

NEWSLETTER

In this issue:

<i>Foundation Task Force Chair's Message</i>	2
<i>Recipient Spotlight</i>	3
<i>Why Guideline Dissemination Matters</i>	3
<i>ASE Foundation Ramps Up Campaigns at Echo Florida</i>	4
<i>2012 TomTec Innovator Research Travel Grant Recipient</i>	5

Mission Statement:

The ASE Foundation provides support for education, research, quality improvement and professionalism for ASE members and the larger community of health care providers, and patients for whom cardiovascular ultrasound is essential.

As a 501 (c) (3) non-profit organization, contributions made to the ASE Foundation are tax deductible to the fullest extent of the law.

ANNUAL APPEAL

First Annual Appeal Competition Announced

Feeling the excitement in the air? To raise needed funds for the ASE Foundation's 2012 Annual Appeal, the Foundation Committee has launched a new competition. Hospitals and local echo societies are being urged to unite to help raise funds to support 2013 sonographer scholarships, international missions, guideline dissemination and research grants.

The competition is open to any participant (you don't have to be an ASE member) that donates to the ASE Foundation from now until November 30, 2012. Each donation, entered online at www.asefoundation.org, will be counted and will help your group to have an opportunity to win great prizes.

We will tally the donations by group and at the end of the competition, we will reward the groups that reach certain giving levels. Depending on the total level of giving achieved, here is what your group could receive:

Free year renewal of ASE CEU program
Giving level of \$350-\$1,000

First three groups to reach \$3,500 receive ten tickets to the 2013 Gala on June 29, 2013 at our 24th Annual Scientific Sessions in Minneapolis, MN. All other groups to reach \$3,500 receive two \$1,000 Travel Grants to attend the 2013 Scientific Sessions.
Giving level of \$3,500-\$5,000

Five \$1,000 Travel Grants to send attendees to the 2013 ASE Scientific Sessions
Giving level of \$5,500-\$10,000

Greater than \$16,000, you get all three!
Read ASE Foundation Chair Dr. Tom Ryan's article in this issue for more details and to see which group is currently in the lead toward the prizes!



Maryellen Orsinelli and the Ohio State's Richard M. Ross Heart Hospital Echo Labs organized a bake sale to raise money for the Foundation. Sales from their treats launched Ohio State into first place in the Competition!



Annual Appeal Chairman
Thomas Ryan, MD, FASE

2012 Annual Appeal Challenge: Local Society & Hospital Competition

A Message from the Foundation Taskforce Chair:

Hello friends and supporters of the **2012 Annual Appeal!** It's hard to believe we are already reaching the end of 2012, which means the deadline for the Annual Appeal is looming. We're not quite in the red zone yet (football season, anyone?), but due to your generous donations, we've been steadily making our way down the field.

Since the Scientific Sessions in June, we have launched exciting new opportunities for giving. You may have heard about the Local Society & Hospital Competition that was kicked off in September. All members of local echo societies

and echo/CV labs are invited to give to the Foundation in return for your society or hospital to be "credited" with your donation. Groups are then eligible to receive prizes based on the total level of giving achieved by the group. You get an opportunity to give back while also helping your local society or hospital win prizes that will benefit colleagues and members. How much better does it get?

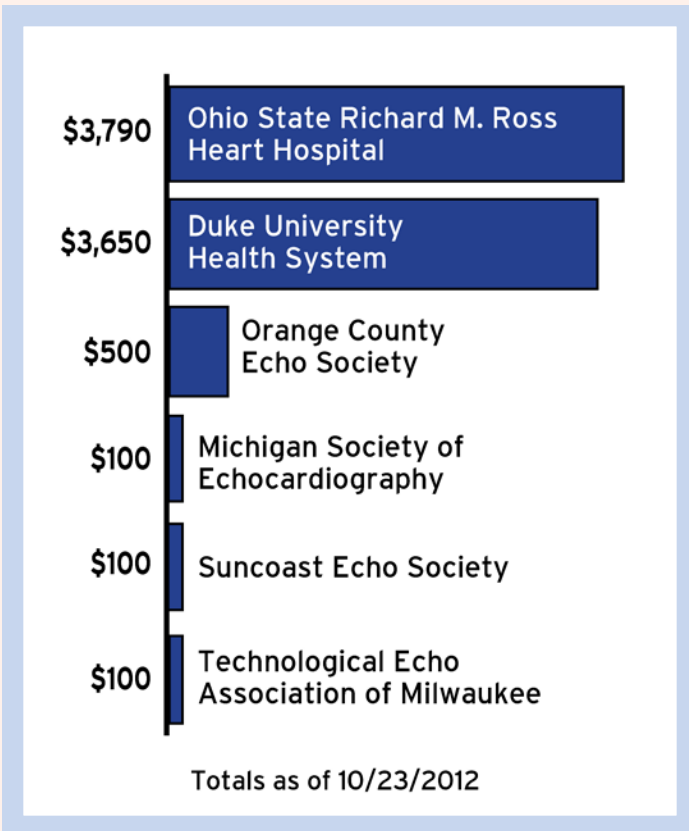
Remember, our goal for this year's Annual Appeal is \$250,000, so it's time to throw down the gauntlet. Break out your competitive spirit and get your group in it to win it! Does your group have what it takes to surpass Ohio State's Richard M. Ross Heart Hospital? Ohio State is currently leading the Society/Echo Lab competition with Duke Clinical Research Institute/Echo Labs close on their heels. And we also can't write off Orange County Echo Society, Michigan Society of Echocardiography, Suncoast Echo or the Technological Echo Association of Milwaukee!

