



Contact: Angie Porter  
919-297-7152  
[aporter@asecho.org](mailto:aporter@asecho.org)

FOR IMMEDIATE RELEASE

### **American Society of Echocardiography and Ke Labs Announce Collaboration**

**Morrisville, NC, May 7, 2015** – The American Society of Echocardiography (ASE) and Ke Labs jointly announced that they have signed an agreement to co-develop and co-market an innovative software application designed to: 1) ensure quality and consistency of cardiac ultrasound image review, both quantitatively and qualitatively, and 2) inform and educate users on interesting cases, new techniques and other changes. This medical imaging quality management software tool is generally referred to as the “Echocardiography Test and Teach Application,” and it has been designed through the expert guidance of Harvey Feigenbaum, MD, FASE with the Krannert Institute of Cardiology at Indiana University Health and founder of the ASE.

The software will be made available to both individuals and institutions through an annual subscription software license. The software offers many benefits. It represents a hands-on, real-world training experience, without being tied to imaging devices. Users are tested on measurements and interpretations for a wide range of case study types, and results are both numerically and visually compared to those of experts. Case studies incorporate valuable teaching points. Administrator capabilities for the enterprise version include the ability to review results, both individually and collectively, to analyze results through a robust set of data analytics tools and to export and/or print results. These administrative capabilities can be used to support an institution’s fulfillment of accreditation requirements. Since the software is cloud-based, users can access it anytime and anywhere. New case studies and software features will be automatically delivered to users.

Ke Labs’ transformative new method for developing intelligent, information-based software applications coupled with the collective domain expertise of ASE’s membership makes this an ideal collaboration. ASE will draw upon the expertise of its members from around the world to create case studies for general applicability to all users. These case studies will cover an expansive list of measurements and interpretations to allow for the software’s broadest application and utility. All case studies will undergo a thorough review process to ensure consistency with ASE standards. Ke Labs will be responsible for ongoing development efforts. ASE will be responsible for marketing the educational product to its audience of members and stakeholders.



This collaborative effort should make great strides in quality assurance and education. “The value of this software tool is squarely aligned with ASE’s mission to promote excellence in cardiovascular ultrasound and its application to patient care through education and innovation,” said Robin Wiegerink, ASE’s CEO. “Our members are dedicated to improving their patients’ health and quality of life, and this new technology will offer unique opportunities to improve consistency of patient care and quality assurance throughout their institutions,” said Wiegerink.

The collaboration will showcase the capabilities of Ke Labs’ Unit Modeler® platform. The software can be adapted to any area of medical imaging, including vascular ultrasound and radiology. “We are very excited to work with ASE and its members,” said Tom Feigenbaum, Ke Labs Founder and CEO.

The software will make its demonstration debut at ASE’s Scientific Sessions to be held June 12-16 at the Hynes Convention Center in Boston, MA. Registered attendees will be able to view the demonstrations in ASE Headquarters Booth in the Exhibit and Poster Hall on June 13-15.

#### **About the American Society of Echocardiography**

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 more than 16,000 physicians, sonographers, nurses, and scientists, ASE is a strong voice providing guidance, expertise, and education to its members. The Society has 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 the ASE Scientific Sessions visit [www.asescientificsessions.org](http://www.asescientificsessions.org).

#### **About Ke Labs, Inc.**

Founded in 2010, Ke Labs, Inc. (Knowledge Engineering Laboratories) is an ISO-certified software technology company that has created a new method for developing intelligent, information-based software applications. This new method represents an alternative to traditional programming technologies (i.e., software coding). It is based upon a patented modeling language that looks at knowledge and information in a new way that expands the practical reach of computer technology to *change what is possible*. Ke Labs’ Unit Modeler® platform is optimized for the development of intelligent, information-based software applications. With a component-based architecture and expansive library of pre-built components, users with or without programming experience can develop more feature rich and flexible software applications as compared to traditional software development technologies, and in a fraction of the time (i.e., minutes, not hours) and therefore a fraction of the cost. For more information, visit [www.kelabs.com](http://www.kelabs.com) or contact Tim Kappes, [tkappes@kelabs.com](mailto:tkappes@kelabs.com), 317-824-1225 ext. 14.

###