



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.



President's Message

"The Future is in Your Hands" 2012 Annual Appeal

By James D. Thomas, MD, FASE

After wrapping up a successful annual appeal drive in 2011, you'd think we could rest on our laurels, but the pace of need is never ending! So, under the guidance of Foundation Taskforce Chairman, Dr. Tom Ryan, we are initiating our second annual appeal drive and gearing up for our 2013 budget cycle. As you know, the Society formed the ASE Foundation (ASEF) to assist in funding ASE initiatives that focus on supporting leading edge research and being a catalyst for positive growth and development in the cardiovascular field. The 2012 annual appeal, "The Future is in Your Hands", will gather funds to provide support to the following initiatives:

- 1) Research Awards - Sonographer and Career Development Grants: Ensuring protected time for investigators to conduct innovative and meritorious echocardiographic research activities that move the field forward.
- 2) Guideline Dissemination - Outreach efforts to standardize patient care.
- 3) Student and Fellow Travel Grants and Scholarships - Helping the young sonographers manage their school expenses and providing travel stipends to help young investigators present their original science to colleagues and interact with leaders in the field at the ASE Scientific Sessions.
- 4) And, new this year, based on the success of ASE Global: Focus on India project completed in January, 2012, ASEF is planning also to gather funding to support humanitarian, cultural & professional exchanges for sonographers and physicians that want to give back to the world.

To generate the required resources, the Foundation seeks financial support from all stakeholders: Society members, researchers, institutions, and industry partners. ASEF donors are visionary leaders of this medical and research field, who are all committed to advancing the applications of this technology. By funding the 2012 Annual Appeal, constituents can be confident in knowing that ASE will have the ability to accomplish these important projects and that their commitment to the Foundation is really an investment in their professional future and the betterment of patient care throughout the world.

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Annual Appeal Chairman
Thomas Ryan, MD, FASE

2012 Annual Appeal Kick-off

A Message from the Foundation Taskforce Chair:

It's time for kick-off (pardon my Ohio State sports analogy)! ASE is excited to launch our second Annual Appeal Campaign in 2012. We raised more than \$400,000 last year (in less than six months) and are looking forward to continuing the positive momentum. ASE's staff, board and volunteers are gearing up for this year's efforts and look forward to having your support once again. A full 90% of our 2012 foundation funds will go toward supporting the specific goals identified, so your money will be working to assure a bright future for Echo. Our goal this year will be to raise \$250,000.

Now, you may ask, just what was done with the proceeds from the 2011 campaign? I'm excited to report that our first successful annual appeal is already bearing fruit—10 student scholarships have been paid out to deserving sonographer students, and the research awards committee is now ready to present the Career Development research award (\$35,000 to the worthy individual) and the resurrected Sonographer Research award (\$25,000 to this deserving member). In addition, the International Relations taskforce has determined that the next guideline dissemination project will be to translate the Chamber Quantification document into Portuguese and then distribute it so our European and South American echocardiographers can easily access this valuable standardization material.

Also, the second Technology Summit is being prepared under the guidance of Dr. Pam Douglas and will take place this Fall. This summit will focus on 3D, TAVR and Percutaneous Valve Repair/Replacement, and expanding the knowledge of the future applications of these techniques to hopefully give new impetus for NIH and others to fund research projects in these important areas. ASE hopes to bridge the gap between what's useful clinically with what's achievable technically with the help of industry engineers and other scientists. Lastly, in June, the society will announce a \$50,000 RFA for a Young Investigator/Junior Faculty on reproducibility of echo measurements. Currently, there is no widely accepted minimum standard for reproducibility measurements and labs handle it in many different ways. The perception of reader variability, or "reader drift," needs to be addressed in order to enhance the credibility and validity of echocardiography as a research and clinical tool. Stay tuned—all the award winners will be featured on the ASEF website.

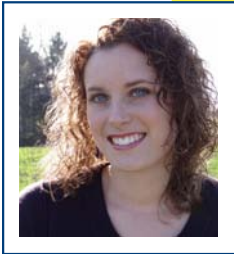
To all of you who gave generously last year, a sincere thanks! And if you are interested in becoming involved in this year's Annual Appeal Campaign, let me know, as we will rely heavily on our members to provide outreach for the campaign.

Best regards,
Tom Ryan, MD, FASE



ASE Members Already Stepping Up in Record-Breaking Numbers

Over 80 ASE members have already made personal investments in the ASE Foundation's 2012 Annual Appeal! We appreciate your support and understanding of the importance of ASEF's initiative to fund an increased number of scholarships and career grants, the development of standards and guidelines, and the expansion of professional exchanges.



