



ASE Foundation

1st Quarter — 2013

NEWSLETTER

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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.



2013 ANNUAL APPEAL

Making a WORLD of Difference

By Tom Ryan, MD, FASE
Foundation Annual Appeal Chair



After a strong push to close out the 2012 Annual Appeal, we're carrying that momentum right into 2013! We have already kicked off our third annual appeal drive, and I'm happy to report the results so far are positive. Our funding target again this year is \$250,000. Just think of the impact on research or the international hands-on training that could be achieved by meeting our goal. I believe we can build off the success of last year's Appeal and far surpass our goal of \$250,000. Who's with me?

For our newer ASE members, let me take a minute to introduce the Foundation. The ASE Foundation was created to fund initiatives, like scholarships and guideline-based projects, not supported by membership dues. The scope and success of these projects are completely dependent upon donor giving. Each year we look to ASE members (and non-members), corporate and industry partners, and other foundations to secure the funding needed to realize our goal and more importantly, ensure the future of cardiovascular ultrasound.

Virtually every dollar raised is used to support member-directed projects. We're grateful to everyone who chooses to donate each year, demonstrating their leadership and commitment to the field. Your donation is much more than an investment in the Foundation; it is an investment in your profession, your field and improved patient care.

As the Task Force Chairman, I challenge all of our members, new or old, to join us this year in "Making a World of Difference". ■

Introducing the 2nd Annual Local Society & Hospital Competition

New this year: Race in the Fun Run for Echo to *Double the Fun and Double your Funds!*

The Local Society & Hospital Competition is back, and we're kicking it up a notch this year! From Wednesday, May 1 (the day the Competition kicks off) through Sunday, June 30 (the day of the Fun Run for Echo in Minneapolis), your local society or hospital has a chance to get in the game and "double" your funds toward the Competition.

Here's how it works:

- 1 Make sure your society or hospital is enrolled and listed on the [Competition online form](#) to start donating!
- 2 Find at least 10 people to participate as a race team in the Fun Run for Echo at the Scientific Sessions on Sunday, June 30. Note: if someone from your society or lab will not be attending the Sessions or will not be present the day of the race (or just want to sleep in!), they could still register to run. Your race team members do not have to be present at the race, but they do have to register to qualify your team.
- 3 Register for the race at www.regonline.com/runforecho2
- 4 Start training for race day!

- 5 On the morning of the race, if you have organized a race team of at least 10 people, ASEF will figuratively double the funds your group has already contributed to the Competition from May 1st through June 30th. This gives your group a great chance to reach that next giving level (see [ASEF website](#) for giving levels and prizes)!
- 6 The Competition will resume as normal after the Fun Run for Echo and will run through Friday, November 29.

We hope you are as excited as we are to bring the Local Society & Hospital Competition back for another year. The Competition was fierce last year, so get your group in the game now! Your local echo society or echo lab contact will be receiving all of the necessary information, including the link to make your Competition donations and also to register for the Fun Run, if you choose to do so, in the coming weeks. Please contact Kelly Slack at kslack@asecho.org if you have any questions about the Local Society & Hospital Competition, Fun Run, or would like to get your society or lab signed up!

Let the games begin! ■



.....
GET GEARED UP!
.....
Fun Run for Echo
5K/1 mile Walk
Co-sponsored by ASEF, Siemens, IAC and ARDMS

*at the 24th Annual Scientific Sessions
in Minneapolis, MN
Sunday, June 30 at 6:00 am*
.....

2012 Appeal Partnerships:



DIGISONICS
Mastering the art of interpretation





Annual Appeal Recipient Spotlight

Stacy Hedges

The ASE Foundation recently awarded Georgia Northwestern Technical College echocardiography student Stacy Hedges with a 2013 Alan D. Waggoner, MHS, RDCS Sonographer Student Scholarship. When Stacy's daughter was born with a congenital heart defect, it inspired Stacy to join an echocardiography program. A local news outlet, *The Chattanooga*, picked up Stacy's story and highlighted just how valuable cardiovascular ultrasound can be to patient care.

In *The Chattanooga*, Stacy says, "Receiving this award means so much to me. I hope to be able to use the connections and information that I receive through this scholarship to not only learn more and help my fellow classmates, but to make a difference in the world of congenital heart defects, a world that many don't even know exists. One out of every 100 babies is born with a heart defect, and many go unnoticed. If nothing else, I want to make sure that these babies get the fighting chance at life that they deserve, and I hope that with this opportunity I can do that."

