

ASE

2nd Quarter — 2012

August Release

Foundation

N E W S L E T T E R

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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.

ANNUAL APPEAL KICK-OFF

The ASE Foundation Gears Up for Another Great Year

The 2012 Scientific Sessions held in National Harbor, Maryland was a success! This was also the kick-off for ASE's Annual Appeal fundraising campaign. All attendees of the conference received the 2012 annual appeal brochure in their convention bags and had the opportunity to interact with staff knowledgeable about the Appeal at ASE's headquarters booth. It was also the location of ASE's first donor reception.

The donor reception, held on Sunday evening, July 1, honored the amazing members who gave generously to the 2011 Appeal, and allowed the recipients of this generous giving to thank these donors personally. At this event, over 60 people mingled with the awardees, enjoyed hearing about the new campaign from a speech by Dr. Tom Ryan, ASE Foundation's Task Force Chair, and got to be part of the surprise announcement of the 2011 Annual Appeal's highest donor, Dr. James Thomas. Dr. Thomas was presented with a beautiful red abstract heart sculpture and given a champagne toast from the attendees. In addition, Dr. Umar Khan, of Worcester, MA, was presented with a check (as the first of the next four annual TomTec Innovator Research awardees), a \$5,000 travel grant, by Bernhard Mumm, President and Chief Executive Officer of TomTec. This awardee was chosen by the Scientific Program Committee abstract chairs for his poster P2-51 titled "Reduced Left Ventricular and Left Atrial Function in Acute Pulmonary Embolism: A Vector Velocity Imaging Study". Dr. Judy Hung said that "His work best exemplifies innovative research in 3D echocardiographic assessment of left atrial function."

Many members of ASE's Annual Appeal taskforce, which includes Tom Ryan, James Thomas, Miquel Quiñones, Sanjiv Kaul, Roberto Lang, Peg Knoll, Marti McCulloch, Partho Sengupta, Steve Lester, Jonathan Lindner, Michael Foster, Brian Hoit, John Toptine, Ben Eidem, Vera Rigolin and Mary Ellen Orsinelli, met at the

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Dr. Thomas, Top Donor of 2011, receives his award.



Annual Appeal Chairman
Thomas Ryan, MD, FASE

Annual Appeal Focus for 2012

A Message from the Foundation Taskforce Chair:

Greetings from the 2012 Annual Appeal Task Force! We are happy to share that we had a very successful meeting during the 2012 Scientific Sessions in National Harbor, Maryland. A number of important items were discussed regarding the 2012 Annual Appeal, specifically focusing on how to grow our amazing support base to create more opportunities for the field of Echo in 2013.

As you may be aware, the Foundation had a number of great accomplishments that were recognized at this year's Scientific Sessions, many of which were due to the success of the 2011 Appeal. A Career Development Research award of \$35,000 was presented to two well-deserving recipients, Mohamed Ahmed, MD, of Pittsburgh, PA and Shahryar Chowdhury, MD of Charleston, SC. Also, a Cardiovascular Sonographer Research Award of \$25,000 was presented to Charlie E. Luoma, MS, RDCS, RCEP of La Crosse, WI. There were ten recipients awarded with Abstract Presenter Travel Grants, nine recipients awarded with Council Travel Grants, and ten recipients presented Alan D. Waggoner Sonographer Student Scholarships. In addition, Umar Khan, MD, PhD of Worcester, MA, was awarded the first of four TomTec Innovator Research Travel Grants, a \$5,000 award which will be offered annually, from 2012 to 2016 for a total of \$20,000 in awarded funds to four deserving recipients. We are also very excited about the recent release of video coverage of the ASE: Focus on India project, which took place in January of this year. Because of the success of this venture, ASE is planning to visit India once again in 2012 and also possibly Vietnam in 2013. I'm happy to say that we had a large number of attendees at this year's annual meeting interested in working on the next ASE Global philanthropic mission. We very much appreciate this interest and invite members to learn more about ASE Global and its upcoming initiatives. A link to an online volunteer application form will be available on the ASEfoundation.org website.

