

2020 ASE OVERVIEW BY THE NUMBERS



2020-2025 ASE Strategic Goals

1. ASE effectively develops strategic partnerships and funding opportunities to support guidelines and research in cardiovascular ultrasound.
2. ASE is the leader in meeting the educational needs of the cardiovascular ultrasound community.
3. ASE is indispensable for the development of any new cardiovascular ultrasound technology and applications.
4. ASE is a growing organization and recognized as the world's leading voice in cardiovascular ultrasound.
5. ASE embraces and advocates for all cardiovascular ultrasound users.



To advance cardiovascular ultrasound and improve lives through excellence in education, research, innovation, advocacy, and service to the profession and the public.

MEMBERSHIP

17,042 MEMBERS

Representing **104** countries

81% U.S.-based Members

19% Members Outside the U.S.



ASE MEMBER REFERRAL PROGRAM

424 New Members

200 Ambassadors

17 Ambassadors received Free 2021 Memberships for referring five or more new members.

NEW FELLOWS OF ASE (FASE)



153

VOLUNTEERS

617 Individual Members



COUNTRIES BY HIGHEST MEMBERSHIP

United States – 13,880	India – 127
Canada – 782	United Kingdom – 97
Australia – 532	Mexico – 73
Brazil – 175	Germany – 71
Japan – 143	China – 68

MEMBERSHIP TYPE

Professional – 14,886
Rising Star – 801
Fellow in Training & Students – 1,355

TOP 10 AREAS OF PRACTICE



1. Adult Echocardiography
2. Cardiovascular Sonography
3. Pediatric Echocardiography
4. Nuclear Cardiology
5. Adult Congenital Heart Disease
6. Anesthesiology
7. Perioperative Echocardiography
8. Research
9. Interventional Cardiology
10. Vascular Medicine

COMMUNITIES

34



International
Alliance Partners
OF THE AMERICAN SOCIETY OF ECHOCARDIOGRAPHY



REGISTRY

20% Growth in ImageGuideEcho's
Participating Institutions



- 17** ImageGuideEcho QCDR Measures
- 11** Stress Echo Measures
- 9** Joint Modality (Echo/Nuclear) Measures
- 6** TTE Measures

10,515 MEMBERS PARTICIPATE IN COUNCILS

Sonography Council – **5,172**

PCHD Council – **2,368**

COPE Council – **1,958**

Circulation & Vascular Council – **1,520**

ASE LEADERSHIP ACADEMY

15 Participants

15 Senior Advisors

1 Graduated Cohort



1,335 MEMBERS PARTICIPATE IN SPECIALTY INTEREST GROUPS

Interventional Echocardiography (IE) – **453**

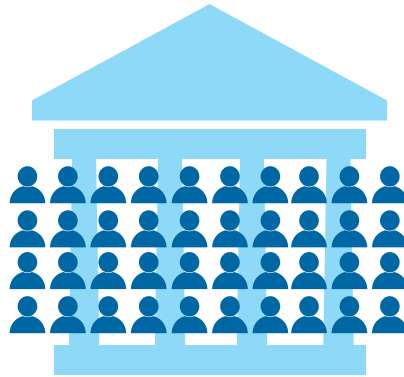
Critical Care Echocardiography (CCE) – **405**

Emerging Echo Enthusiasts (E3) – **313**

Neonatal Hemodynamics TnECHO (NHTS) – **164**

EDUCATION

40,866
ASE LEARNING
HUB USERS



GUIDELINES

70 Guidelines in Circulation

6 Published

8 Translation Languages



102,169

Total CME Hours Delivered



45,948
Physician
Hours



56,221
Nonphysician
Hours



2 Live Courses
3 Virtual Courses
4,105 People Participated



9 **Co-sponsored**
Courses

22
Webinars Hosted

12,966
Total Registrants

59
Countries Represented



10,479
Total Products Sold

3,684 Physical Products

6,795 Online Products

2,495 Guideline Products



INNOVATION & RESEARCH



5.508
JASE IMPACT
FACTOR

29% increase in JASE submissions

15 JASE Podcasts Published

OnlineJASE.com

CASE DOWNLOADS & VIEWS

168,708
from CASE website

101,630
from ScienceDirect

CVCaseJournal.com



COVID-19

6 Statements Published

8 Webinars

6,518 Live Webinar Attendees

36,000 Webinar Views on YouTube

105,236 Unique Views of All
COVID-19 Webpages

WORLD ALLIANCE OF SOCIETIES OF ECHOCARDIOGRAPHY (WASE) COVID STUDY



870 Subjects Enrolled

13 Study Centers

9 Countries Represented

4 Regions Studied

2 Coordinating Centers

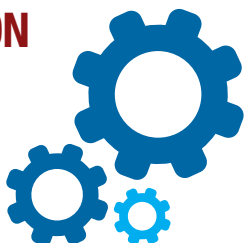
2 Industry Partners

3 NEW STANDARDIZATION INITIATIVES

3D/4D Echocardiography

Strain

Artificial Intelligence



432 RESEARCHERS

Invited to Present at
the Scientific Sessions
and Echo Hawaii



12 IRT PARTNERS



ADVOCACY

Ensuring adequate reimbursement levels for echocardiography services and providing patient access to necessary care.



LOBBIED FOR EXPANDED TELEHEALTH

Increased payments for these services from **\$14-\$41** to **\$46-\$110**.



