Don’t Fall Behind on Your Annual Appeal Gift!

A Message from the Task Force Chair
Tom Ryan, MD, FASE

The ASE Foundation has spent the past few months on the go! We sent volunteers to Bangalore, India to collaborate with clinicians at the Sri Sathya Sai Institute of Higher Medical Sciences, and to Los Angeles, CA to provide cardiac care for underserved patients. We also hosted a Summit in Washington, DC, where healthcare leaders discussed echo’s value in today’s dynamic healthcare environment. Each of these events have helped ASEF further its mission of ensuring that echocardiography is both visible and accessible.

Although this fall has been incredibly productive, the Foundation needs your help to maintain its philanthropic momentum. Please consider making a US tax-deductible donation to the Foundation. Your support gives the Foundation the tools to provide standardized, quality care to underserved populations through mission events, disseminate invaluable guidelines to echo labs around the world, present scholarships and grants to hard-working professionals within the field, and administer training and education to international sonographers.

There are many ways that you can donate. Donate at the Foundation’s online donation portal by clicking here, mail a check to 2100 Gateway Centre Blvd., Ste. 310, Morrisville, NC 27560, Attn: ASE Foundation, or donate stocks or appreciated securities by calling Kristen Pate, Foundation Coordinator, at 919-297-7169. Also, remember that the ASE Foundation has joined #GivingTuesday, a first of its kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. Give the gift of accessible cardiac care by donating to the ASE Foundation this December 2 during the #GivingTuesday movement.

As the Foundation continues to grow, so does its impact on healthcare. In light of the Foundation’s most recent humanitarian ventures, I want to take the time to thank the individuals and companies that donated their time or resources for these events. The commitment and generosity of these individuals exemplify the Foundation’s motto, that “together, we can make a world of difference.” You can find more information about the Foundation’s event volunteers and organizational partners at the conclusion of each humanitarian mission feature within this newsletter.

Also, don’t forget that the last day to make a donation to the 2014 Annual Appeal is December 30. Thank you for helping us to reach our fundraising goal and, in turn, supply needed services across the globe.
A Return to India to Evaluate and Treat Patients with Rheumatic Heart Disease

Did you know that up to 1 percent of all school children in Africa, Asia, the Eastern Mediterranean region, and Latin America show signs of rheumatic heart disease (RHD)?

With these statistics in mind, Dr. Partho Sengupta approached the ASE Foundation to engage in a joint venture with the Sri Sathya Sai Institute of Higher Medical Sciences in Bangalore, India. The purpose of the mission was to assess the cardiac function in the hearts of those afflicted with RHD.

Along with Dr. Sengupta and team leader David Adams, on August 11-14, the ASE Foundation helped spearhead an event that provided an environment of collaboration between ten cardiovascular sonographers, five physicians, 30 Indian trainees and local staff. These clinicians worked together to image, assess, and treat 256 patients with RHD!

This research and teaching program, also known as the Valvular Assessment Leading to Unexplored Echocardiographic Stratagems (VALUES) Program, was designed to assess the full spectrum of cardiac abnormalities that are often seen in patients with rheumatic heart disease. India provided a great host environment for patients and the RHD cases for this study.

To facilitate communication about RHD amongst US cardiologists and sonographers, the ASE Foundation hosted live web broadcasts to discuss case findings with ASE field leaders, such as Dr. Thomas Ryan, FASE, ASE Foundation Task Force Chairperson; Dr. Jagat Narula, Dr. James Thomas, FASE, Dr. Roberto Lang, FASE and Dr. Patricia Pellikka, FASE. It is because of your contributions to the ASE Foundation that ASE volunteers had the means to learn more about the progression and treatment of RHD. Your gifts have made a world of difference in our understanding of how to better provide RHD patients with standardized, quality cardiac care. Thank you!

The ASE Foundation would like to thank the volunteers that donated their time to this mission.