As you may know, for the 2012 Appeal we have a "reach" goal of \$250,000. These funds will support our four key initiatives: Research Awards, Guideline Dissemination, Student and Fellow Travel Grants and Scholarships, and Philanthropic Missions and Educational Outreach. A number of new activities have been established this year to support this goal including a text-to-donate program (see the insert box in this newsletter to follow the easy steps to give) and a new "pick your amount" monthly donation option. Text to donate allows members to use their cell phones to support the appeal, one of the newest technological opportunities available for associations, and we are very excited to be a part of the movement. Another program being unveiled in September is a donation competition for local societies and hospitals. In this campaign, "teams" can combine their donations for a chance to win some incredible prizes including free CEU programs, travel grants to the Society's annual meeting, and even a table at the Gala which will take place at the 2013 Scientific Sessions in Minneapolis, Minnesota. All societies and hospitals are invited to join the competition, and to help each group get started, the Foundation is providing an e-marketing kit to facilitate the program. All of ASE's current CEU program partners will be contacted automatically, but if your local society or hospital want to get involved, contact Kelly Slack, ASE's Foundation Coordinator, at kslack@asecho.org.

Again, to all of you that give regularly, we truly appreciate your support. Your gifts help to sustain this organization. For those that have not yet given, please consider doing so for this year's Appeal. Thank you for ensuring a bright future for Echo!

Best regards,
Tom Ryan, MD, FASE



As a Result of Your Generous Donations, the Future of Echo is Looking Brighter!

As of August 10, over \$35,000 of personal investments have already been made to the 2012 Annual Appeal! We truly appreciate your support. This year, our goal is to raise \$250,000 to fund an increased number of scholarships and grants, the development of standards and guidelines, the expansion of professional exchanges and the support of philanthropic efforts internationally.



Annual Appeal Recipient Spotlight

Benjamin H. Freed, MD
Cardiovascular Imaging Fellow
University of Chicago – Chicago, IL
2011 ASEF Career Development Award Recipient

Dr. Freed was awarded a research grant from the Foundation for his study “Comparison of Two Dimensional and Real-Time Three Dimensional Echocardiography with Cardiovascular Magnetic Resonance Imaging in Determining Predictors of Clinical Worsening in Patients with Pulmonary Arterial Hypertension.” [Read his project summary.](#)

“The first grant I ever received was the ASE Career Development Award. The grant not only provided the funding I needed to make my research proposal a reality, but simply receiving such an honor helped build the confidence I needed to pursue a career in academic medicine. Winning this award helped validate my research interests and instilled a passion for clinical research that did not previously exist. Indeed, receiving this award was critical in helping me to obtain a job as a cardiovascular imager at an academic institution in Chicago.

In the last year, I have learned a tremendous amount about every facet of conducting a clinical study. The skills I gained are invaluable and will be a great asset to me as I continue this and future research projects. I am forever indebted to the ASE for giving me this opportunity and for their continued support. ”

Through its annual research award program, the ASE Foundation provides support for innovative and meritorious echocardiographic research activities that demonstrate the key role cardiovascular ultrasound plays in the diagnosis and management of patients with heart and vascular disease. Together, ASE and the ASE Education and Research Foundation have expended over \$5 million to support echocardiographic research activities since 1996. Through its annual research award program, the ASE Foundation provides support for innovative and meritorious echocardiographic research activities that demonstrate the key role cardiovascular ultrasound plays in the diagnosis and management of patients with heart and vascular disease. The results of these projects have been published and presented all over the world.

The ASEF Career Development Award supports a physician/scientist just beginning his/her career in academic echocardiography. Up to \$35,000 is available for a qualified physician. Applicants may be no more than 10 years past their most recent doctoral degree. □

What Makes ASEF Funding So Important?