18 Member Interactions with Congress and Regulatory Agencies

46 Comment Letters to Congress and Regulatory Agencies

OUTREACH

106,898 Emails Delivered

18 Campaigns including **5** Grassroots Efforts in Oregon, Pennsylvania, and Washington



ASE CODING EXPERT

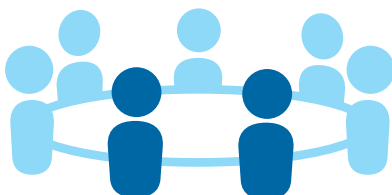
24/7/365 Availability

129 Questions Answered



ASE AND THE AMA

ASE Maintained **2 SEATS** in the AMA House of Delegates



ASE PARTICIPATED IN **13** COALITIONS/ ALLIANCES/ ADVISORY GROUPS



ENGAGEMENT & NETWORKING

ASEcho.org

1,887,019 Page Views

1,091,464 Unique Page Views

474,738 Page Views on
Guideline Pages



ENGAGEMENT

Connect@ASEcho.org



5,364

Receive the Daily Digest



14,826

Community Members

SOCIAL CAMPAIGNS

#ASE2020

84.7M Impressions
14,700 Tweets
2,300 Participants

#EchoFirst

ASE Twitter Journal Club

#ASEchoJC

25.85M Impressions
4,998 Tweets
1,213 Participants
5 Journal Clubs



Twitter @ASE360

36% Increase in Followers
14,229 Followers



LinkedIn

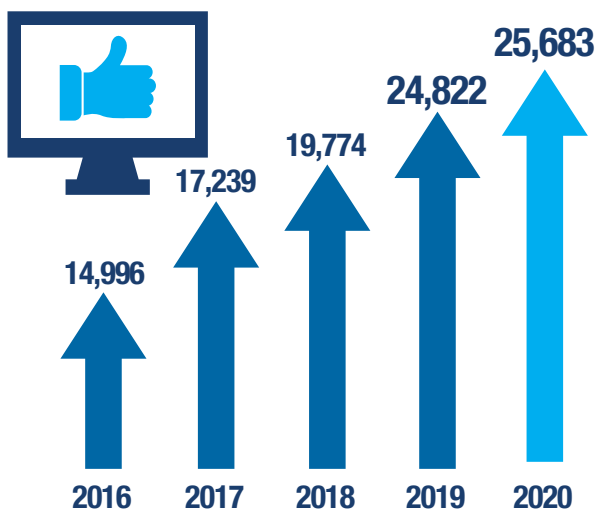
14,136 Followers



YouTube @ASE360

1.4M Lifetime Views In 2020
3.6M Impressions
315,800 Views
31,900 Hours of Watch Time
3,900 New Subscribers

FACEBOOK PAGE LIKES AND TOP COUNTRIES



1. U.S.
2. Egypt
3. India
4. Mexico
5. Pakistan
6. Italy
7. Saudi Arabia
8. Brazil
9. Iraq
10. United Kingdom

ASE FOUNDATION

PEOPLE SUPPORTING ASEF

2,820
DONORS



22 Annual Appeal Committee Members

19 Monthly Sustainers

19 Partner Organizations

10 Board Members

VIRTUAL GLOBAL HEALTH OUTREACH EVENTS

15 Volunteers for 2
virtual events with partners
in Vietnam and India.

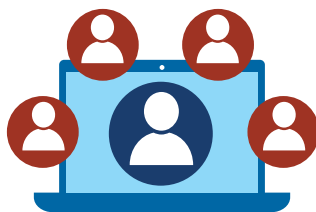


Over 500 clinicians trained.

NETWORKING WITH LEGENDS

16 Silent Auction
ASE Legends

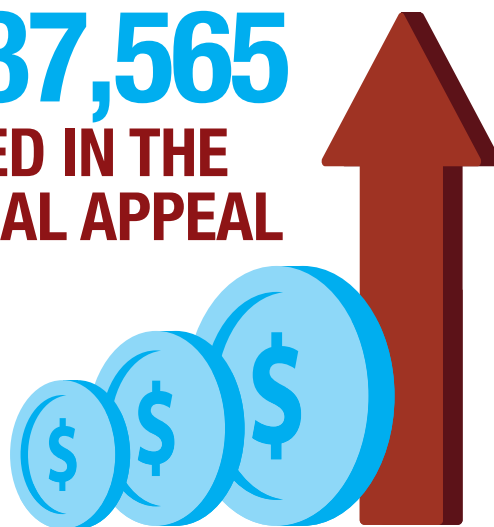
170+ Virtual
Participants



RELIEF FUNDS RAISED

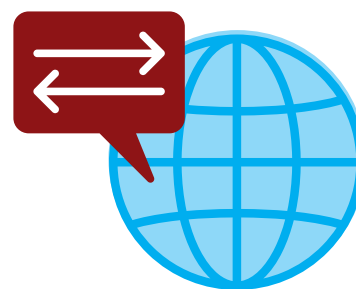
\$8,330 raised for Australian Bushfire and
COVID-19 aid.

\$237,565
**RAISED IN THE
ANNUAL APPEAL**



TRAINING GRANTS AND SCHOLARSHIPS

\$39,890 Awarded
55 Recipients



GUIDELINE TRANSLATION & DISSEMINATION

7,000 free guideline posters distributed
in the *Journal of the American Society of
Echocardiography* (JASE).
