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FOR IMMEDIATE RELEASE

ASE HOSTS FREE WEBINAR TO PROMOTE APPROPRIATE PATIENT CARE

Morrisville, NC – Representatives from the American Society of Echocardiography (ASE) and American Board of Internal Medicine (ABIM) Foundation will be hosting a FREE webinar on the *Choosing Wisely*[®] campaign on Wednesday, February 5, 2014 at 5:00pm EST. ASE has been involved for the past year with the *Choosing Wisely*[®] initiative, which is sponsored by the ABIM Foundation in partnership with Consumer Reports, to promote conversations between physicians and patients about echocardiography procedures in an effort to reduce unnecessary tests and treatments in cardiovascular care.

Daniel B. Wolfson, MHSA, Vice President and COO of the ABIM Foundation, will discuss how the *Choosing Wisely*[®] campaign is working to make sure physicians and patients are having the important conversations necessary to ensure the right care is delivered at the right time. James D. Thomas, MD, FASE, a cardiologist from the Cleveland Clinic, will elaborate on why ASE joined the *Choosing Wisely*[®] campaign and how the society developed their list of "Five Things Physicians and Patients Should Question." Lastly, Andrew M. Keller, MD, FASE, a cardiologist from Danbury Hospital, will discuss the ASE Foundation's ECHO AUC app, the newest tool designed to guide physicians to provide appropriate patient care, specifically in Echocardiography.

The ECHO AUC app is a free mobile application which was made possible by a grant from the ABIM Foundation and supported by the Robert Wood Johnson Foundation, as part of the *Choosing Wisely*[®] initiative. Dr. Thomas, ASE's spokesperson for the *Choosing Wisely*[®] campaign, commented, "Since the ECHO AUC app launched in October 2013, it has been downloaded by over 4,300 users so far, and ASE is hoping to extend its use by promoting it at several non-cardiology medical conferences, to make sure we get the word out to both the cardiology and non-cardiology medical audience. By using this app on a smartphone or tablet, clinicians are empowered to counter inappropriate echo ordering, and can effectively counsel and reassure their patients with easily understood language about the reasons an echo may not be scientifically necessary."

The ECHO AUC app also includes quick access to the "Five Things Physicians and Patients Should Question" lists developed by ASE and over 25 participating specialty societies as part of the *Choosing Wisely*[®] campaign. These lists are evidence-based recommendations that can be utilized to help make wise decisions about the most appropriate care based on a patient's individual situation. Additional lists that have been added to the campaign will be included on the app's next update this spring.



The webinar is being offered to the medical community and the general public free of charge, in an effort to reach as many viewers as possible about the need for both doctors and patients to think carefully before performing tests or medical procedures. Echocardiography is the most widely used evaluation and diagnostic tool for heart and circulation problems, on patients of all ages and in a variety of settings. ASE is committed to ensuring that this valuable tool is used appropriately and wisely, so that its benefits can remain accessible to all patients in the future.

To register for the webinar, please visit www.aseuniversity.org/ase/webinars, click on the Register button, and follow the instructions to create a free account or log in to your existing account.

As the largest global organization for cardiovascular ultrasound imaging, the American Society of Echocardiography (ASE) is the leader and advocate, setting practice standards and guidelines. Comprised of over 16,000 physicians, sonographers, nurses, and scientists, ASE is a strong voice providing guidance, expertise, and education to its members with a commitment to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes. For more information about ASE, visit www.asecho.org or ASE's public information site, www.SeeMyHeart.org.

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