**ASEF Team Leaders:**
- Partho P. Sengupta, MBBS, MD, DM, FASE
- David Adams, RCS, RDCS, FASE
- Srikanth Sola, MD
- Ashwin Venkateshvarvan, MSc, RCS

**ASEF Team Members:**
- Sanjeev Bhavnani, MD
- Kathi Browne
- Egle Burdulis, RDCS, FASE
- J ayne Cleve, BS, RDCS
- Melissa Daubert, MD
- Natalie Fauss, RCS
- Georgeanne Lammertin, RDCS, RCS, FASE
- Robin Mathews, MD
- Bharatbhushan Patel, RDCS, RDMS, RVS, FASE
- Evelina Petrovets, RDCS
- Lucy Safi, DO
- Dipti Shah, RDCS, RVS
- Laurie Smith
- Kara Thurmond, BS, RDCS
- David Tomberlin, RDCS, RVT
- Hemavathi Umamaheswar, RDCS

**Thank you to GE Healthcare South Asia and Core Sound Imaging for your support of the ASEF VALUES Program!**

The ASE Foundation VALUES Program Volunteer Team in Bangalore, India.
This candle lighting ceremony served as the commencement for this humanitarian event.

Patients of all ages afflicted by RHD are seen waiting for an evaluation.

Love all, serve all. A garden outside of the Sri Sathya Sai Institute of Higher Medical Sciences.

Friendships forged over a warm meal and a philanthropic mission.

Dr. James Thomas is shown here in his Chicago, IL office corresponding with clinicians in Bangalore via Google+ Hangouts. Watch recordings of the web-casts here.

The ASE Foundation VALUES Program Volunteer Team jumps for joy after assessing and treating hundreds of patients with RHD!

Bharat Patel instructs volunteers on how to perform a cardiac assessment via hand-held ultrasound.

Dr. Partho Sengupta and David Adams.
The ASE Foundation Participates in its First Domestic Mission Event

The ASE Foundation strives to provide patients across the globe with high quality, standardized cardiac care. When we learned of the opportunity to participate in the Care Harbor LA Clinic, a program that prides itself on being “a destination for health and hope; a gateway to sustainable care,” we were eager to participate in the effort to provide cardiac care to some of Los Angeles’ most at-risk and underserved patients. Held at the LA Sports Arena from September 11-14, 2014, the Care Harbor LA Clinic provides free medical, dental and vision care to the uninsured, underinsured and underserved in LA County, along with follow-up care and prevention resources.

The innumerable physicians, technicians, nurses, dentists, and other clinicians present at this event conveyed a message of a community banding together to provide care for thousands of uninsured patients. Like the large number of healthcare providers that were required to support this venture, the ASE Foundation also required the support of its team leaders, equipment providers, volunteers, and staff to ensure that the Foundation’s first domestic mission was a success.

Hitachi Aloka provided the Foundation with four ultrasound machines and two extremely knowledgeable technicians, Mr. Charles Williams and Ms. Heidi Barnard. The ASE Foundation’s Care Harbor team leaders, Dr. Tracy Lawrence and Peg Knoll, provided structural, logistical, and clinical support for the volunteers. Lastly, the sonographers and cardiologists were the “heart” of this event, providing referred patients with complimentary echoes.

Over the course of four days, nine cardiovascular sonographers, eight physicians, and numerous volunteer medical staff performed cardiology consults on over 130 patients, 56 of whom were then referred for a comprehensive echocardiogram. All patients were then connected to local area medical providers for continuing care as needed. To learn more about this successful event, please click here to watch the Foundation’s Care Harbor summary video.

Contributions to ASEF’s initiatives made this humanitarian mission an outstanding success. Thank you for your support.

The ASE Foundation thanks the volunteers that donated time to its first domestic mission.

ASEF Team Leaders:
Tracy Lawrence, MD, FASE
Peg Knoll, RDCS, FASE

ASEF Team Members:
Birjees Ali-Rizwi, BS, RDCS
Cesar Aranguri, MD
Kimberly Ayers, RDCS
Heidi Barnard
Teri Blum, RDCS, RVS, FASE
Edmond Lee, MD
Lynette Mendoza, MBA, RDCS, FASE
Nisha Mirani, MBA, RDCS
Carol Mortier, RDCS, RVT, FASE
Kim-Lien Nguyen, MD
Radha Sarma, MBBS, FASE
Helga Van Herle, MD, MS
Gabe Vorobiof, MD, FASE
Charles Williams
Tammy Witke, RDCS
Eric Yang, MD
Donna Yap, RDCS, RVT

Thank you to Hitachi Aloka for your generosity and support.

The ASE Foundation’s participation in this event would not have been possible without you!

Seen from above, the floor of the LA Sports Arena is bustling with patients, physicians, nurses, technicians, and volunteers.
From left to right: Dr. Tracy Lawrence, Nisha Mirani, Charles Williams, Birjees Ali-Rizwi, and Dr. Gabe Vorobiof.

