



OUR MISSION

West Coast Ultrasound Institute's mission is to provide our students with a solid foundation in their field of study.

We are dedicated to giving these students a well-balanced curriculum, which includes classroom instruction, laboratory training, and supervised clinical experience.

CAMPUSES

BEVERLY HILLS

291 S. La Cienega Blvd.
Suite 500
Beverly Hills, CA 90211
(310) 289-5123

PHOENIX

4250 E CAMELBACK RD,
PHOENIX, AZ 85018
(602) 954-3834

ONTARIO

3700 Inland Empire Blvd,
Ontario, CA 91764
(909) 483-3808

www.wcui.edu

West coast ultrasound Institute

Knowledge Builds careers

History

Dr. Neville Smith, M.D., a Board Certified Radiologist opened West Coast Ultrasound Institute in 1998 with Myra Chason, BS, BSN, RDMS, a well known instructor of Diagnostic Medical Sonography. Together with the talents of many instructors known in the community, they have pioneered the innovative teaching style of “edutaining.”

This teaching style is a combination of education and entertainment, this allows the learning process to be more entertaining while still learning the complexities and technical skills necessary in today’s challenging medical careers.

Can you believe it?

It's hard to believe, but we're celebrating 20 years this year! Myra Chason and Dr. Neville Smith founded WCUI with the goal of significantly improving existing imaging and nursing education.

3 campuses and thousands of graduates later, we're celebrating 20 years in education!

We aim to produce superior graduates with the knowledge and confidence necessary to succeed both professionally and financially. Our goal is to make West Coast Ultrasound Institute the preferred source of education in the community for each of our fields of study.



Photo Credit: Emmanuel Ntali of Techcrunch Jan. 19, 2018. Retrieved April 6, 2018 from <https://techcrunch.com/2018/01/19/education-technology-is-a-global-opportunity/>.

The Intersection of Technology & Education

We at West Coast Ultrasound Institute are making technology a key component of our strategy moving forward. Student facing technology is integral to how the modern student learns and our goal is to leverage technology to the same extent as the best universities in the world.

We're always working to get better and we're always thinking about ways to improve our students' learning experience. Technology is one way that we believe we can improve the value and accessibility of the education we provide without compromising the quality.

Here are some examples of how we've invested in technology in recent years...

In 2014, we contracted with a technology called Ultraling. Ultraling is a web-based platform that allows our instructors to digitally review student's protocols and send them back to the student via email the same day with comments.

This all happens in real time and has resulted in our students receiving much more feedback than they used to with a much quicker turnaround time from our instructors.

In early 2015, we adopted a text based emergency notification system called Message Sender.

At the end of 2015, we adopted a technology called Trajecsyst. Trajecsyst is an externship tracking system that we use in three ways:

- 1) Clock in and out from their externship sites
- 2) Track the location they were at when the clocked in or out
- 3) Track the completion of clinical competencies for registries like ARRT

In 2016, we started working with a company called Textline. We introduced an initiative called Text the Top as a way for students to text the top management at each campus directly.

This year, we adopted eClinicalWorks. eClinicalWorks allows our clinics to immediately digitally receive referrals for ultrasounds from the many offices we work with.

In September of this year, we signed a multi-year contract with Canvas. Canvas is a learning management system. Canvas allows our students to access course handouts, unifying reviews, and all sorts of content from any location and is a great supplement to our on-campus courses. We'll be rolling Canvas out over the next year and a half.

In 2018, we're making it a point to focus on technology. we feel it's a great way to help our students learn our content in a flexible way.

We've got some big things planned in 2018, including working with an ultrasound machine manufacturer to sponsor our school, you'll have to come back next year to find out what happens.

As you can see, there are many changes that have been made, and many things on the horizon. We cannot share everything just yet, but know that We look forward to sharing them with you as they manifest.

WE know it has been an upward hill climb; however, we thank you for embracing the changes with us.

Until next time...

Stay connected

Stay in touch

Stay tuned



MUHAMMAD ALI, '08 CARDIOVASCULAR SONOGRAPHY

What got you interested in ultrasound?

Ali: Mainly it was the open house of WCUI at Beverly Hills which got me interested in Echo Program.

What have you accomplished in the field of ultrasound that you are most proud of?

Ali: The ability to pinpoint the troubled areas of the heart like wall motion abnormality, stenosis regurgitation etc. (by viewing the images) that look like abstract art to others.

What obstacles did you have to overcome to get to where you are today in a position of success?

Ali: There is no doubt that getting into the echo field is a hard choice. When I was working at VA, Long Beach, there were only two techs for the whole hospital. At St Bernardino hospital, there are only four echo techs.

At the same time, there 10+ Ultrasound techs in the imaging department. So you can understand that how competitive it is to launch your career in Echo Cardio. I would say the biggest obstacle I had (in the early years) was very little experience and lack of confidence on my imaging abilities. I suffered hugely due to that.

Name a role model in your life and how have they inspired you and helped you become successful?

