

# Promoting Women's Health and the Development of Accessible, Prudent Diagnostic Services across Wales

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## Context and Approach:

Unscheduled bleeding on HRT and other common gynaecological conditions often trigger anxiety and unnecessary cancer referrals due to limited access to timely ultrasound. Traditional, hospital-based pathways are inefficient, invasive, and fail to offer early reassurance or treatment.

Developing a community-based, ultrasound-led model for timely, accurate diagnosis aligned with prudent healthcare. Improve equity and relieve pressure on urgent pathways and imaging services.

Consultant-led, single-appointment clinics using advanced imaging for rapid diagnosis provide a solution fully embedded in existing pathways and scalable across the health board.

## Planned Activity:

### Research:

**Research question:** Can a community-based, consultant-led gynaecology clinic, using FlyThru imaging and targeted ultrasound, improve diagnostic accuracy, reduce invasive investigations, and enhance patient outcomes in women presenting with irregular bleeding on HRT?

- Planned comparative study: FlyThru imaging vs diagnostic hysteroscopy.
- Ongoing audit of IBHRT clinic outcomes, patient experience, and secondary care deflection.

### Leadership/Education/teaching :

- Collaborating with Wales Imaging Academy and HEIW to embed training in gynaecological ultrasound.
- Supporting development of a national ultrasound and menopause workforce plan.
- Spread and scale across Wales – in progress

## Progress to date:

- Delivered a consultant-led community clinic for women with irregular bleeding on HRT (IBHRT) – a growing and under-recognised issue.
- Designed and validated a one-stop model combining consultation, ultrasound, and triage, avoiding unnecessary referrals and improving patient experience.
- Model now recognised nationally
- Demonstrated successful use of 3D 'Fly Thru' ultrasound technology for non-invasive assessment of the uterine cavity, reducing need for diagnostic hysteroscopy. Needs further evaluation.

## Reflections:

### Predicted Enablers

- Alignment with the Women's Health Plan and Planned Care Recovery.
- High patient demand for timely HRT-related care.
- Strong national drive for prudent, community-based diagnostics.
- Early support from Canon and imaging innovation partners.
- Educational links with Wales Imaging Academy, HEIW, and BSGI.

### Conventional 3D imaging



Fig 1. Conventional 3D Imaging makes use of parallel project to display the surface of a given structure.

### Fly Thru perspective 3D imaging

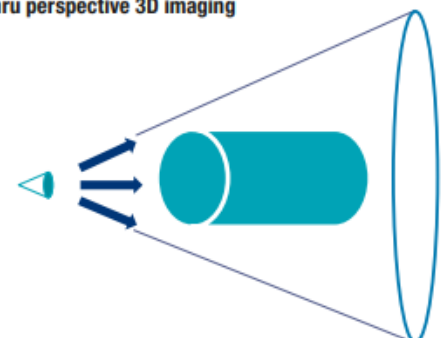


Fig 2. Fly Thru uses perspective project to display the surface structure, emphasising the near field over the far field.