operational needs.

2. Do you know exactly where you would use ultrasound?

Potential applications could include anatomical visualisation, vascular mapping, filler localisation, assessment where complications are suspected, patient consultation or other appropriate applications.

- ☐ I have identified specific potential applications.
- ☐ These applications are relevant to procedures I currently perform.
- ☐ I understand which applications would be priorities.

My top three potential applications:

1. _____
2. _____

3.

Why it matters

The intended applications should drive your technology, capability and training requirements - **not the other way around.**

3. Would you use ultrasound frequently enough to justify the investment?

Estimate realistically rather than optimistically.

Potential uses per week:

- ☐ Less than 1
- ☐ 1–2
- ☐ 3–5
- ☐ 6–10
- ☐ More than 10
- ☐ I genuinely don't know

Then ask:

If you purchased a scanner tomorrow, which patients or procedures would you actually use it for next week?

If that's difficult to answer, utilisation deserves further investigation.

4. Do you understand how ultrasound would create value for your clinic?

Value doesn't necessarily mean directly charging for scans.

Potential value might include:

- ☐ Supporting clinical decision-making
- ☐ Supporting patient safety
- ☐ Increasing practitioner confidence
- ☐ Supporting complication assessment
- ☐ Enhancing patient consultation
- ☐ Differentiating the clinic
- ☐ Supporting specialist services

- ☐ Generating additional revenue
- ☐ Reducing reliance on external services
- ☐ Other: _____

Why it matters

If you cannot identify **where the value comes from**, it's difficult to determine whether the investment is justified.

5. Have you considered the full cost of adoption — not just the scanner?

The equipment price is only one component.

Have you considered:

- ☐ Scanner cost
- ☐ Training
- ☐ Practitioner time
- ☐ Accessories/software where applicable
- ☐ Finance and/or insurance costs where applicable
- ☐ Ongoing support
- ☐ Time required to develop capability
- ☐ Potential workflow changes

Key question

What would successful adoption actually cost your clinic during the first 12 months?

This is much more useful than simply asking:

“How much is the scanner?”

6. Do you know what ultrasound capabilities you actually need?

Before comparing brands and models, can you define the technical requirements created by your intended applications?

- ☐ Appropriate probe/frequency requirements
- ☐ Imaging depth

- ☐ Image quality requirements
- ☐ Colour/Power Doppler requirements
- ☐ Portability
- ☐ Device compatibility
- ☐ Software requirements
- ☐ Workflow requirements
- ☐ **I'm not yet sure what specifications I need.**

Why it matters

Without a requirements specification, it's easy to compare scanners based on **features and price rather than suitability**.

7. Have you assessed your current ultrasound capability?

Be realistic about your starting point.

How would you describe your current experience?

- ☐ No ultrasound experience
- ☐ Introductory education only
- ☐ Some theoretical knowledge
- ☐ Practical training completed
- ☐ Some supervised experience
- ☐ Occasional independent use
- ☐ Regular ultrasound user

Then:

What would you need to learn before you could use ultrasound confidently within your intended scope?

8. Do you understand the training and development pathway you may require?

Purchasing equipment and developing capability are separate things.

- ☐ I understand what training I require.
- ☐ I know where I can obtain appropriate training.
- ☐ I understand that competency develops through education and practical experience.

- ☐ I have allowed time and budget for capability development.
- ☐ I'm currently unclear about the training pathway.

Why it matters

Capability risk can become adoption risk.

A suitable scanner can still become underutilised if practitioners don't develop sufficient confidence and capability to incorporate it into practice.

9. Do you know how ultrasound would fit into your existing workflow?

Consider the actual patient journey.

Where might ultrasound happen?

- ☐ During consultation
- ☐ Before treatment
- ☐ Immediately before a procedure
- ☐ During a procedure where appropriate
- ☐ After treatment
- ☐ When assessing a concern/complication
- ☐ At follow-up
- ☐ I'm not sure

Then ask:

Who uses it, when do they use it, and what happens as a result of the information obtained?

If those three things aren't clear, the workflow isn't clear yet.

10. Have you identified what could prevent successful adoption?

Which concerns apply to you?

- ☐ Insufficient utilisation
- ☐ Choosing unsuitable technology
- ☐ Training requirements
- ☐ Lack of practitioner confidence

- ☐ Time required to develop skills
- ☐ Workflow disruption
- ☐ Investment cost
- ☐ Maintaining capability
- ☐ Unclear clinical applications
- ☐ Implementation challenges
- ☐ Other: _____

Remember

The risk isn't simply buying the wrong scanner. It's investing in technology that never becomes successfully embedded into your practice.

