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## FOR IMMEDIATE RELEASE

### **ASE Introduces Essential New *Comprehensive Echocardiography* Textbook at ACC 2015, Booth #128**

Morrisville, NC – The American Society of Echocardiography (ASE) will debut its unique new multimedia textbook, *Comprehensive Echocardiography*, along with a host of other useful products, at Booth #128 at the American College of Cardiology (ACC) 64th Annual Scientific Session & Expo on March 14 -16 in San Diego, CA. Written by world experts, this newly titled second edition includes text, case studies, and online components covering the latest uses of echocardiography, including the most recent 2D and 3D advances.

The textbook features over 200 chapters, overseen by lead editor Roberto M. Lang, MD, FASE, FESC, the Director of Noninvasive Cardiac Imaging Laboratories at University of Chicago Medicine, in Chicago, Illinois. “ASE’s *Dynamic Echocardiography* textbook has set the standard in echocardiography for almost a decade. This retitled second edition has been extensively revised and updated, and has everything the modern clinician needs to assess cardiac anatomy and function and obtain clinically useful, noninvasive information,” noted Dr. Lang. “Plus, it includes an online version and a truly outstanding online library of slides and videos of case presentations, which will serve as a rich and easily accessible resource for echo practitioners at every level of training and experience.”

The textbook will be published on March 20, but is available for pre-order at the ASE booth at a special twenty percent discount for attendees of ACC.15. ASE will have additional products available at the twenty percent discount, such as *Essentials for Proficiency in Basic Cardiovascular Ultrasound*, a new comprehensive review of basic echocardiography designed as a teaching tool for echo fellows and others interested in learning about the use of cardiovascular ultrasound in clinical practice. This collection of 15 lectures on DVD also includes a correlating workbook, references to ASE’s Guidelines and Standards, videos, and case studies designed to provide real-world examples for new learners.

In addition to the ASE booth presence, ASE leaders helped develop and are participating in the **Joint Multimodality Imaging Symposium of the ASE/ASNC/SCCT/SCMR at the American College of Cardiology**, which takes place on Saturday, March 14 from 12:15 – 6:00 pm in Room 8 of the San Diego Convention Center. This session features a lecture on “Echo Indices of Early Disease and Risk Detection” presented by Vera Rigolin, MD, FASE of Northwestern, ASE’s incoming Vice President.

*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).*

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