If you want to get in the game with these groups, you have until November 30, 2012, the last day you can credit a society or hospital with your annual donation.

Looking for even more ways to donate to the Foundation? The Text 2 Donate campaign is up and running, conveniently allowing you to use your cell phone to text the word ECHO to 27722 to place a \$10 donation. Also in place is our monthly donation option available to those who want to donate \$10, \$15, \$20 or a "pick your amount" each month.

It's easier than ever to give back and support ASE Foundation. Your gifts truly help to advance the field, and we sincerely thank you. For those who have not yet given, please consider donating to this year's Appeal.

Best regards,
Tom Ryan, MD, FASE





Annual Appeal Recipient Spotlight

Timothy C. Tan, MBBS, PhD
Massachusetts General Hospital – Boston, MA
2011 ASEF Career Development Award Recipient

"The use of strain techniques and 3D echocardiography in the diagnosis of subclinical cardiotoxicity in breast cancer patients following treatment with anthracycline and trastuzumab chemotherapy." Read his [project summary](#).

"Being awarded with the ASE career development Award has had a significant and positive impact on my personal and professional development, particularly in pursuing a career pathway in academic medicine, where research features as a prominent component. Apart from the financial support, receiving the award was a huge boost of encouragement, in a very competitive environment, to pursue my specific research interests in echocardiography. It has also provided a very nice starting platform for early career researchers, and been very motivational by affirming that though junior, we can contribute in a positive and meaningful way towards the development of the field of echocardiography."

Through its annual research award program, the ASE Foundation provides support for innovative and meritorious echocardiographic research activities that demonstrate the key role cardiovascular ultrasound plays in the diagnosis and management of patients with heart and vascular disease. Together, ASE and the ASE Education and Research Foundation have expended **over \$5 million** to support echocardiographic research activities since 1996. The results of these projects have been published and presented all over the world.

The ASEF Career Development Award supports a physician/scientist just beginning his or her career in academic echocardiography. Up to \$35,000 is available for a qualified physician. Applicants may be no more than 10 years past their most recent doctoral degree. ■

Why Guideline Dissemination Matters

- On a recent business trip to Wufan, China, ASE Past President Jim Thomas visited a local hospital and was surprised to see ASE's Chamber Quantification poster (translated to Mandarin) on the wall in the CT suite. When he questioned the CT staff about it, he was told the Chamber Quantification poster was very helpful for their measurements, and there were additional ASE posters in the echo lab.

The image displays several ASE guideline posters in Chinese. At the top, the ASE logo and name are shown in both English and Chinese. Below this, there are several posters with titles like '左心室容积' (Left Ventricular Volume), '左心室质量' (Left Ventricular Mass), '左心房容积' (Left Atrial Volume), '左心房质量' (Left Atrial Mass), '左心室射血分数' (Left Ventricular Ejection Fraction), and '左心室应变' (Left Ventricular Strain). Each poster includes diagrams, tables, and text explaining the measurement techniques and clinical significance. The posters are arranged in a grid-like fashion, with some overlapping.

- In recent months, CDs containing ASE's library of guidelines have been distributed to nearly 500 physicians throughout India, all attending ASE-endorsed training. In India, general physicians perform echocardiography with greater frequency than cardiologists, so there is a great need for this type of enduring information.
- ASE staff distributed guideline CDs to Chinese echocardiographers at the Great Wall International Congress of Cardiology in Beijing. What makes these guideline CDs different? This is ASE's first guideline CD totally in Mandarin, containing nine ASE guideline documents translated and reviewed by Chinese physicians for Chinese physicians!