Ali: Fidel is my role model. No, not Castro 🗨️. Fidel is the chief Echo Tech at California Hospital, Los Angeles. I would say that from clocking in to my work, to greeting patients and from performing Echo exams to writing every single word of report (of my findings), I learned from Fidel. WCUI gave me theoretical knowledge and Fidel showed me the practical form of that knowledge. If it would be up to me, I would give this guy a lifetime achievement award!

What obstacles did you have to overcome to get to where you are today in a position of success?

Ali: I would tell them not to get worried if they are not learning much in Lab or class. They will learn their techniques and tips once they do their internship. A trauma hospital or a busy clinic or any good facility is crucial for your future in the imaging field.

What is one of your favorite memories of your time here at WCUI? Favorite class or instructor?

Ali: I used to drive to prisons to do Echocardiograms on inmates for WCUI. My favorite memory is when I was kicked out from my job because one of the cardiologists refused to read my study. That was the moment when I realized that I am taking it too easy. After losing that job I went back to the WCUI lab for practice, I also worked for small clinics. All of this paid off when I went to the interview for VA Long Beach and demonstrated my imaging skills to the senior tech in the hospital. They hired me right away!

What goals do you have for yourself in the field of ultrasound?

Ali: I am looking forward to be an Administrator or in Management to oversee the Imaging service of a facility.



EMMANUEL TAPIA, '18 MAGNETIC RESONANCE IMAGING

Why did you choose WCUI?

Tapia: Because I went to almost every ARRT certified school in SoCal. WCUI staff was the reason that hooked me in. Albert was friendly and introduced me to the staff. Meeting the owner, etc was the icing on the cake.

How did WCUI help prepare you for your current career?

Tapia: Through networking. The staff indirectly, Bill Richards, taught me a lot of things, provided clinical advice. Adam Wooten showed me the ropes about scanning, patient care and other skills that other techs don't have. It set me apart from other candidates.

What was your most memorable experience at externship?

Tapia: A dinner that the students and instructors had halfway through. He told us that he was hard on us because he cared about us and provided us with constructive feedback to help us think ahead of what we can do to become emergent leaders in the field.

What was your experience like getting a job after you graduated?

Tapia: Cake. Absolute cake.

What valuable lessons did you learn in the MRI program?

Tapia: Patient care patient care patient care. If you are in this for the money, you are in it for the wrong reasons, you are here to help people. The patient care made all the difference when I was at externship. Received commendations and feedback on patient care.

What advice would you give to current MRI students?

Tapia: Pay attention in MR physics class because what you learn in that class is going to come up for the rest of your career. If you blow that off, it is going to come back and haunt you.

Upcoming graduates?

Tapia: Put yourself out there, do not be afraid to be rejected or travel. Do not be afraid to seize opportunities. Even if you think you are not going to get it, just put yourself out there.

Prospective students considering the school?

Tapia: Stop looking, come to WCUI, especially for the MRI program. I checked them all out, even CSUN. No one compares.

What do you want to be known for in the field for years to come?

Tapia: Patient care and my knowledge.

Final comments. Thoughts.

Tapia: My conversation with the lead tech on my last day. He is so smart, gave me accolades, compliments, etc. I told him there is nothing special about me. I am just a collection of all the minds I came into contact with at WCUI and it has made me the professional that I am not and am going to be. I learned from CEO, and all faculty/staff (former and current).



