



ASE *4th Quarter - 2011* Foundation

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

Reflecting on 2011 and Looking Ahead to the Future

By James D. Thomas, MD, FASE

It's hard to believe, but we've come to the end of another year. As we survey the landscape of the good, the bad, and the downright crazy that characterized 2011, there is one truly bright spot, and that is the success of the ASE Foundation's Annual Appeal.

Thanks to the dedication of our appeal volunteer leadership and the generosity of all of you the Annual Appeal was successful in raising \$408,238. I'd like to single out a few individuals for special mention. First and foremost is ASE Past-President Tom Ryan, who has chaired the annual appeal, along with our Task Force Leaders, Todd Belcik, Linda Gillam, Sanjiv Kaul, Peg Knoll, Roberto Lang, Marti McCulloch, Vera Rigolin, Partho Sengupta, and myself. Jonathan Lindner and Allan Klein were especially effective in leading the Foundation's Corporate Task Force and with the support of Steven Lester, Judy Mangion, and Todd Belcik, exceeded their fundraising goals by 40%.

And of course I'm grateful to all of you who have dug so deeply to provide funding for the Foundation, starting with virtually 100% participation by all ASE staff, board members, and past presidents, and extending far into our sonographer and physician membership and our corporate partners.

As we recap the Annual Appeal, I'd like to give you a glimpse of what your generosity will accomplish this year. For sonographers, we will have at least 10 student scholarships (a 67% acceptance rate!) to support their school tuition and to help them attend the Scientific Sessions at National Harbor, along with 4 other travel grants. For physicians we anticipate funding 2 career development research grants and an additional priority grant into reproducibility of echo measurements. There will also be 6 travel grants selected by the Councils and 5 grants to foster abstract presentations at the national meeting. In the Guidelines arena, we will be able to develop new applications to put these at your fingertips and continue translating and promulgating these into Spanish, Chinese, and other languages. Finally, our work in collaborative forums will continue with our on-going work with EAE and industry to standardize strain measurements and with the 2nd biannual Research and Technology Summit scheduled for November, 2012.

I think you'll agree these are impressive outcomes of the 2011 ASEF Annual Appeal, and we anticipate continuing to elevate the profile and reach of the Foundation in the future as we work to guarantee the growth and prosperity of our field.

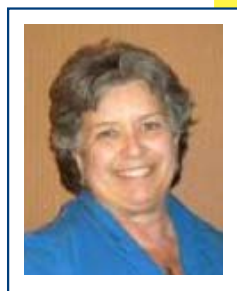
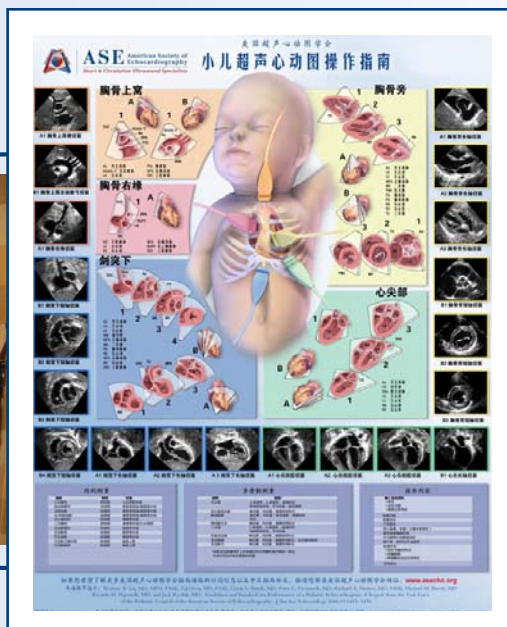
Global Standardization Through ASE Guidelines



ASE guideline documents are written for ASE members, with the world in mind. The fact that we have members in 116 countries requires, in itself, a global view. However, utilization of ASE guideline documents goes well beyond our own membership, creating an excellent and popular tool for the promotion of ASE's work toward the global standardization of echocardiography. ASE's Guidelines CD, a favorite takeaway at domestic and international meetings, was distributed at meetings in 2011 throughout the U.S. as well as Japan, India, Canada, South America, France, Scotland and Hungary, placing this valuable information in the hands of thousands of echocardiographers. Links to the ASE guidelines page can be found on echo society Websites across the globe. Recent collaborations with the European Association of Echocardiography (EAE) have resulted in publication of three joint documents in 2011 alone, with five more collaborative documents in the pipeline, including the upcoming 3D image acquisition and display document. These collaborations with EAE, as well as with other echocardiography societies worldwide, require our guideline authors to create guides that will meet the needs of the international medical community to enhance patient care worldwide.