Hedges and the other nine recipients were chosen from a large group of well-qualified candidates based on their letters of nomination, personal accomplishments and academic record. The 2013 Scholarship recipients will be formally announced at ASE's 24th Annual Scientific Sessions that will be held June 29-July 2, 2013, at the Minneapolis Convention Center, Minneapolis, MN. ASEF's donors can be proud to support these types of scholarships for future cardiovascular professionals! ■



ASEF NEWS YOU CAN USE

ASE FOUNDATION SPONSOR - ROBERT WOOD JOHNSON FOUNDATION

The ASE Foundation was recently awarded a grant from the American Board of Internal Medicine (ABIM) Foundation, as part of *Choosing Wisely*[™], an initiative to help physicians engage patients in conversations aimed at reducing unnecessary tests and procedures. Grant support comes from the Robert Wood Johnson Foundation (RWJF). The RWJF invests in organizations and systems that at the core, improve Americans' health and health care. With this grant, ASE will develop a mobile application for physician use in determining the appropriateness of CV ultrasound for a patient, along with talking points for the patient/physician conversation about their health care. [Click here to read more about *Choosing Wisely*[™].](#)

U.S. BASED MISSION PROPOSAL APPLICATION NOW ONLINE

In January and December of 2012, the ASE Foundation successfully completed two international missions to India. We would also like to consider supporting missions closer to home, and are requesting proposals for a U.S. based mission to occur in 2014. Proposals will be accepted through May 30, 2013 and reviewed by the ASE Foundation Task Force. The Foundation's decision for a 2014 domestic mission will be announced by July 31, 2013. [Click here to access the application via the ASE Foundation home page.](#) ■

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

ASEF 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

Companies Making a World of Difference

The American Society of Echocardiography (ASE) is a nonprofit organization founded in 1975. It is the largest membership association in the world representing the field of cardiovascular ultrasound. With over 16,000 members, including physicians, scientists, nurses, sonographers, fellows, and students, the organization provides education, research, and advocacy on cardiovascular ultrasound to improve patient care.

The ASE Foundation is the charitable giving arm of ASE. Through financial support and donations, the Foundation gives back to the field of cardiovascular ultrasound by supporting the following important initiatives:

- Research Awards to preserve dedicated time for investigators working to demonstrate echocardiography's premier relevance in the changing healthcare environment.
- Guideline-based projects and dissemination to standardize patient care worldwide.
- Student and Fellow travel grants and scholarships to support training and educational conference participation to help foster future cardiovascular professionals.

- Humanitarian missions and educational outreach projects to serve populations in need.

Corporate support is an incredibly important aspect needed to continue the good work of the ASE Foundation. Through this work, the Foundation is helping to grow and improve echo practices, in mature, new and developing markets all around the world.

As a corporate donor to the Annual Appeal, 100% of your support goes to servicing and executing the Foundation's initiatives. In return, you receive a robust package of marketing and recognition that provides you with consistent exposure to Foundation investors as well as ASE's membership.

The ASE Foundation greatly values its relationships with companies whose support aids in the development and implementation of its educational, research, and humanitarian initiatives. Your support is vital to our mission and the continued advancement of our field. For information on how your company can get involved with the ASE Foundation, please contact 919.297.7169.

Together we can make a world of difference. ■

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ICACSF

Vein Center

Foundation Partnerships:



Albert Einstein once said, "In the middle of difficulty, lies opportunity." Today's healthcare environment certainly provides its share of difficulty. From declining reimbursements and meaningful use, to appropriateness criteria and accountable-care organizations, challenges are all around us. Addressing those challenges presents an opportunity to examine the status quo and seek alternatives. With this in mind, we'd like to introduce ourselves.

Although Esaote has been around since we created our first grayscale ultrasound in 1978, here are some things you may not know about us:

- We're a 500 million dollar global company, headquartered in Genoa, Italy with a distribution presence in over 60 countries.
- Esaote's North America headquarters in Indianapolis is the hub of our marketing, sales, service, and education presence in the U.S.
- For many years in the U.S., we went by the name of Biosound Esaote, but in 2011 we decided to clarify our brand and simply be known as Esaote all around the world.
- To be true to our mission of delivering high-performance diagnostic imaging that's affordable and easy to use, Esaote has strategically chosen to focus on multi-disciplinary ultrasound and musculoskeletal MRI.

Our experience with the challenges of socialized medicine in Europe helps us continually expand the clinical utility of ultrasound. The result is a wide-ranging portfolio that includes:

- Traditional high-performance cart-based systems, like the MyLab Seven
- Surprisingly powerful compact systems, like the MyLab Alpha
- The unique MyLab Twice, which combines a traditional cart-based system with a tablet-based point-of-care unit, all in one system

With an ongoing commitment to product development, customer service, and support, Esaote has proudly installed over 130,000 ultrasound systems worldwide by focusing on each customer's unique needs. We look forward to learning more about yours. ■

This company is a 2012 Annual Appeal Corporate Investor. This is a special feature.



Images taken at the 2012 Awards Gala in National Harbor, MD.

WINDOWS on Minnesota

The ASEF 4th Annual Awards Gala has SOLD OUT!

Honoring the 2013 ASE Award Winners

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

For questions, or to be placed on a wait list, please contact Mary Alice Dilday at madilday@asecho.org or 919.297.7188.



ASE Foundation

THANKS!

*ASE thanks the following 2013 Investors for their demonstrated leadership and generosity:**

Lead Investors

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

Judy Hung, MD, FASE
Jonathan Lindner, MD, FASE
Marti McCulloch, MBA, BS,
RDCS, FASE
Patricia Pellikka, MD, FASE
James Seward, MD, FASE
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Visionary Investors

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

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Physicians \$500+
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Physicians &
All Others \$50+

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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 April 12, 2013*