



CONTACT:
Andie Piddington
(919) 297-7151
apiddington@asecho.org

FOR IMMEDIATE RELEASE

ASE ENCOURAGES APPROPRIATE CARDIAC IMAGING AT ACP INTERNAL MEDICINE MEETING

April 9, 2014, Morrisville, NC – The American Society of Echocardiography will be exhibiting at the American College of Physicians’ Internal Medicine 2014 meeting, held in Orlando from April 10-12, as part of the Society’s efforts to spread the word about the appropriate use of cardiac imaging tests . ASE recently launched a free mobile phone ECHO AUC app, designed to guide physicians when ordering testing in cardiovascular care and echocardiography, and will be demonstrating the app on iPads at the ASE Booth #449 on the exhibit floor.

The app was made possible by a grant from the ABIM Foundation and supported by the Robert Wood Johnson Foundation, and was designed by physicians to assist other healthcare practitioners to follow appropriate care guidelines, as part of the Choosing Wisely® initiative. ASE has been involved for the past two years with Choosing Wisely®, sponsored by the ABIM Foundation in partnership with Consumer Reports, which aims to promote conversations between physicians and patients and reduce unnecessary tests and procedures.

Echocardiography is the most widely used evaluation and diagnostic tool for heart and circulation problems, employed to diagnose patients of all ages, from the infant in the womb to the frail, elderly patient. While most specialists who perform and interpret echo studies are very knowledgeable about Appropriate Use Criteria (AUC), the clinicians who actually order these tests are typically not cardiovascular specialists, and may lack access to this important information. In this changing healthcare environment, where increasing emphasis is placed on the value of tests and procedures, all physicians will increasingly need interactive and user-friendly tools to help them decide which tests may be appropriate for their patients.

As one of the nation’s largest gatherings of practicing physicians, including general internists, hospitalists, and critical care physicians, the ACP Internal Medicine 2014 meeting offers an excellent opportunity to reach non-cardiology medical professionals who can most benefit from decision-support tools such as the ECHO AUC app. With this smartphone assistance, physicians are empowered to counter inappropriate echo ordering, and can effectively counsel and reassure their patients with easily understood language about the reasons an echo may not be scientifically necessary.



The ECHO AUC app also includes quick access to the "Five Things Physicians and Patients Should Question" lists developed by ASE and over 25 participating specialty societies as part of the Choosing Wisely® campaign. These lists are evidence-based recommendations that can be utilized to help make wise decisions about the most appropriate care based on a patient's individual situation. Along with the app, the Society will be displaying educational materials for training physicians on focused cardiac ultrasound use during the meeting.

As the largest global organization for cardiovascular ultrasound imaging, the American Society of Echocardiography (ASE) is the leader and advocate, setting practice standards and guidelines. Comprised of over 16,000 physicians, sonographers, nurses, and scientists, ASE is a strong voice providing guidance, expertise, and education to its members with a commitment to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes. For more information about ASE, visit www.asecho.org or ASE's public information site, www.SeeMyHeart.org.

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