In 2011, physician volunteers in China and South America worked enthusiastically on multiple Chinese and Spanish guideline translations, helping to meet the special needs of their colleagues in those countries. To complement the Chinese documents, guideline posters have been translated and are being distributed in labs and hospitals across China. In 2012, translations to various other languages, including Portuguese and even Georgian, will become available, increasing their availability and use around the world.

As technology moves forward, so does the dissemination of ASE's guideline documents. A recent app has put four popular guideline documents in the pockets of echocardiographers at modest cost. These apps not only provide essential information, they perform accurate calculations for better patient care. Foundation funding will continue the development and dissemination of ASE's guidelines and standards as needed, whether through CDs, translations or apps.



Volunteer Spotlight

As a member of ASE for the past 25 years 2011 recipient of the Sonographer Educator Award, Peg Knoll has seen firsthand how ASE has grown and changed the field of cardiovascular ultrasound. Having held dozens of leadership roles within the Society including, Executive Secretary, Sonographer Council Chair and Scientific Session Sonographer Co-Chair (to name a few), Peg has never hesitated to roll up her sleeves in order to help ASE realize its mission.

Most recently Peg donated her time to the Foundation's Annual Appeal member Task Force where she exceeded all expectations, and personally helped the Foundation raise over \$15,000 to support education and research opportunities for future generations of ASE leaders. As someone who has seen how funding has changed affected ASE's ability to fund priority programs over the years, Peg realizes the importance of donating to the Foundation now more than ever.

The ASE Board could not agree more, and would like to thank Peg for her extraordinary efforts in support of the Society and its Foundation.

"Supporting the Foundation is a proactive measure which will allow ASE to continue funding the research, education & quality enhancing tools that will move us into the future. I have received many benefits from ASE & giving back is the right thing to do!"

Peg Knoll, RDCS, FASE

The Heart of the Matter: Reproducibility

Thomas Ryan, MD, FASE - Annual Appeal Chairman

Imaging with cardiac ultrasound is a critical assessment tool in cardiovascular clinical research. However, its contributing value to the success of a trial is highly dependent on the reproducibility of its interpretations. Yet there is currently no widely accepted, universally applied methodology to test reproducibility, nor have minimum standards for reproducibility measurements of echocardiographic data been established. The ASE Foundation believes that the perception of variability related to the use of echocardiography in clinical research is a barrier to its use in an increasingly quantitative clinical trials environment. To address this barrier there is a need to create robust literature that establishes a standard for reproducibility assessment, and that will assist in the

assurance of high levels of reproducibility and accuracy standard for echocardiographic data.

The ASE Foundation will be issuing a 2012 RFA to fund a reproducibility methodology study, with the ultimate goal being to demonstrate that with careful attention to quality control, cardiovascular ultrasound is quite accurate for quantifying research data, and to provide a citable standard for future grant applications and clinical trials. This RFA will be aimed at junior faculty, differentiating it from the ASE Foundation's current Career Development Award for residents and fellows. Protocols will be expected to include a statistician and to result in at least one peer reviewed research publication.

Foundation Partnerships:



Esaote Demonstrates a Shared Commitment for Improving Patient Outcomes

Esaote is proud to support the ASE Foundation's inaugural Annual Appeal. For decades, Esaote has been advancing patient care worldwide through cardiovascular ultrasound by delivering leading edge technology with the highest standards of efficacy to help predict, diagnose, and treat disease. Building upon this, as healthcare continues to change, Esaote is focused on transformational technology, research, education and partnerships which will further support the primary mission of the ASE Foundation.

With worldwide headquarters in Genoa, Italy and USA based operations in Indianapolis, Esaote is committed to mitigating CVD, the leading cause of death worldwide. By developing revolutionary advanced technologies that vastly improve the assessment and diagnosis of cardiovascular disease, Esaote is firmly aligned with the Foundation's support of improved patient outcomes.

Esaote's MyLab™ ultrasound line is designed and engineered for today's practitioner's challenges. A key mission of Esaote is its commitment to deliver high end advanced features and functionalities on products that are less expensive and more portable, which can extend the reach of these life saving technologies through improved patient access. A recent illustration of this commitment is Esaote has now made 4D Strain/Strain Rate, a key tool cardiologists' can use to measure myocardium movement, available for the first time ever in cardiovascular ultrasound on a highly portable lightweight system.

For more information please visit www.esaoeteusa.com.

