



## **International Focused Ultrasound Society (IFUS) Frequently Asked Questions (FAQ)**

### **What is the difference between the Focused Ultrasound Foundation and IFUS?**

The Focused Ultrasound Foundation is a nonprofit organization focused on accelerating the development and adoption of focused ultrasound worldwide through research, collaboration, and field-building activities.

The International Focused Ultrasound Society (IFUS) is a program of the Foundation focused specifically on supporting the clinical community and advancing the clinical integration of focused ultrasound.

In simple terms:

- The Foundation advances the field broadly
- IFUS focuses on clinical practice, education, and professional engagement

### **Why was IFUS created?**

As focused ultrasound continues to mature clinically, there is increasing demand for:

- Clinical education and best practices
- Professional collaboration across specialties
- Training and credentialing support
- Community-building among clinicians and stakeholders
- Greater coordination around implementation and adoption challenges

IFUS was created to provide a more focused and organized platform for these activities within the Foundation.

### **Why is IFUS being launched now?**

The field has reached an inflection point:

- Clinical adoption is increasing globally.
- More indications and treatment centers are emerging.
- Interest from clinicians, health systems, and industry continues to expand.
- The need for coordination, education, and professional engagement is growing.

Launching IFUS now helps strengthen the infrastructure needed to support continued growth and responsible clinical adoption.

### **Why create a dedicated program?**

IFUS allows the Foundation to organize and expand its clinical-facing activities in a more focused and visible way. Creating a dedicated program:

- Provides a clearer professional identity for clinicians and stakeholders
- Creates a central hub for education, collaboration, and engagement
- Helps coordinate activities that are increasingly important as the field matures

IFUS is not separate from the Foundation. It operates as a program of the Foundation, leveraging the Foundation's established brand, operational infrastructure, and human and financial resources.

### **What will IFUS do?**

Initial IFUS activities will include:

- Clinical education and webinars
- Best practices and standards discussions
- Training and credentialing support
- Membership and professional engagement
- Meetings and networking opportunities
- Registries and fellowship-related activities
- Patient support
- Collaboration with industry and medical societies

### **Will the role of the Foundation change?**

The Foundation will continue leading its broader mission to accelerate the development and adoption of focused ultrasound worldwide through:

- Research and innovation support
- Collaboration across the ecosystem
- Awareness-building and convening the focused ultrasound community
- FUS acceleration initiatives

IFUS complements these efforts by providing additional focus on clinical engagement and professional community-building.

## **Who leads IFUS?**

IFUS is guided by an international Board of Directors composed of leaders in focused ultrasound clinical practice, research, engineering, and healthcare innovation. Nir Lipsman, MD, PhD, serves as the inaugural Chair of the IFUS Board. Paige Rice is the launch executive director.

## **Who is IFUS intended for?**

IFUS is intended for anyone involved in focused ultrasound research, clinical care, or implementation, including:

- Physicians and clinicians
- Researchers and scientists
- Healthcare professionals
- Industry stakeholders
- Trainees and fellows
- Others involved in focused ultrasound care, research, and implementation

## **How will IFUS work with existing medical societies?**

IFUS is intended to complement and collaborate with existing specialty societies. Focused ultrasound spans many clinical disciplines, including neurosurgery, radiology, oncology, women's health, and urology. IFUS provides a cross-disciplinary platform focused specifically on the advancement of focused ultrasound.

## **How will IFUS be staffed?**

IFUS will use the Foundation's staff to provide support functions where appropriate, including scientific, administrative, and operational support. The staffing model will continue to evolve based on program needs and priorities. The intent is to better organize and coordinate clinical-facing activities rather than duplicating existing efforts.

## **What are the goals of IFUS?**

The goals of IFUS include:

- Stronger professional engagement across the field
- Improved coordination and knowledge-sharing
- Expanded clinical education and collaboration
- Greater visibility and integration of focused ultrasound into clinical practice
- Continued momentum toward responsible global adoption of focused ultrasound technology

## **How can I join IFUS?**

All individuals involved in focused ultrasound are encouraged to sign up to connect, exchange ideas, and promote and advance this life-changing technology. Founding membership is offered at no cost for the first year.

[Join the Society](#)

For additional information, contact Paige Rice, IFUS executive director, at [price@fusfoundation.org](mailto:price@fusfoundation.org).