



Word-of-Mouth recommendation is the best way to reach out to friends and colleagues, and recruiting members to ASE makes a large impact on outreach efforts. Think about the last movie you saw or the last time you ate at a new restaurant at a friend's recommendation. It is not surprising that statistics show how people are overwhelmingly persuaded to join an organization or attend a meeting because of word-of-mouth referrals. As an ASE member, you already know which membership benefits are the most meaningful to you. Pass along the benefits that your colleagues and friends will enjoy and explain how it will impact them:

1. A membership in ASE makes you part of an important group of professionals. ASE works to further the field of cardiovascular ultrasound – your field. Being part of ASE means you are actively guiding your future.
2. Membership affords you discounts on educational courses and products. You save significant time and money with an ASE membership.
3. The member resources you receive help you stay abreast of research, industry news, education and practice trends. Some examples of resources providing relevant and topical information are in ASE's weekly newsletter, the *Journal of the American Society of Echocardiography* (JASE) and ASE's newest member news source: *ECHO*.
4. If you are looking to advance your career, special networking opportunities for members will help you do just that.
5. As a member of ASE, you are able to apply for the Fellow of the American Society of Echocardiography (FASE). Only ASE members are eligible.

Physicians:

- ASE membership gives you resources such as advocacy news, tips on how to make your practice profitable, and specific instructions on coding. ASE provides valuable and relevant information to save you time and money.
- Free CME is available online as part of membership, and can save you up to \$400 per year.
- Membership gives you discounts on all ASE educational courses and products. One meeting registration can pay for your membership.
- The *Journal of the American Society of Echocardiography* (JASE) is a valuable resource with a great online platform and now a free iPad version for members.

Sonographers:

- Free CEU is available online as part of membership allowing up to \$400 per year in savings.

- ASE reports your credits to ARDMS and CCI automatically, saving you time and the headache of an audit.
- Membership gives you discounts on all ASE educational courses and products. One meeting registration can pay for your membership.
- The *Journal of the American Society of Echocardiography* is a valuable resource with a great online platform and now a free iPad version for members.
- ASE has partnered with Healthcare Providers Service Organization (HPSO) to provide liability insurance to those members who need it at a special price. Only ASE members can receive this discount.

Visit www.asecho.org/peer to learn more.