

STRATEGIC GOALS

JUNE 2015-JUNE 2018

GOAL 1

Attract all users
of CV ultrasound by
creating quality
and value

GOAL 2

Promote the
Value of CV
Ultrasound to be
well-known by
patients, payers,
and healthcare
providers



GOAL 4

Create a governance
structure that is
representative of our
membership and
supports an efficient
and effective
organization

GOAL 3

Facilitate the
development and
application of novel
CV Ultrasound
technology

The ASE's Board of Directors carefully reviewed member needs and conducted an in-depth analysis of the healthcare environment and recently approved a new strategic plan to guide the Society's activities and goals for the next three years. ASE continues to be fully committed to advancing the viability and effectiveness of cardiovascular ultrasound. The aim is to add value to the members' experience while driving the field toward expansion and market leadership. We hope you will join us in helping to achieve these four broad aims!