The ASE Foundation’s designated echo area.

From left to right: Care Harbor Clinic Director, Dr. Natalie Nevins, ASE volunteer team leaders, Peg Knoll, and Dr. Tracy Lawrence.

Dr. Lawrence is seen here speaking with an ABC Channel 7 news crew about the importance of quality care for patients referred to the Foundation’s echo area.

Dr. Radha Sarma shown teaching volunteer medical students how to properly perform and assess an echo.

Dr. Tracy Lawrence and Carol Mortier examine a patient’s heart in the Foundation’s echo area.

Dr. Helga Van Herle and Lynette Mendoza perform and assess an echo on a patient.

A group of ASE Foundation Care Harbor volunteers show that they have heart!
Value-Based Healthcare: Summit 2014

On Friday, September 12 at the J.W. Marriott Hotel in Washington, D.C., the ASE Foundation hosted an event that sparked discussion between patients, insurance providers, hospital administrators, and clinicians about the value of echocardiography in today’s dynamic healthcare environment.

The Value-Based Healthcare: Summit 2014 event engaged the audience via a talk-show format, featuring speakers that interacted with event attendees and discussed a breadth of topics, such as imaging in new payment models like ACOs, echo’s utility in varying clinical scenarios, and the exploration of how government and private payers view cardiac imaging. With question and answer sessions, patient testimonials, and interactive group exercises, Summit attendees exited the event with a wealth of information about echocardiography’s relevance and value.

In addition to facilitating stimulating conversation, the ASE Foundation also utilized the forum as a platform to announce the recipient of its 2014 Research Award. A research team from the University of Chicago, led by its Director of Cardiac Imaging Research, Victor Mor-Avi, PhD, FASE, received the $200,000 multi-year award for their exploratory research project that addresses whether resting strain measurements from 3D echo may provide a fast, inexpensive alternative to invasive coronary angiography that could potentially limit additional downstream testing. Entitled “Echocardiographic Evaluation of Hemodynamic Significance of Coronary Stenosis in Patients with Chest Pain Undergoing CT Angiography,” Dr. Mor-Avi’s research aims to utilize 3D echocardiography in patients with acute chest pain as a way to assess the functional significance of coronary stenosis detected by computed tomography coronary angiography.

The Foundation was established to help assure the viability and visibility of cardiovascular ultrasound, now and in the future. By hosting collaborative events such as this, the Foundation is working to ensure that echocardiography continues to play a vital role in our rapidly changing healthcare environment.

Thank you to our participating Summit sponsors:
Joseph Kreeger, RCCS, RDQS, FASE reports the feedback that he recorded during a breakout session on patient-centered care to the audience, with an assist from Benjamin Byrd, III, MD, FASE.

Victor Mor-Avi, PhD, FASE accepting the 2014 ASEF Research Award on behalf of his team from the University of Chicago.

Representative Jim Cooper of Tennessee opens the Summit with a Congressional perspective on value-based healthcare.

LEFT: ASE's President-Elect, Dr. Susan Wiegers, participates in a question and answer session.

The Summit's question and answer session invited participants to interact with the payer panel.
“When you believe in something, you want to champion it!”

Joan Main, BS, RDCS, MBA, FASE, ASE Foundation Sustainer

The Foundation is proud to have members that support its initiatives on a monthly basis.

The generous contributions made by these sustainers provide crucial support for the Foundation’s activities. With this in mind, the Foundation invites you to investigate our sustainer program by contacting Kristen Pate at 919-297-7169 or kpate@asecho.org.

On September 25, 2014, Kristen Pate interviewed monthly sustainer and longtime ASE member, Joan Main, BS, RDCS, MBA, FASE, about her commitment to the ASE Foundation.

THE INTERVIEW

K: “Joan, what encouraged you to become a monthly sustainer to the ASE Foundation?”

J: “I’ve been in the field for 50 years and what you learn from the beginning, is if you don’t keep up the momentum and excitement (about your field), it’s very tough to maintain. Also, when you believe in something, you want to champion it! The ASE Foundation gives invaluable funding for our fellows and sonographers, so that these clinicians can reach out and see what cardiovascular ultrasound can do for the field and the patient.”

K: “How long have you been involved with ASE and/or the ASE Foundation?”