2012 Annual Appeal Recipient Spotlight

Tanya B. Michnevitz
Hoffman Heart Institute of CT, Hartford, CT

"Receiving the Alan D. Waggoner Student Scholarship was truly an honor. This scholarship has not only helped me financially with my education in this career, but has given me an opportunity to expand my role as a cardiac sonographer. Attending the national ASE meeting is an amazing experience for me to network and learn more about echocardiography and the profession. I give a huge thanks to all those who made receiving this scholarship possible. "

The Alan D. Waggoner, MHS, RDCS Sonographer Student Scholarship program was established in 2001 in recognition of Mr. Waggoner's professional achievements and service to ASE. Funding from the ASE Foundation provides a limited number of \$1,000 scholarships for students enrolled in a cardiac ultrasound program accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) in the U.S., or by an equivalent Canadian or International ultrasound program. Also included with each scholarship award is a complimentary one-year membership with ASE, complimentary registration for the recipient to attend the annual scientific sessions and limited travel support.

This year's recipients were chosen from a large group of well-qualified candidates based on their letters of nomination, personal accomplishments and academic record. The 2012 Scholarship recipients will be formally announced at ASE's 23rd Annual Scientific Sessions that will be held June 30 - July 2, 2012, at the Gaylord Hotel and Conference Center, National Harbor, MD.

Foundation Partnerships:



Core Sound's Commitment Assures ASE's Appeal's Success

Core Sound Imaging is proud to support the ASE Foundation's efforts to assure the viability and visibility of cardiovascular ultrasound. Core Sound Imaging offers Studycast®. Studycast is more than a cloud-based PACS; it is a complete workflow solution for medical imaging. Studycast makes life easier for sonographers, administrators and physicians. Eliminating the need for handwritten worksheets, Studycast saves sonographers time and eliminates errors by providing a vendor neutral solution for populating measurement data and comments in our SmartWorksheets™. Physicians find that Studycast's anywhere access to ultrasound and nuclear images, along with comprehensive reporting tools, enhances workflow and improves patient care. Studycast QA/QC, accreditation and management reports improve management and operational efficiencies.

Core Sound Imaging takes its role as the leader in web-based PACS seriously. By listening to our clients, and providing innovative feature updates about every 8-12 weeks, Core Sound Imaging continues to offer clients a SaaS PACS solution that keeps up with accreditation requirements and exceeds usability expectations.

Giving back to the global community is important to Core Sound Imaging. This is demonstrated by participation in the ASE Global: Focus on India, Team Heart's efforts in Rowanda and The CRUDEM Foundation's Haiti efforts, Studycast is bringing echos to qualified physicians, from those in need around the globe.

For more information please visit www.corestudycast.com.



ASE Foundation

Foundation Partnerships:



New TomTec ASE Foundation Research Grant

TomTec is very proud to support the ASE Foundation with a new award, given on a yearly basis to young researchers in the field of Echocardiography. The first award will be presented to the winner at the ASE 23rd Annual Scientific Sessions Foundation Award Gala 2012.

For more than 20 years, TomTec has driven innovations in Echocardiography, with special emphasis in the field of 3D Echo. This was only possible based on a very close collaboration with clinicians, researchers and young fellows in this field. It is a logical step for TomTec to support individuals from this group with \$20,000 over the next 4 years.

TomTec Imaging Systems holds a leadership position in the field of diagnostic medical imaging applications and Cardio PACS solutions. The company maintains close working relationships with many leading universities and device manufacturers around the world. TomTec's product portfolio encompasses a wide range of 2D and 3D/4D technologies for visualization, analysis, reporting and archiving of multimodality imaging data.

For more information please visit www.tomtec.de



ECHOCARDIOGRAPHY | ICAEL

IAC and ASEF Share a Commitment to Quality Improvement for Cardiovascular Ultrasound

Through its mission of Improving Health Care Through Accreditation, the Intersocietal Accreditation Commission (IAC) has provided an accreditation program for Echocardiography since 1996. Facility accreditation programs for Vascular Testing, Nuclear/PET, MRI, CT, Dental CT and Carotid Stenting are also offered by the IAC.

Today's IAC represents an evolved accreditation process to better meet the needs of participating facilities and make the process of documenting quality patient care more rewarding. New and future program enhancements aimed at providing a streamlined accreditation experience include integration of a comment period for new Standards; live chat help as part of the Online Accreditation application; accreditation checklists; consistently formatted Standards allowing facilities to easily navigate the format for each type of accreditation; electronic upload capability (including case studies), through a PACS system; research designed to validate the benefits and value of accreditation; and for accredited facilities, direct access to tools for promoting their accreditation and commitment to quality.

The IAC is proud to support the ASE Foundation, as a Non-Profit Partner, through a shared commitment to quality improvement for the field of cardiovascular ultrasound. While maintaining its high standards focused on quality patient care, the IAC strives to allow applicant facilities time to focus on what truly matters - providing the best possible care to patients.



