



Donna Joy Sharon Holdcroft

Radiographer/Sonographer

Expert Witness



contact@amgconsultancyservices.com

01785 719557 (option 3)

General Background

An experienced Radiographer/ Sonographer / Academic who is committed to a quality approach in all aspects of work. Specialising in obstetric, gynaecology and upper body scanning.

General Background

- Highly qualified and experienced Advanced Practice Radiographer/Sonographer specialising in General Abdominal, gynaecological, Early Pregnancy and Obstetric ultrasound.
- Professional Officer for the British Medical Ultrasound Society.
- Active in maintaining high standards of practice and development and implementation of Clinical Guidelines
- Voted as a member of the British Medical Ultrasound Society Physics and Safety Committee.
- Registered Expert Witness for the Society of Radiographers.
- Previous member of the Society of Radiographers Ultrasound Advisory Group.
- Regular reviewer for 'Ultrasound' the journal of the British Medical Ultrasound Society and 'Radiography' the journal of the Society of Radiographers
- Extensive experience in Clinical Applications having previously worked in the Medical Devices Industry.
- Registered Accreditor for the Consortium for Ultrasound Accreditation Education (CASE).
- Experienced Academic contributing to Ultrasound Education in several Universities.

Professional Qualifications

Diploma of the College of Radiographers (1985), Diploma in Medical Ultrasound (1993), Certificate in Supervisory Management (1994), Post Graduate Certificate in Medical Ultrasound (1995), Vocational Assessors Award (1999), Clinical Leadership Programme (2002), NEBS Certificate in Management Studies (2002), M.Phil – Keele University (2002), Post Graduate Diploma in Management Studies (2003), Fellowship of the Higher Education Academy (2021), Post Graduate Diploma in Higher Education Practice (2022)

Professional Activities

Society of Radiographers Expert Witness.

Society of Radiographers Support Workers Expert Group

Peer reviewer – Radiography (College of Radiographers), Ultrasound (BMUS))

CASE accreditor

Current Positions

January 2025 Sonographer at University Hospitals of North Midlands (Part Time)

Professional officer British Medical Ultrasound Society (Part Time)

Past Positions

August 2024 - Senior Lecturer / Programme Director BSc Diagnostic Radiography (Apprentice Route) – Keele University (Part Time)

December 2022 – August 2024- Lecturer/Programme Director BSc Diagnostic Radiography (Apprentice Route) – Keele University

June 2022 – December 2022 – Part time lecturer in Radiography, University of Liverpool

December 2019 to June 2022 – Part time lecturer in Radiography Keele University

December 2018 to November 2019 – Applications Specialist Hitachi Medical Systems

March 2018 to November 2018 App Specialist bk ultrasound

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October 2017 Company Director – Donna Holdcroft – Medical Ultrasound Consultancy Services (Applications – Toshiba Medical Systems and University lecturer Birmingham City University and Derby University, Bank Sonographer University Hospital North Midlands)

April 2017 – October 2017 – Regional Account Manager – Esaote

Account Management and Ultrasound Clinical Support for Customers in the Midlands area

July 2011 - March 2017 - Ultrasound Clinical Specialist (General Imaging) - Toshiba Medical Systems

Jan 2007 – July 2011 - Ultrasound Sales and Clinical Applications Specialist (General Imaging) – Philips Medical Systems

June 2004 – Dec 2006 - Programme Leader - MSc (Medical Ultrasound), University of Derby.

Programme Leader MSc Advanced Practice in Radiography.

External Examiner MSc Medical Ultrasound – City University, London

Jan 2000 – June 2004 Superintendent (3) Radiographer (University Hospital of North Staffs Hospital NHS Trust). I was responsible for the leadership and management of the Ultrasound and neonatal X-ray Service for the Trust.

Jan 1994 – Jan 2000 Senior 1 Radiographer/ Ultrasonographer (North Staffs Hospital .

March 1992 – Jan 1994 Senior 2 Radiographer (North Staffs Hospital Trust).

June 1990 – March 1992 Radiographer (North Staffs Hospital Trust)

June 1989 – June 1990 (Stafford District General Hospital)

April –October 1989 (Temporary Radiographer North Staffs Royal Infirmary)

1988 career break from sonography

1986 (Jan) – **1988** (April) (North Middlesex Hospital – London)

1985 (September) -**1988** (December) (Student Radiographer – Staffordshire School of Radiography)

Publications

Chapters within books Minton, A. and Holdcroft, D. First trimester ultrasound scans. In Sullivan, A., Keen, L. and Cryer, A. (2006) *Midwife's Guide to Antenatal Investigations*. London: Elsevier, 7, 109-123.

Publications and Website Articles

Holdcroft, D. Society of Radiographers. (2022) The working week of a radiographer/ sonographer. Available: The working week of a radiographer/sonographer | SoR Beardshall and Holdcroft (2006) Takayasu's Arteritis: A Rare Case in a Young Female Caucasian, Provisionally Diagnosed by Ultrasound in a District General Hospital *Ultrasound* 14(4):243-248

Cryer, A. and Holdcroft, D. On behalf of East Midlands Regional Health (2005) Review of Antenatal Ultrasound Screening Services. East Midland Regional Health Authority (then Health Education England, now NHS England).

Holdcroft D. (2004) Diagnostic Medical Ultrasound Provision – Training and the Future. *National Association of Primary Care Review*. 150 -151

Holdcroft, D. (2005) Review of Breaking Bad News Study Day (January 2004) Reverberations March 2005-10-17 Radiography Students – Ultrasound Simulation, Leadership and Near Peer teaching (Proffered paper) Radiography Educators Conference, Suffolk University, Ipswich, 26-27th October 2023

Holdcroft, D. (2016) Shear-wave Elastography – effective use in patients with liver fibrosis. British Medical Ultrasound Society Annual Scientific Meeting. York, 6-8th December 2016.

Holdcroft, D. (2014) Making the most of technology on your Ultrasound machine. Hot Topics in Medical Ultrasound, Belfast, 9th October 2014.

Holdcroft, D. (2011) Using Harmonic Ultrasound to Improve Image Quality. Hot Topics in Medical Ultrasound, Leicester, 10th May 2011.

Holdcroft, D. (2003) The role of transvaginal ultrasound in the first trimester of pregnancy. British Medical Ultrasound Society Annual Scientific Meeting Harrogate, 10-12th December 2003.

Holdcroft, D. (2002) Leadership in the Ultrasound Department. British Medical Ultrasound Society Annual Scientific Meeting Manchester, 9-11th December 2002.

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Expert Witness Background

Associated with AMG Consultancy Services Limited acting in the capacity of expert witness in a specialist field of obstetric, gynaecology and upper body Sonography. Able to utilise professional skills and experience to facilitate report writing, and the development of skills to prepare expert witness reports.

Bond Solon Training: "Excellence in report writing" Completed November 2024