By Dr. Jeanne M. DeCara, MD, FASE
ASE Foundation Research Awards Chair

We are in the midst of the U.S. Presidential campaign season. There are slogans and television ads touting the merits of the respective candidates. There are fundraising events and a call for donations, asking us to invest in the candidate that we feel is our future’s best visionary. Within the field of echocardiography, we have our own visionaries, the bright and creative minds whose intellectual curiosity moves our field forward one step at a time. Our candidates do not champion their ideas through slogans or television ads but through well-crafted research proposals. The “citizens” that support our candidates’ promising research do so through their donations to the American Society of Echocardiography Foundation.

Why is this so critical? It is true that not everyone engages in research, but we all benefit from the knowledge gained from such endeavors. Echo is one of the most commonly ordered studies by health care providers. It is the tool by which we make critical diagnoses and decisions regarding life saving therapies. It is in the best interest of both patients and providers for this diagnostic tool to be as sharp as possible. This honing process happens through innovative ideas that are initially tested through research and ultimately brought into the mainstream. Take for example 3D echocardiography. Without the ingenuity that brought us M-mode and 2D echocardiography and without the many investigators that tested and refined early 3D technology, would we have live real time 3D echocardiography today?

Through support from the ASE Foundation, not only are we investing in the discovery process that advances echocardiography as a diagnostic tool, but also in the careers of young investigators who have the potential to be tomorrow’s leaders in our field. Indeed, ASE research awards have supported dozens of echocardiographers and sonographers who have continued to contribute to the field. On a very practical level in the current era of medical economics, a research award from the ASE enables an echo investigator to secure much needed time away from clinical responsibilities to focus on their research. Not only is this essential for any given research project to progress, but the time spent engaging in research activity also fosters long-term interest in academic careers, often at a critical time in one’s career planning and decision-making.

So, in this election year, let’s elect to support our present and future echo investigators. Through them, and through support of the ASE Foundation, we have an opportunity to contribute to the progress and future of our field. Surely, we would all vote in favor of that. □

ASE Foundation Celebrates at 2012 Scientific Sessions



At the Donor Reception, TomTec CEO Bernhard Mumm presents the first TomTec Innovator Research Travel Grant to 2012 recipient, Dr. Umar Kahn.

ASEF Supports Echo Around the World

All around the world, ASE is a strong voice in the healthcare field providing guidance, expertise and education to its members and the public with a commitment to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes.

ASEF's global platform is focused on and making great strides to strengthen ASE's relationship with the international echocardiography community.

ASE Global SPECIAL PROJECT

"The first ASE Global initiative was a historic event and the first ever of its magnitude for the Society,"

–Dr. Partho Sengupta

Focus on India

A partnership between The American Society of Echocardiography (ASE) and GE Healthcare (GE) utilized technological innovations in the field to bring cardiovascular ultrasound to an underserved population in rural India.

Sponsored by ASEF, nine US-based cardiovascular sonographers traveled to a remote location in northwest India in late January 2012, where an estimated 12 million people had gathered for a meditation camp. The sonographers and their India-based physician counterparts from Medanta Medicity Hospital in Delhi used technology to provide education to local clinicians and free imaging services on January 23 and 24 to 1,030 pre-identified people.

The project—ASE Global: Focus on India—elevated cardiovascular ultrasound to a new level, taking it out of the lab to people who can benefit from increased access to the technology. "The first ASE Global initiative was a historic event and the first ever of its magnitude for the Society," said Dr. Partho Sengupta, India liaison for the ASE International Relations Task Force and leader of the project. "It engaged physicians, sonographers and engineers across the globe at once for many different reasons—humanitarian, cultural and educational exchange, global health research, new technology evaluation and patient care applications." Dr. Sengupta, who is an Associate Professor and Director of Cardiovascular Ultrasound Research at New York's Mount Sinai School of Medicine and an incoming ASE board member, added that the project "ushered in a new and exciting era that connects point-of-care ultrasound performed at remote underserved regions with specialists consulting from around the world."

Clinicians leveraged GE Healthcare technology, including the Vscan* pocket-sized visualization tool, to facilitate the acquisition of the images and provide an educational and awareness vehicle for India-based physicians. The Vscan systems were used on loan from GE Healthcare, which also provided an educational grant for the project to help support



travel for sonographers. Vscan leverages ultrasound technology to provide clinicians with an immediate, non-invasive method to help obtain visual information about what is happening inside the body.