11. Do you know what success would look like 6–12 months after purchasing?

Complete this sentence:

“12 months after introducing ultrasound, I would consider the investment successful if...”

Then consider:

- ☐ Frequency of use
- ☐ Clinical applications
- ☐ Practitioner confidence
- ☐ Patient/service benefits
- ☐ Financial contribution
- ☐ Integration into routine workflow
- ☐ Other: _____

If success isn't defined, it's difficult to know whether adoption has actually worked.

12. If you had to make the investment decision today, how confident would you be?

Very confident

I understand the clinical case, utilisation, capability requirements, technology requirements, investment and adoption pathway.

Fairly confident

The case looks promising, but there are several questions I still need to answer.

Uncertain

I see the potential but don't yet have enough information to make a confident investment decision.

Not ready

There are significant questions I need to resolve before considering a purchase.

YOU'VE CONSIDERED THE 12 QUESTIONS.

NOW COMES THE MORE IMPORTANT QUESTION.

What do your answers mean when considered together?

A strong ultrasound investment decision isn't determined by any one answer.

A clinic may have a compelling clinical use case but insufficient utilisation. It may have strong utilisation but gaps in practitioner capability. It may be operationally ready but unclear about the technology it actually needs.

The decision therefore depends on how your clinical need, expected utilisation, investment case, practitioner capability, technology requirements, operational readiness and adoption risks fit together

While this checklist helps you identify the questions, it does not assess whether your clinic is ready to adopt ultrasound.

Want These Questions Answered for Your Clinic?

The checklist helps you identify the questions.

The Aesthetic Ultrasound Investment & Adoption Blueprint takes the next step — assessing what your answers mean when considered together in the context of your clinic.

Your personalised Blueprint brings together your **clinical needs, intended applications, expected utilisation, practitioner capability, investment**

considerations, technology requirements, operational readiness and adoption risks into one structured assessment.

Using the **Portable Diagnostic Device Adoption Framework (PDDAF)**, your Blueprint will provide:

☑ **Your Readiness Dashboard**

See where your clinic is strong and where further preparation may be required.

☑ **Your Clinical & Investment Case**

Understand whether your intended applications and expected utilisation provide a credible basis for adoption.

☑ **Your Technology Requirements Specification**

Know what capabilities your ultrasound system actually needs before comparing scanners.

☑ **Your Capability & Training Assessment**

Understand your current starting point and where further development may be required.

☑ **Your Operational Integration Plan**

Understand how ultrasound could fit into your existing clinical workflow and what needs to be in place for successful implementation.

☑ **Your Personalised Adoption Risk Assessment**

Identify the risks most likely to undermine successful adoption.

☑ **Your Illustrative Investment Scenario**

Test the investment against your own utilisation and commercial assumptions where sufficient information is available.

☑ **Your 90-Day Adoption Roadmap**

Know what to prioritise before, during and after implementation.

☑ **Your Final Recommendation**

Receive a structured conclusion based on your complete assessment:

PROCEED · PREPARE FIRST · DELAY · DO NOT PROCEED AT PRESENT

☑ **Your 30-Minute Blueprint Review**

Discuss your findings, recommendation and priority next steps with Oras Medical and clarify any questions arising from your Blueprint.

The checklist tells you what to consider. The Blueprint brings the factors together to determine what they mean for your clinic.

The objective isn't to convince you to purchase ultrasound. Your conclusion may be to proceed, prepare first, delay or not invest at present.

[**Click Here To Explore My Personalised Blueprint →**](#)

From Questions to a Personalised Decision

The Checklist	Your Personalised Blueprint
Helps you identify the right questions	Assesses what your answers mean for your clinic
Helps expose areas of uncertainty	Identifies your specific readiness gaps
Helps you consider potential use cases	Assesses your clinical and utilisation case
Highlights technology considerations	Defines your technology requirements
Highlights potential adoption risks	Assesses your personalised adoption risks
Helps you think through the investment	Provides a structured recommendation and 90-day roadmap

You've identified the questions. Now find out what the answers mean for your clinic - before committing to a significant ultrasound investment. Get a personalised assessment of your readiness, risks and pathway forward.

[Click Here To Explore My Personalised Blueprint →](#)

About Oras Medical

Oras Medical is a healthcare technology adoption company helping clinicians and healthcare organisations evaluate, select and successfully integrate portable diagnostic technologies into practice.

Our approach goes beyond equipment supply, combining technology with decision support, onboarding and implementation to help organisations make better technology decisions and achieve sustainable adoption.

Helping clinicians adopt portable diagnostics for faster, safer decisions at the point of care.