Continued on page 5

ASE Foundation Ramps Up Campaigns at Echo Florida



Echo Florida course chair, Dr. Picard, instructs an attendee

.....
GET GEARED UP!

***Siemens 5K
 Fun Run for Echo***
*at the 24th Annual Scientific
 Sessions in Minneapolis, MN*

ASE Dues vs. ASE Foundation Giving

- | Dues: | Giving: |
|---|--|
| • Educational Offerings Including CME/CEU | • Research Grants |
| • Advocacy Efforts and Monitoring | • Travel Grants |
| • Coding and Reimbursement Support | • Scholarships |
| • International Outreach | • Echo-focused Forums |
| • Public Relations and Marketing | • Philanthropic Missions focusing on the use of Echo |
| • Guideline Creation and Review | |
| • Councils and Committees | |
| • Journal of the ASE (JASE) | |



Guideline Dissemination

continued from page 3

One of ASE's four society goals is to improve the global dissemination and implementation of cardiovascular ultrasound quality in all clinical settings. ASE currently has 43 active guideline documents, with 15 new documents in progress—a wealth of information. It is one of the most important things we do as a society, both for our members and for the medical community at large. For decades, ASE has published our guidelines in the *Journal of the American Society of Echocardiography (JASE)* and on our guidelines webpage, www.asecho.org/guidelines. However, ASE guidelines have never been restricted to members only—**this information is simply too important for limited distribution**. Guideline CDs have been liberally distributed by ASE staff at cardiology meetings around the world—and increasingly at non-cardiology meetings in response to interest by emerging users. In recent years, Mandarin and Spanish translations of ASE guidelines have been of sufficient quantity to require a webpage specifically for translations—www.asecho.org/translations. And while the guideline documents are free and available to all, it doesn't stop there. For a nominal charge there are also guideline-based products - apps, posters, pocket guides, and books - putting the needed guideline information within easy access on the office wall or in the lab coat pocket (or smartphone)!

In our quest for improved patient care through cardiovascular ultrasound, there is nothing more important than sharing the knowledge available in our guideline documents. As medical information is shared across the world and telemedicine becomes a common practice, it will become increasingly important for the medical community to work in unison. Dissemination of ASE guidelines is a professional obligation, but it's also very personal. The world is flat, travel is easy, and with friends, colleagues and family scattered across the globe, we all benefit from increased availability of standardized patient care. You can help by sharing ASE guidelines with your colleagues (www.asecho.org/guidelines) and by generously supporting the ASE Foundation, ensuring that this excellent work continues for improved patient care for all. ■

2012 TomTec Innovator Research Travel Grant Recipient:

Dr. Umar Khan, MD, PhD



TomTec CEO Bernhard Mumm presents the first TomTec Innovator Research Travel Grant to Dr. Umar Khan.

In 2011, the ASE Foundation partnered with TomTec to secure a generous corporate donation to underwrite and provide funding for a young innovator travel grant.

This partnership allowed TomTec to provide the funds and support to extend a research travel grant to one lucky and talented recipient. ASE received 21 applicants for the TomTec Innovator Research Travel Grant. Per the ASE's criteria, applicants had to be under 40 years

of age and have an abstract accepted for presentation in one of the following categories: Novel Technologies (3D or Tissue), Valvular Heart Disease and/or Ventricular Function. Applicants in those categories were asked to provide a brief statement of need, as well as an innovation statement, explaining what was innovative about their work.

The ASE Annual Meeting abstract chairs reviewed the applications received and their work. **Dr. Umar Khan, MD, PhD** from UMass Medical School, Worcester, MA was selected as the 2012 recipient of this grant. Dr. Khan presented poster P2-51 "Reduced Left Ventricular and Left Atrial Function in Acute Pulmonary Embolism: A Vector Velocity Imaging Study" during Poster Session 2 on Monday, July 2 during ASE's Annual Scientific Sessions. Dr. Hung said that "Dr. Khan's work best exemplifies innovative research in 3D echocardiographic assessment of left atrial function."

Dr. Khan himself was honored and pleased to receive this support. "My selection for this grant and the confirmation email came as a complete surprise. The email came at the end of fairly hectic day and certainly made my day. The feeling of getting recognition by your peers is definitely difficult to describe in words. Being a novice to the field of echocardiography research, there was a lot to learn over the last couple of years. This award has provided me with a renewed conviction to continue this research and hopefully be able to explore more funding opportunities for expanding my research. I also want to take this opportunity to thank my mentors, without whose guidance and constant encouragement I would not have been able to accomplish this exciting research.

