



Dear ASE Member,

As the professional organization for heart and circulation ultrasound specialists, the American Society of Echocardiography (ASE) is committed to excellence in cardiovascular ultrasound and its application to patient care. ASE works to establish safe practices and promotes delivery of high-quality care to its members and the greater healthcare community. To that goal, we strive to provide resources for healthcare professionals that enhance their career and practice.

ASE recognizes that as the field of cardiovascular ultrasound continues to advance, new diagnostic tools and treatment options have the potential to create liability challenges for practitioners. The reality is that healthcare professionals, cardiovascular sonographers and nurses are as susceptible to being sued as any other healthcare provider. Therefore, ASE believes it is important for our members to have adequate protection against the cost and consequences of a potential negligence claim with individual professional liability insurance.

That's why we are pleased to inform our members about the opportunity to secure an ASE-Endorsed Professional Liability Insurance Program.

ASE gives this program exclusive endorsement because:

First, it provides critical security and peace of mind. This ASE-Endorsed Program provides personal protection that goes beyond the limitations of most employer-provided programs. There is 24-hour a day protection on the job, outside the primary place of employment, and even during job changes.

Second, the program is offered by [Healthcare Providers Service Organization \(HPSO\)](#), an organization that specializes in administering insurance coverage to over a million healthcare providers nationwide. HPSO offers outstanding service to their customers, as they truly understand the needs of the healthcare professional, and do all they can to provide prompt and courteous service when you need it.

Third, the comprehensive scope of the program provides a more than adequate level of coverage, and comparatively is very affordable.

On behalf of ASE, I encourage all members to look into the benefits of the HPSO program and what it has to offer.

Sincerely,

Marti L. McCulloch, BS, RDCS, FASE
ASE Cardiac Sonography Council Chair