



ASE Foundation

NEWSLETTER

In this issue:

Only a Few Months Left for the Local Society & Hospital Competition 2

2013 Scientific Sessions Special Feature 4

Investors List 8

2013 Annual Appeal Recognition Levels 10



2013 ANNUAL APPEAL

Making a **WORLD** of Difference



A Message from the Foundation Taskforce Chair:



Tom Ryan, MD, FASE

Hello current and future supporters of the **2013 Annual Appeal**. We hope this newsletter finds you well and energized for the last half of 2013. We thank everyone who has supported the ASE Foundation so far this year, whether it is through generous donations, attending the 2013 ASEF Awards Gala, or serving on the ASEF Task Force. I'm happy to serve once again as chairman of the Task Force and want to welcome the following new volunteers to our team:

David Adams, RCS, RDCS, FASE
Jose Banchs, MD, FASE
Vijay Nambi, MD, FASE

Navin Nanda, MD
Bharatbushan Patel, RDCS, FASE

We are closer to our goal than this time last year, but there is still more ground to cover. So, the ASEF Task Force is working hard now to reach our goal. We have reinstated the Local Society and Hospital Competition (see page 2 for more details), because no one said giving back can't be fun! For individual donors, we want to remind you that the association is making it easy for you to give – we have inserted a suggested donation amount on your 2014 dues renewal notice. So you can give while you renew your dues, using one check or one online transaction. In addition, the Task Force is aiming to garner support from the Society's FASE designees. Members who have achieved this prestigious level in their field understand the commitment and sacrifices that it took for them to get there. We want to get them engaged by donating to help others get a leg up – deserving candidates like the scholarship, young investigator and research award winners that are featured in the photo spreads in this issue. It's a tough world out there for getting funding to support echo-specific training and the Foundation is aimed to help this targeted population. Task Force members will be calling our FASE colleagues this Fall; we hope you will pick up the phone and give generously to help us achieve the level of funding needed to continue our good works.

Our goal for the Annual Appeal is \$250,000. Please consider a donation to advance the practice of cardiovascular ultrasound. Your gifts of all shapes and sizes truly help to advance the field. ☐

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.

Only a Few Months Left for the Local Society & Hospital Competition

The weather may be getting cooler in parts of the globe, but the Local Society & Hospital Competition is heating up! The 2nd Annual Competition once again pits local echo societies and hospital/echo labs against one another to see who can raise the most funds for the 2013 Annual Appeal. Groups reaching our giving levels will receive sweet rewards including a couple of new prizes added to the mix this year—a spot in the next ASEF humanitarian mission and tickets to Willamette Valley Society of Echocardiography's 'Taste of Portland' event at next year's 2014 Scientific Sessions in Portland, OR. **The Competition will run through November 29th so don't let your group fall behind!**

Here's how it works:

- 1 Visit the Local Society & Hospital Competition form.
- 2 Make sure your society or hospital is listed on the drop down field and select your group. Let ksweet@asecho.org know if your group is not listed.
- 3 After submitting the form, it will take you to a payment form to make your donation.
- 4 Your group and others in the Competition will be listed on the ASEF homepage and upcoming newsletters with your running total.

- 5 Share this newsletter and Competition information with colleagues in your lab or local echo society. Encourage them to make a donation to bring your group to the next giving level!

You could win:

Free year renewal of ASE CEU program

Total giving level of \$1,400

First three groups to reach \$6,000 receive ten tickets to the 2014 Gala AND tickets to Willamette Valley Society of Echocardiography's 'Taste of Portland' event at our 25th Annual Scientific Sessions in Portland, OR. All other groups to reach \$6,000 receive two \$1,000 Travel Grants to attend the 2014 Scientific Sessions.

Total giving level of \$6,000

Five \$1,000 Travel Grants to send attendees to the 2014 ASE Scientific Sessions and the opportunity to send a member of your group on the next ASEF mission trip.

Total giving level of \$10,000 □



Would you prefer to give in smaller increments throughout the entire year?

Visit our donation forms at www.asefoundation.org/donate to select your monthly giving amount. You even have the choice to give annually, quarterly or weekly!

Need more information? Please call or email us at (919) 861-5574 or foundation@asecho.org.

2012 Appeal Partnerships:



See special announcements by our donors in this issue!

Are You Ready for the Affordable Care Act?

The Patient Protection and Affordable Care Act's full affect on the healthcare system is uncertain, but many newly insured patients will bring with them the burden of years of unmet healthcare needs.

How will you efficiently manage the volume of newly insured patients in your community?

Some practices are using lightweight portable echo systems to extend their expertise into underserved areas.

Other practices increase sonographer efficiency through applications like Compass M-Mode, which provides three simultaneous traces for quick, accurate measurements of all M-Mode structures on one screen.