With the support of this grant, I was able to attend the ASE meeting, learn about cutting edge research in person and had valuable opportunities for networking. Again, I would like to acknowledge ASE and their efforts to promote young researchers. This grant will act as a stepping stone for me to take my research to the next level." ■

Texting to Donate is EASY and FUN! Just follow these steps:

STEP 1 Open the Text Message application on your phone

STEP 2 Create a New Message by clicking the New Message button on your phone

STEP 3 In the To: box type the numbers 27722

STEP 4 In the Message box type ECHO, then click Send

STEP 5 You will receive a return message that says "To confirm your \$10 donation to ASE Foundation please reply with the word YES."

STEP 7 You will receive a response that says "Thanks! \$10 charged to your phone bill. Txt ECHO up to 3x for ASEF donations." This means you can donate \$10, up to 3x per month via text (\$30/month).

STEP 8 Immediately after you will receive a message that says "Reply YES to register gift and subscribe to ASE & ASEF's mobile community. Up to 4 msgs/mo."

STEP 9 If this is your first text donation, and you would like it applied to your cumulative giving totals, please register your gift by typing "YES" in the Message box, then click Send. If you have given to ASEF previously via text and registered your gift, you do not need to register again.

STEP 10 You will receive a response that says "To register click here" along with a link. Click the link which will take you to our mobile registration page.

STEP 11 On the mobile registration page enter your first and last name and email and click Submit.



STEP 6 In the Message box type "YES," then click Send

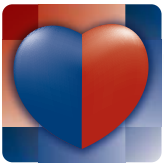
THAT'S IT! We appreciate your \$10 text donation! Please remember to register your gift via the text link after donating to have your gift added to your annual and cumulative giving totals.

Please SAVE THE DATE

ASEF 4th Annual Awards Gala *honoring the 2013 ASE Award Winners*

Saturday, June 29, 2013 | Windows on Minnesota
Minneapolis, MN





ASE Foundation

THANKS!

Please visit the Foundation Website at www.ASEFoundation.org for the most up-to-date list of Foundation supporters.

ASE thanks the following members for their demonstrated leadership and generosity:*

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Physicians \$2,000+
All others \$1,000+

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Physicians \$1,000+
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Would you prefer to give in smaller increments throughout the entire year?

ASE now offers a monthly giving option of \$10, \$15 or \$20, or an amount of your choice. Please visit www.asefoundation.org to sign up. **Need more information?** Please call or email us at (919) 861-5574 or foundation@asecho.org.

*Investor list reflects members who have fulfilled their 2012 Annual Appeal investment commitments as of October 5, 2012.

2012 Annual Appeal Recognition Levels

	Lead Investors Physicians \$2,000+ All Others \$1,000+	Visionary Investors Physicians \$1,000+ All Others \$500+	Partner Investors Physicians \$500+ All Others \$250+	Advocate Investors Physicians \$250+ All Others \$100+	Associate Investors All \$50+
Recognition on Foundation Web Page	Heart	Heart	Heart	Heart	Heart
Recognition in Foundation Quarterly Newsletter	Heart	Heart	Heart	Heart	Heart
Foundation Donor Ribbon at Annual Meeting	Heart	Heart	Heart	Heart	Heart
Name listed in Foundation Donor Ads in JASE	Heart	Heart	Heart	Heart	Heart
Blast Email Recognition	Heart	Heart	Heart	Heart	Heart
Recognition in 2013 Annual Meeting Print Materials	Heart	Heart	Heart	Heart	Heart
Name listed on 2013 Gala Signage	Heart	Heart	Heart	Heart	Heart
Recognition at ASE Booth at 2013 Annual Meeting	Heart	Heart	Heart	Heart	Heart
Recognition at ASE Foundation Board Meetings	Heart	Heart	Heart	Heart	Heart
Cornerstone Club Donor Event at the Annual Meeting	Heart	Heart	Heart	Heart	Heart
Recognition in ASE's 2012 Annual Report	Heart	Heart	Heart	Heart	Heart
Group Picture in JASE, Online and in Newsletter	Heart	Heart	Heart	Heart	Heart
Annual Investor Pin - Gold	Heart	Heart	Heart	Heart	Heart
Annual Investor Pin - Silver	Heart	Heart	Heart	Heart	Heart
Annual Investor Pin - Bronze	Heart	Heart	Heart	Heart	Heart

Invest in Your Professional Future

Contributing to the 2012 Annual Appeal is vital to ensuring the future of cardiovascular ultrasound and its use in patient diagnostic care. Make your investment to the Foundation.

Donate Online:

www.asefoundation.org

Or By Mail:

Please make check payable to:

ASE Foundation Annual Appeal

ASE Foundation
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Questions? Contact Kelly Slack,
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kslack@asecho.org