

FOR IMMEDIATE RELEASE**ASE Launches Echovation Challenge 2017 to Foster Innovation in Cardiovascular Ultrasound**

Morrisville, NC, October 31, 2016 – The American Society of Echocardiography (ASE) has launched [Echovation Challenge 2017](#), a competition for its members, and the medical and scientific community at large, to develop innovative solutions in cardiovascular ultrasound technology. The theme for this year's competition, chaired by Partho P. Sengupta, MD, FASE of Mount Sinai Medical Center, is **Streamlining Diagnostics to Augment Medical Decision Making**; innovations could include advances in imaging acquisition hardware, software, workflow strategies, interpretation, and decision modeling that will speed the time to diagnosis and optimize time spent on patient care for a variety of cardiovascular diseases. The competition, funded and delivered by ASE on the HeroX platform, is designed to foster collaboration and develop creative ideas to drive innovation in the area of cardiovascular care.

Cardiovascular ultrasound, also known as echocardiography, has been a cornerstone of cardiac imaging for decades, providing a safe, radiation-free, and cost-effective method to diagnose many types of heart disease to help guide treatment and patient care. With the increasing focus being placed on "shared decision making" and "personalized medicine," it will become ever more crucial for clinicians to quickly and accurately diagnose patients, so that targeted, effective, and personalized treatments can be decided upon and begun.

The purpose of Echovation Challenge 2017 is to promote and highlight practices and processes that have the potential to enhance the diagnostic process in cardiovascular ultrasound while maintaining excellence in patient care. Allan Klein, MD, FASE, ASE President and Director of the Center for the Diagnosis and Treatment of Pericardial Diseases at Cleveland Clinic, commented, "The inaugural Echovation Challenge 2016 showcased some very interesting ideas from around the world to improve workflow in echo labs; Echovation 2017 represents ASE's expanded commitment to drive collaboration and innovation in the field and improve care for our patients."

The Echovation Challenge is open to all ASE members worldwide and the public at large, and the innovative solutions can be submitted by teams or individuals. A panel of echocardiography experts will select up to six semi-finalists, who will be invited to present their solutions during a special session on June 4, 2016, at ASE's 28th Annual Scientific Sessions in Baltimore, MD. In addition to cash prizes totaling \$10,000, the winners of this challenge will receive tremendous exposure and support from ASE in widely publicizing and recognizing their innovative work. Moreover, finalists who demonstrate novel ideas may receive mentoring assistance in developing and furthering their solutions.



For full details and submission guidelines, please visit <https://herox.com/echovation2017>. To follow the conversation on Twitter, use #EchovationChallenge2017.

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 nearly 17,000 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 ASEcho.org.

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