Foundation Partnerships:



Edwards Lifesciences Solidifies Position as Foundation Educational Partner



Edwards Lifesciences is the global leader in the science of heart valves and hemodynamic monitoring. Driven by a passion to help patients, the company partners with clinicians to develop innovative technologies in the areas of structural heart disease and critical care monitoring that enable them to save and enhance lives.

As a Lead Investor in the 2011 Foundation Annual Appeal, Edwards is proud to join the American Society of Echocardiography Foundation in their efforts to improve the lives of patients through our shared commitment to education and to collaborative innovation. Because of our joint dedication to these initiatives, we believe patients will have the opportunity to benefit from the resulting enhanced knowledge and technological advances in the field of cardiovascular imaging.

For more information please visit www.edwards.com.

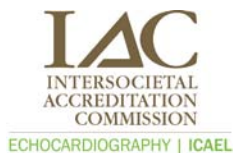
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Non-Profit Partners



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*Other corporate and
non-profit partners will
be featured in future
editions of the
ASE newsletter*

For questions, please email
Robin Wiegerink at
Foundation@asecho.org

**All donations received now will be allocated
to the 2012 annual appeal.*

Continued on back.



Annual Appeal Wrap Up

Tom Ryan, MD, FASE
Foundation Annual Appeal Chair

We have been thrilled with the response to the ASE Foundation Annual Appeal and managed to raise an impressive amount in a short, six month cycle. With over \$400,000 moving into the Foundation accounts, this will significantly increase our ability to support scholarships, research, guideline dissemination and technology forums in 2012.

We were also extremely pleased with the member matching opportunities offered by our corporate investors, such as McKesson and Edwards, their early support of this effort helped drive our fundraising forward. In fact, the new partnership support was incredible and we can't thank those enough (in addition to the ones listed above, Esaote, CoreSound, Qi Imaging and ICAEL) that

recognized the value of supporting the profession by giving to this campaign.

The average individual gift was significant, with members giving over \$480 from their pocketbooks to expand the Society's ability to fund these worthy projects. This is heartening and a great indication that the community will continue to support echocardiography in the future!

We received great feedback and backing on all the aims of the 2011 appeal. The Sonographer Research Awards and Student Scholarships, in particular, have been recognized as valuable projects that have given members a leg up when they needed it in the past.

As we roll into 2012, we look forward to telling the ASEF donors how their money has gone to worthwhile causes.

The first outlay of this funding happened just this month. Individuals applied and competed with other applicants for the student scholarship awards. Normally, the Society can only afford to support five (5) candidates a year; but with the help of this annual appeal, we were able to provide 10 sonographer students receiving tuition and travel grant support.

The 2012 Alan D. Waggoner MHS, RDCS Sonographer Student Scholarship Recipients are as follows:

- Jennifer L. Lasecki, The Johns Hopkins Hospital School of Cardiac Sonography, Baltimore, MD
- Rebecca Campbell, Seattle University, Dept. of Diagnostic Ultrasound, Seattle, WA
- Hemda Lewis, The Johns Hopkins Hospital School of Cardiac Sonography, Baltimore, MD
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- Lauren Longshore, Cincinnati State Technical and Community College, Cincinnati, OH
- Richard Yannotta, Malloy College, Rockville Centre, NY

The scholarship awards will be presented along with several other awards of recognition during the ASE Business Meeting on Sunday, July 1, 4-6 pm. We hope you will make plans to attend this session.

Foundation Partnerships:



McKesson Supports ASEF's Cardiovascular Ultrasound Care Mission

The patient experience. Enhancing it is a common calling that drives both McKesson and the ASE Foundation. With a 177-year history in the healthcare industry, McKesson's products and services improve quality, eliminate errors, reduce unnecessary costs, enhance workflow and synthesize information for clinicians across the continuum of care.

Consider Horizon Cardiology™, the cardiovascular information management solution from McKesson that enables clinicians to make more time-efficient and informed decisions at the point of care. By relying on imaging solutions, clinicians can make clinical decisions and diagnoses that are backed by reliable information culled from multiple modalities. In essence, the technology brings valuable information to clinicians, when and where they need it. To make these solutions even more effective for customers, McKesson continually collaborates with end users, getting their input on changing clinical needs – and then enhances its solutions to help customers improve patient care according to industry standards and guidelines.

The end result: ASEF members can trust that McKesson is committed to advancing cardiovascular ultrasound care and services – to help clinicians improve the heart health of their patients. For more information, visit www.AllAboutCVIS.com.



ASE Foundation

THANKS!

Please visit the Foundation Website at www.ASEFoundation.org for the most up-to-date list of Foundation supporters.

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