Seventy-five board-certified physicians at locations worldwide, ranging from major U.S. and Canadian hospitals to countries such as Georgia, Bulgaria, Greece and Saudi Arabia, were part of the image consultation. Several physicians attending ASE's 22nd Annual Echo Hawaii conference also participated in the consultations.

"In this way," said Dr. Patricia Pellikka, MD, FASE, Professor of Medicine at the Mayo Medical School and director of Mayo Clinic's Echocardiography Laboratory, who is President of ASE, "the expertise of members of the ASE was shared with more than 1000 patients with suspected heart disease who would likely never have had access to echocardiograms. Physicians were able to help without leaving their practices, and sonographers from the U.S., specially trained in acquiring the images, were able to offer the one-on-one patient care that makes this technique so unique." Dr. Pellikka also noted that "With technology like Vscan in the hands of trained professionals, echocardiography is portable, and can be helpful in heart assessment."

"The ASE Focus on India project was an incredible experience—not only in its mission to bring ultrasound technology to the most rural areas of India—but in the collaborative spirit it fostered between physicians all over the world," said Al Lojewski, General Manager, Cardiovascular Ultrasound for GE Healthcare. "These elements combined to bring a level of care never before available in this rural area in India, and demonstrated that with the help of technology, access to care to those in need can be boundaryless. GE is honored to have been part of this important project." □

*Trademark of General Electric Company

Annual Appeal Kickoff

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conference and reviewed options for giving in 2012 and worked on the appeal's targets. They are now primed to make calls, so don't be surprised if one of them reaches out to you this Fall! As previous givers, they can testify first-hand about why their gifts made a difference and how your additional giving will help spread our support base to create more opportunities for the field of Echo in 2013.

The Society's major research grant fundraiser, the 2012 Gala, lauded ASE 2012 award winners (go to the asefoundation.org/events/gala2012 website for the list), served 270 participants to a Wolfgang Puck catered meal, and provided a fireworks show to boot! This black-tie event just keeps getting better each year. This year, the third annual, was held in a ballroom providing a sunset view over the Harbor. The night's awardees, accepting the accolades from their colleagues, gave heart-felt speeches describing the mentors that had encouraged them, spouses that had been at their sides through thick and thin, and the lab "families" that had nurtured their dreams and careers and made it possible for them to reach the peak of their professions. There was nary a dry eye in the audience by the end of the acceptance speeches, reminding all the attendees just how much these ceremonies can help to reward and honor those that have given their lives to Echo. Lastly, Gala participants, at the close of the festivities, danced their dinners away, including a 'Soul Train' worthy dance-off that was the hit of the evening for all ages. It was a magical evening, and we can't wait to see how the organization is going to "up the ante" in Minneapolis in 2013! □

Foundation Partnerships:

Siemens Healthcare and IAC donate funds from 5K Run for Echo to ASE Foundation



Siemens Healthcare and IAC sponsored the first annual 5K Run for Echo at ASE Scientific Sessions on July 2, in National Harbor, MD. With a turnout of over 125 participants it was truly a success. The race started and finished at the Gaylord National hotel, with a course that was perfect for all levels of runners/walkers. Proceeds from the registration fees for the race went to support the ASE Foundation.

ASE Foundation thanks the following members for stepping up to lead the 2012 ASE Foundation Annual Appeal

2012 TASK FORCE

Thomas Ryan, MD, FASE –
Foundation Annual Appeal Chair
Gerard Aurigemma, MD, FASE
Benjamin Eidem, MD, FASE
Michael Foster, RCS, RDCS
Brian D. Hoit, MD, FASE
Sanjiv Kaul, MD, FASE
Peg Knoll, RDCS, FASE
Roberto M. Lang, MD, FASE