The Future is in Your Hands

President's Message

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Led by Tom Ryan, the task force will implement a multi-phased approach designed to offer all constituents an opportunity to participate. Appeal contributors will have the ability to distinguish themselves through tiered commitment levels. Utilizing premier ASE events, electronic media, and printed publications, Foundation investors will be showcased through a comprehensive recognition program (see page 7).

The solicitation process will commence this spring and be featured at the ASE Annual Scientific Session and culminate at year's end. As a 501 (c) (3) organization, the Foundation provides tax benefits to the fullest extent of the law and all donors will be able to earmark their giving as charitable donations.

We received and processed the feedback from 2011 donors, and so this year, there will be new ways to donate, including giving options tied into the Gala and a text donation campaign, to mention only a few. The ASEF website has also been redesigned to allow for more easily accessible information. Our campaign is already up and running—so feel free to get started and log-on today!

Foundation Partnerships:



Qi Imaging Offers Super-computing Functionality

CT rendering of Quadracuspid Valve

Qi Imaging (Redwood City, CA) is a leader in advanced 4D imaging and specializes in registering independently acquired data sets for interactive manipulation. Ziostation, the Qi platform, exceeds standard 3D visualization with its supercomputing algorithms and unique capability to manage large data sets providing users unprecedented clarity in analyzing any 4D volume. With automated processes and a comprehensive toolset, users are able to interrogate datasets and obtain more information from a standard study. Not only does Ziostation offer exceptional visualization, but also provides automated quantification of physiological metrics, such as MR strain and CT velocity.

Qi Imaging is proud to support the ASE Foundation as a Lead Investor as well as a committed partner in the development of technology to support advanced visualization of ultrasound data. With the help of key partnerships, Qi Imaging is investigating methods to enhance visualization of 3D echocardiography data and to create quantification tools to obtain more information from these studies. Qi Imaging will continue to push the boundaries of imaging technology in obtaining both functional and anatomical information necessary to improve patient outcomes.

For more information please visit www.qiimaging.com



The Future is in Your Hands



ASE Foundation

T H A N K S !

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:**

Lead Investors

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

Miguel Quiñones, MD

Visionary Investors

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

Mary King, MD, FASE

Partner Investors

*Physicians \$500+
All others \$250+*

Craig Clark, DO, FASE
Scott Reeves, MD, FASE
Gabiella Strachan, RDCS, FASE

Advocate Investors

*Physicians \$250+
All others \$100+*

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Serena Bierig, MPH, RDCS, FASE
Merri Bremer, RN, RDCS, FASE
Pamela Douglas, MD, FASE
Michael Foster, RCS, RDCS
Kenneth Horton, RCS, RDCS, FASE
Judy Hung, MD, FASE
Allan Klein, MD, FASE
Peg Knoll, RDCS, FASE
Joe Kreeger, RCCS, RDCS, FASE
Elizabeth McIlwain, MHS, RDCS, RCS, FASE
Carol Mitchell, PhD, RDMS, RDCS, RVT, RT(R), FASE
Patricia Pellikka, MD, FASE
Douglas Shook, MD, FASE

Associate Investors

All \$50+

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Madhav Swaminathan, MD, FASE
Neil Weissman, MD, FASE
Stephen Wolk, MD

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

ASE now offers a monthly giving option of \$10, \$15 or \$20.

Please visit www.asefoundation.org to sign up.

Need more information?

Please call or email **Debra Fincham** at (919) 297-7161 or dfincham@asecho.org for more information.

**Investor list reflects members who have fulfilled their 2012 Annual Appeal investment commitments as of March 31, 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	♥	♥	♥	♥	♥
Recognition in Foundation Quarterly Newsletter	♥	♥	♥	♥	♥
Foundation Donor Ribbon at Annual Meeting	♥	♥	♥	♥	♥
Name listed in Foundation Donor Ads in JASE	♥	♥	♥	♥	♥
Blast Email Recognition	♥	♥	♥	♥	♥
Recognition in 2013 Annual Meeting Print Materials	♥	♥	♥	♥	♥
Name listed on 2013 Gala Signage	♥	♥	♥	♥	♥
Recognition at ASE Booth at 2013 Annual Meeting	♥	♥	♥	♥	♥
Recognition at ASE Foundation Board Meetings	♥	♥	♥	♥	♥
Cornerstone Club Donor Event at the Annual Meeting	♥	♥	♥	♥	♥
Recognition in ASE's 2012 Annual Report	♥	♥	♥	♥	♥
Group Picture in JASE, Online and in Newsletter	♥	♥	♥	♥	♥
Annual Investor Pin - Gold	♥	♥	♥	♥	♥
Annual Investor Pin - Silver	♥	♥	♥	♥	♥
Annual Investor Pin - Bronze	♥	♥	♥	♥	♥

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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