



# ASE Foundation

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## FOR IMMEDIATE RELEASE

### REPRESENTATIVE COOPER, GEISINGER'S THOMAS GRAF AMONG FEATURED SPEAKERS AT UPCOMING SUMMIT

Morrisville, NC – A one-day Summit will draw professionals from all walks of healthcare to collaborate and share ideas for improving the health of the nation's patients. The event, titled [Value-Based Healthcare: Summit 2014](#), will take place on September 12 in Washington, D.C., and will bring together a select group of professionals from the public and private sectors to share new research, patient outcomes and emerging trends. Cardiovascular ultrasound, also known as echocardiography, will be in the spotlight at the event; it is the most widely used imaging technique to diagnose cardiac issues, performed on over 20 million patients in the United States each year.

Diagnostic imaging, particularly echocardiography, has recently been the focus of much healthcare policy debate and often the recipient of negative media attention. Such venerable press institutions as Forbes and BusinessWeek have published articles touting the high incidence of its use and concerns over its role in the growth of Medicare expenditures, exacerbating the U.S. budget deficit. Yet echocardiography is also cited by clinicians and hospital administrators as the most likely cardiac imaging test to be utilized as we shift from a fee-for-service system to a value-based healthcare paradigm, due to its safety and cost-effectiveness. In fact, recent data have indicated that utilization of echocardiography has actually leveled off since 2009. Noting this dichotomy, the American Society of Echocardiography Education and Research Foundation (ASEF) has arranged an unprecedented gathering of influential thought leaders in health policy, along with clinicians, insurers, patients and researchers, to contemplate the value of cardiovascular ultrasound and discuss the challenges in providing care to a burgeoning population of U.S. patients.

U.S. Representative Jim Cooper (D-TN), a leading voice in the healthcare debate for over two decades and a member of the Government Reform Committee, as well as a professor of healthcare policy at Vanderbilt's business school for the last thirteen years, will kick off the proceedings. He will address the growth in healthcare expenditures in the U.S. and how this impacts government-supported medical care, along with the challenges of orchestrating an effective Congressional response to the problem. "We have the best health care system in the world, but we face big challenges ahead," Rep. Cooper remarked. "The cost of Medicare each year is actually closer to \$30 trillion, and Congress doesn't even bother trying to pay for it. We need all hands on deck to make sure the system is working for everyone and fiscally sustainable over the long term."

Rep. Cooper will be followed by Thomas R. Graf, MD, Chief Medical Officer for Population Health and Longitudinal Health Care Services Lines at Geisinger Health System. Dr. Graf will discuss how providers can successfully respond to population healthcare needs while simultaneously containing healthcare costs, with an emphasis on new delivery systems such as Accountable Care Organizations (ACOs). "Improving quality to reduce total cost of care has been Geisinger's driving organizational strategy for more than a decade," Dr. Graf commented. "The Affordable Care Act and CMS, as well as the commercial payers, have incentivized doctors and other healthcare providers to establish ACOs and



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other bundled payment care systems to allow and support all elements of healthcare working together to create higher quality and lower cost that everyone deserves.”

The event is co-sponsored by Cardiovascular Credentialing International (CCI), the Intersocietal Accreditation Commission (IAC), and the National Board of Echocardiography (NBE) and will include their representatives in order to provide additional expertise at the event.

*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](http://www.asecho.org) or ASE’s public information site, [www.SeeMyHeart.org](http://www.SeeMyHeart.org).*

*The ASE Education and Research Foundation (ASE Foundation) is ASE’s charitable arm, helping to assure the viability and visibility of cardiovascular ultrasound. Foundation initiatives work to foster research and innovation, promote high quality clinical standards and patient care, offer training and career development to future health care providers, and bring humanitarian aid to populations in need. For more information about the Foundation, visit [www.asefoundation.org](http://www.asefoundation.org).*

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