Certain regions of the country use accurate, RF-data driven intima media thickness measurements from the carotid artery (^{RF}QIMT) to aid in the identification of early stage cardiovascular disease.



Carotid wall thickening assessment



Wide bandwidth transducers allow all providers to extract more utility from their investment, while new ergonomic designs reduce sonographer injuries due to stress.

Although approaches vary across the country, cardiac practices recognize that identifying and treating cardiovascular disease in newly insured patients today will help reduce pressure on the healthcare system tomorrow.

The Affordable Care Act rewards clinical efficiency. Esaote's MyLab ergonomic ultrasound systems help practitioners around the world improve clinical efficiency, reduce sonographer stress, and cost-effectively improve the quality and quantity of care they provide their communities.

2013 Scientific Sessions Special Feature

With generous support from donors and sponsors, the ASE Foundation awarded 44 scholarships and travel grants, and two research awards to deserving ASE members at this year's Scientific Sessions. In addition, ASEF hosted the Fun Run for Echo, Donor Reception and 4th Annual Awards Gala. Enjoy some ASE Foundation highlights at the 2013 Scientific Sessions in Minneapolis!

Arthur E. Weyman Young Investigator's Award Competition



Sonographer Investigator's Award Competition



Council Travel Grant Awards



2013 Scientific Sessions Special Feature (cont.)

4th Annual Awards Gala



Gala attendees enjoyed capturing memories with the photo booth sponsored by the National Board of Echocardiography (NBE).



2013 Scientific Sessions Special Feature (cont.)

ASEF Donor Reception



Student Scholarships/Travel Grants



Fun Run for Echo



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Carotid Stenting
ICACSF

Vein Center



Please Save the Date! ASE Foundation's 5th Annual Awards Gala

June 21, 2014
The Nines | Portland, Oregon

Tickets will be available for purchase in January of 2014.



ASE Foundation

T H A N K S !

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

Lead Investors

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

David Adams, RCS, RDCS, FASE	Navin Nanda, MD
Jose Banchs, MD, FASE	Bharatbhushan Patel, RDCS, FASE
Judy Hung, MD, FASE	Patricia Pellikka, MD, FASE
Peg Knoll, RDCS, FASE	Geoffrey Rose, MD, FASE
Jonathan Lindner, MD, FASE	James Seward, MD, FASE
Marti McCulloch, MBA, BS, RDCS, FASE	Susan Wiegers, MD, FASE

Visionary Investors

Physicians \$1,000+
All others \$500+

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Michael Foster, RCS, RDCS, FASE	Scott Reeves, MD, FASE
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	John Toptine, RCS, RDCS, FASE

Partner Investors

Physicians \$500+
All others \$250+

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Physicians \$250+
All others \$100+

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Itzhak Kronzon, MD, FASE		

Associate Investors

Physicians & All Others \$50+

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

Investor list reflects members who have fulfilled their 2013 Annual Appeal investment commitments as of September 13, 2013

GET IN THE GAME!



ASE
Foundation

2013 ANNUAL APPEAL

Local **SOCIETY &**
Hospital COMPETITION

Team Up to Win Prizes while Supporting the Future of CV Ultrasound!

As a part of the 2013 Annual Appeal, the ASE Foundation is holding a Local Society & Hospital Competition to raise funds to support 2014 research awards, guideline-based projects to standardize patient care, student and fellow travel grants and scholarships and humanitarian missions. Your donation will give your group the opportunity to win great prizes based on levels of giving.

YOUR TEAM COULD WIN:

Free year renewal of ASE CEU program | Travel Grants to attend the 2014 Scientific Sessions
Tickets to the **2014 ASE Foundation Awards Gala** AND
the Willamette Valley Society of Echocardiography's 'Taste of Portland' event,
both occurring at our 25th Annual Scientific Sessions in Portland, Oregon in June of 2014!



Contest ends November 29. Get Involved Today!
For rules visit www.asefoundation.org/2013localcompetition

Questions?

Please call or email Kelly Sweet, Foundation Coordinator
at (919) 297-7169 or ksweet@asecho.org.



ASE Foundation

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

2013 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 2014 Annual Meeting Print Materials	Heart	Heart	Heart	Heart	Heart
Name listed on 2014 Gala Signage	Heart	Heart	Heart	Heart	Heart
Recognition at ASE Booth at 2014 Annual Meeting	Heart	Heart	Heart	Heart	Heart
Recognition at ASE Foundation Board Meetings	Heart	Heart	Heart	Heart	Heart
Recognition at Donor Reception at 2014 Annual Meeting	Heart	Heart	Heart	Heart	Heart
Recognition in ASE's 2013 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 2013 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/donate

Or By Mail:

Please make check payable to:

ASE Foundation Annual Appeal

ASE Foundation
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