PATHWAYS TO REGISTRY

Diagnostic Medical Sonography

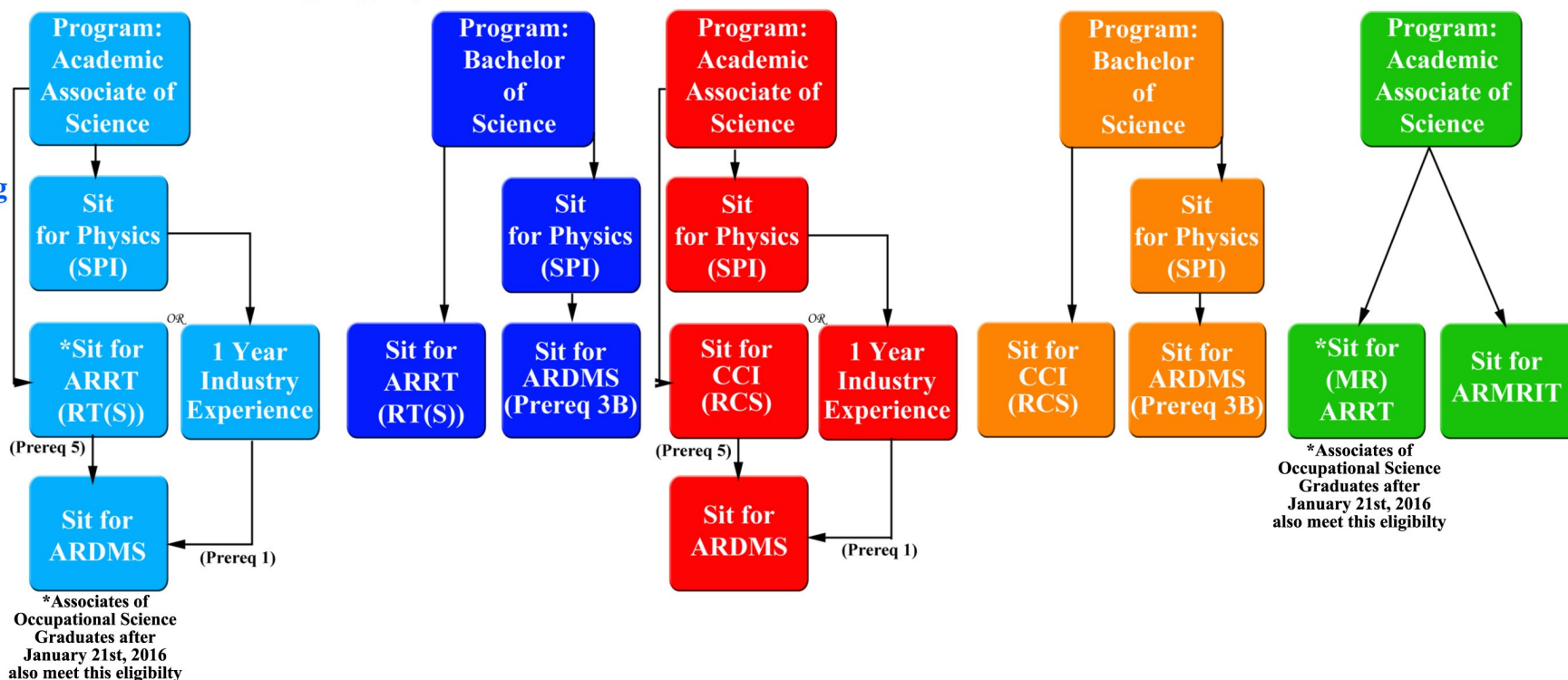
Cardiovascular Sonography

Magnetic Resonance Imaging

Enroll and Complete:

After Completing Ultrasound Physics:

Upon Graduation:



The eligibility prerequisites of all registries can be changed at any time without WCUI's knowledge or consent. This document is meant to be a guide only and all students should refer to the WCUI registry disclosure and review the registry's website for the most up-to-date information.

Your previous education may allow you to have registry eligibility not addressed here, please see the registry's website for details.

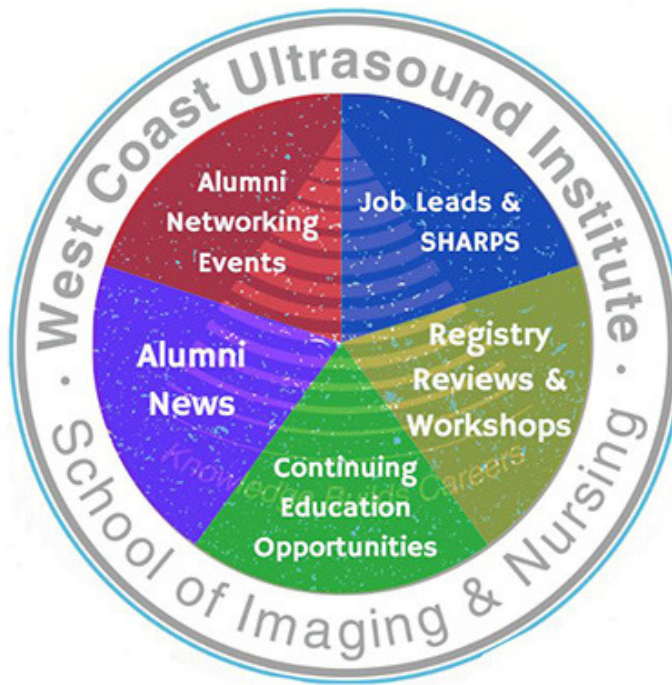
Revised 10/2016

STAY CONNECTED WITH THE WCUI ALUMNI COMMUNITY

The WCUI Alumni Community is the place where you can gain access to the following services:

1. Resume preparation
2. Job interview preparation
3. Career Development Workshops
4. Employment postings on our current job board:
wcuijobs.tumblr.com
5. Video interview providing recorded feedback
6. Skills Honing and Reinforcement Program (SHARPS)

AND MORE!!!



YOUR CAREER SERVICES STAFF

BEVERLY HILLS CAMPUS

(310) 289-5123

Linda Arnold, Ext. 150

lindaa@wcui.edu

Anthony Sharp, Ext. 120

anthony.sharp@wcui.edu

PHOENIX CAMPUS

(480) 526-8761

Alleyn Ansay

alleyn.ansay@wcui.edu

ONTARIO CAMPUS

(909) 483-3808

Thao Dinh, Ext. 233

thao.dinh@wcui.edu

Angela Perez, Ext. 235

Angela.perez@wcui.edu

Desiree Hernandez, Ext. 224

desiree.hernandez@wcui.edu