



# ASE Foundation

*ASE's charitable arm, helping to assure the viability and visibility of cardiovascular ultrasound.*

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## FOR IMMEDIATE RELEASE

### ASE Foundation Partners with WomenHeart to Help Heart Disease Patients

Durham, NC, January 10, 2019 - The ASE Foundation (ASEF) is very proud to announce that it has partnered with WomenHeart: The National Coalition for Women with Heart Disease, to provide women with important information to help them better navigate the often complicated process of living with heart disease. ASEF has become a sponsor of WomenHeart's [Red Bag of Courage](#)® educational program that delivers heart health materials directly into the hands of women who need it most.

These gift bags are distributed by *WomenHeart Champion* volunteers who work through various avenues including hospitals, health fairs, speaking engagements, and at the annual WomenHeart Wenger Awards dinner, to name a few. The items included in the bags contain educational information on an array of health, medical, dietary, and fitness topics. This information is designed to help women better understand heart disease, how heart disease affects them, how to reduce risks, and how to live well with heart disease.

"We had the opportunity to meet some of the patients who have been involved with WomenHeart and hear their stories. When I learned of the Red Bag of Courage® program, I immediately thought this would be a great opportunity to directly impact and educate women with heart disease on the importance and safety of cardiovascular ultrasound imaging," said Robin Wiegerink, MNPL, Chief Executive Officer of the American Society of Echocardiography. "Many people know that heart disease is the leading cause of death for both men and women, but many do not understand how cardiovascular ultrasound works, or the crucial role it can play in optimal patient care. It's our hope that through increased awareness, and building an understanding of diagnostic imaging, we can educate and empower patients to confidently talk to their medical professionals about their health or the need for assessment."

ASEF's '[Patient's Guide to Heart Ultrasound](#)' document will be included in the 2019 Red Bags of Courage®. The flyer describes cardiovascular ultrasound, why a doctor would order one, how the procedure is conducted, and what a heart ultrasound shows. The ASE Foundation is honored to help sponsor this program and grateful to WomenHeart® for understanding the importance of putting heart ultrasound information into the hands of 100,000 patients and their families.

#### **About ASE Foundation**

*The ASE Foundation is the charitable arm of the American Society of Echocardiography (ASE), helping to assure the viability and visibility of cardiovascular ultrasound. The ASE Foundation was created to provide support for initiatives, such as training scholarships, global outreach, and scientific research, not supported by ASE membership dues. For more information on the ASE Foundation visit: [ASEFoundation.org](http://ASEFoundation.org).*

#### **About WomenHeart: The National Coalition for Women with Heart Disease**

*WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and only patient centered organization serving the nearly 48 million American women living with or at risk for heart disease—the leading cause of death in women. For more information visit [WomenHeart.org](http://WomenHeart.org).*

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