J: “I have been a member of ASE since 1989.”

K: “Tell me more about your professional career.”

J: “Echo wasn’t a distinct field before I started doing it. I have worked with Johnson & Johnson, Acuson, Siemens, and now Epsilon as a consultant. When I first started, I learned that you do not have to be an engineer to get innovative. I have 19 patents in my name, some from Acuson, Siemens, and the Mayo Clinic. But, my positions have allowed me to see what isn’t being done in the field and how absolutely critical the Foundation is to the future of echo. The Foundation is innovative and provides so much support for researchers. This kind of innovation is important to me.”

K: “How would you like to see the Foundation grow its initiatives in the future?”

J: “I want to see more sonographers putting their ideas on paper and asking the Foundation how they can achieve their goals. I would like to see the Foundation focus some of its efforts on clinical problems and maybe provide funding for research that addresses the day-to-day clinical issues that sonographers face. Additionally, I want the Foundation to focus on not only education, but also focus on other issues that are relevant to clinical challenges over the course of the next 10 years. Basically, I want to continually see echo become more efficient through funding so that patients do not have to go to CT or MRI.”

K: “What motivated you to join ASE and become involved with the Society?”

J: “Without ASE, there would be no standardization within the field. Because of ASE, we have clear methods that outline our procedures, which are non-invasive and cost-effective. Also, because of work done by ASE and the ASE Foundation, there is more awareness about how to use echocardiography appropriately.”

K: “Do you have any other thoughts you would like to share?”

J: “As I said, I have been in the field since the beginning. I want to see echo keep growing and want to see a focus on more enhanced images so that echo can compete with CT and MRI. I want sonographers to continue to become licensed and propose their innovative ideas to the ASE Foundation. I want to continue to make a difference in the clinical setting using ultrasound, and know that without the ASE Foundation, needs within the field would remain unmet.”

Joan Main, BS, RDCS, MBA, FASE
There’s Still Time to Give!

Did you know that the last day to donate to the Foundation’s 2014 Annual Appeal is December 30?

Despite the progress that ASEF has made in the past year, we still need your help to reach our annual goal of $250,000! Just like the Foundation’s Biggest Hearts (see below), you also can become a “face of the Foundation” by making a contribution to the Foundation’s initiative of your choice. Since ASEF gifts come in all shapes and sizes, the Foundation encourages you to donate in a way that fits your needs.

**How to Give**

- When you renew your ASE membership – your 2015 dues renewal insert includes a suggested $10 donation to our Annual Appeal. We encourage you to accept this donation when renewing your membership!
- Online – Make a secure gift via the ASEF website
- Telephone – Contact ASEF Staff at 919-297-7169 to give over the phone
- Mail – Send a check payable to the ASE Foundation:
  
  ASE Foundation
  2100 Gateway Centre Blvd., Ste. 310
  Morrisville, NC 27560

Here are some additional ways to give, regardless of gift size:

- Monthly giving – join the ASEF Sustainer club for an easy way to contribute to the Foundation all year long
- Transfer stocks or appreciated securities

The Foundation is excited to recognize its generous donors through the recognition levels below.

- **Lead Level**-$2,000+ physician contributors/$1,000+ all other contributors** receive all Visionary Level benefits along with recognition in the Foundation's 2015 Annual Report.
- **Visionary Level**-$1,000+ physician contributors/$500+ all other contributors receive all Partner Level Benefits along with recognition at the ASE Foundation's board meetings.
- **Partner Level**-$500+ physician contributors/ $250+ all other contributors** receive all Advocate Level benefits along with recognition in Annual Appeal blast e-mails and on signage at the 2015 Scientific Sessions Foundation booth and Annual Research Awards Gala.
- **Advocate Level**- $250+ physician contributors/$100+ all other contributors receive all Associate Level benefits and a Foundation donor ribbon to wear at the 2015 Scientific Sessions.
- **Associate Level**- $50+ all contributors receive recognition on the ASE Foundation's Webpage and in ASEF’s quarterly newsletter.

Get recognized for your giving efforts and discover a way to donate that fits your needs!

All gifts, regardless of size, are appreciated and help us make a world of difference for echo.
The ASE Foundation thanks the following contributors for their demonstrated leadership and generosity:

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The Foundation thanks its 2014 Annual Appeal Partners: Esaote, IAC, and Hitachi Aloka for their support!