Steven Lester, MD, FASE
Jonathan Lindner, MD, FASE
Marti McCulloch, MBA, BS, RDCS, FASE
Maryellen Orsinelli, RN, RDCS, FASE
Miguel A. Quiñones, MD
Vera Rigolin, MD, FASE
Partho Sengupta, MBBS, MD, DM, FASE
James Thomas, MD, FASE
John H. Toptine, RCS, RDCS, FASE



Texting to Donate is EASY and FUN! Just follow these steps:

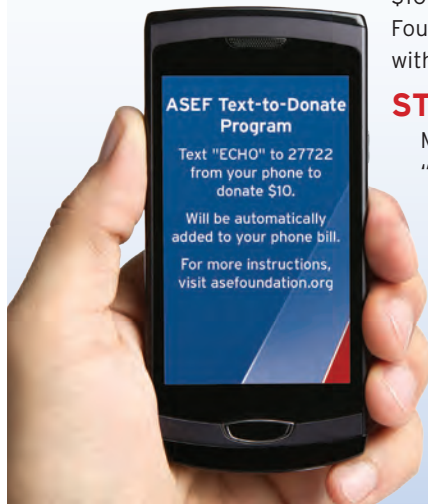
STEP 1 Open the Text Message application on your phone

STEP 2 Create a New Message by clicking the New Message button on your phone

STEP 3 In the To: box type the numbers 27722

STEP 4 In the Message box type ECHO, then click Send

STEP 5 You will receive a return message that says "To confirm your \$10 donation to ASE Foundation please reply with the word YES."



STEP 6 In the Message box type "YES," then click Send

STEP 7 You will receive a response that says "Thanks! \$10 charged to your phone bill. Txt ECHO up to 3x for ASEF donations." This means you can donate \$10, up to 3x per month via text (\$30/month).

STEP 8 Immediately after you will receive a message that says "Reply YES to register gift and subscribe to ASE & ASEF's mobile community. Up to 4 msgs/mo."

STEP 9 If this is your first text donation, and you would like it applied to your cumulative giving totals, please register your gift by typing "YES" in the Message box, then click Send. If you have given to ASEF previously via text and registered your gift, you do not need to register again.

STEP 10 You will receive a response that says "To register click here" along with a link. Click the link which will take you to our mobile registration page.

STEP 11 On the mobile registration page enter your first and last name and email and click Submit.

THAT'S IT! We appreciate your \$10 text donation! Please remember to register your gift via the text link after donating to have your gift added to your annual and cumulative giving totals.

Please SAVE THE DATE

ASEF 4th Annual Awards Gala

honoring the 2013 ASE Award Winners

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





ASE Foundation

THANKS!

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+

Deborah Agler, RCT, RDCS, FASE	Nikolaos Skubas, MD, FASE
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Partner Investors

Physicians \$500+
All others \$250+

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All others \$100+

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Michael Foster, RCS, RDCS	Margaret Park, BS, RDCS, RVT, FASE
Richard Grimm, DO, FASE	Patricia Pellikka, MD, FASE
Ulrich Haupt	Tammy Plumb
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Jeff Hill	Russell Schiff, MD, FASE
Kenneth Horton, RCS, RDCS, FASE	Douglas Shook, MD, FASE
Judy Hung, MD, FASE	Matt Umland, RDCS, FASE
Allan Klein, MD, FASE	
Peg Knoll, RDCS, FASE	
Joe Kreeger, RCCS, RDCS, FASE	
Georgianne Lammertin, MBA,	

Associate Investors

Physicians &
All Others \$50+

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Jose Banchs, MD, FASE, FACC	Shinichi Minagoe, MD
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Steven Lester, MD, FASE	Susan Wilansky, MD, FASE
Mayra Mahadin, MD	Stephen Wolk, MD

**Investor list reflects members who have fulfilled their 2012 Annual Appeal investment commitments as of August 10, 2012.*

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

ASE 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.

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

2100 Gateway Centre Blvd, Ste. 310

Morrisville, NC 27560

Questions? Contact Kelly Slack,
ASE's Foundation Coordinator, at
kslack@asecho.org