

ASE IRT

Partners in Innovation

 **ASE** AMERICAN SOCIETY OF
ECHOCARDIOGRAPHY
Sound Saves Lives

The ASE Industry Roundtable (IRT) is a partnership between industry representatives, practitioners, and scientists with the shared objectives of improving patient care through innovation and setting practice standards for cardiovascular ultrasound imaging.

You can expect these benefits as an ASE IRT partner:

- Key Connections with ASE Leaders
- Timely Access to Knowledge and Data
- Membership Engagement
- Exposure and Marketing Opportunities

*Read more about the benefits of ASE IRT on page 7
and view current IRT partners at
ASEcho.org/IRT.*



Diverse Membership

ASE is the largest global organization for cardiovascular ultrasound imaging. Since 1975, ASE has served as a leader in setting practice standards and guidelines for the field and is committed to advancing cardiovascular ultrasound to improve lives.

As an ASE Industry Roundtable partner, your organization will be able to tap into the power of ASE's expansive membership to market products and services that help shape and impact the future of cardiovascular ultrasound.

Members Include

- Physicians
- Sonographers
- Fellows in Training/Medical Students
- Sonography/Allied Health Students
- Nurses
- Physician Assistants
- Veterinarians
- Researchers
- Educators
- Administrators
- Industry Affiliates

Areas of Practice Listed by ASE Members

- Pediatric Echocardiography
- Nuclear Cardiology
- Adult Congenital Heart Disease
- Anesthesiology & Perioperative Echocardiography
- Research
- Interventional Cardiology & Structural Heart Disease
- Vascular Medicine



16,579 MEMBERS
Representing **115** countries
79% U.S.-based Members
21% Members Outside the U.S.



Experts with a Wide Array of Professional Interests

ASE Councils and Specialty Interest Groups (SIG) bring together ASE members who have common professional interests, providing a forum for networking and knowledge sharing. Council representatives also serve on the ASE Board of Directors and provide guidance on matters pertaining to their subspecialty area.

Councils

- Cardiovascular Sonography
- Circulation & Vascular Ultrasound
- Critical Care Echocardiography
- Interventional Echocardiography
- Pediatric and Congenital Heart Disease
- Perioperative Echocardiography

Specialty Interest Groups

- Cardio-Oncology
- Emerging Echo Enthusiasts
- Neonatal Hemodynamics TnECHO SIG
- Veterinary

Ad Hoc Forums

- Echo Lab Medical & Technical Directors Leadership Forum
- Women In Echo Forum
- ASE AI Forum

ASEcho.org/Councils

ASEcho.org/SIGs

ASEcho.org/Forums

Advocacy Representation

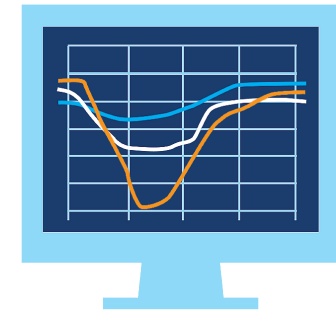
ASE represents the interests of our members, while advocating to create an environment for excellence in the quality and practice of cardiovascular ultrasound. ASE proudly serves as the voice of echocardiography on Capitol Hill, to federal agencies, and among private payers which is unquestionably of great and ever-increasing importance.

ASE, with its official seat at the AMA, has successfully advocated for new reimbursement codes for new clinical advances.



NEW CPT CODE +93319

ASE worked to develop and value a new add-on CPT code for 3D echocardiography.



115 Member Interactions with Congress and Regulatory Agencies

47 Comment Letters to Congress and Regulatory Agencies

OUTREACH

233,857 Emails Delivered

15 Campaigns, including:

2 Grassroots Efforts in Pennsylvania and Washington

1 Coding Newsletter

1 Coding Webinar on 2021 Coding Changes



ASE CODING EXPERT

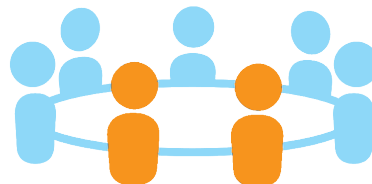
24/7/365 Availability

55 Questions Answered



ASE AND THE AMA

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



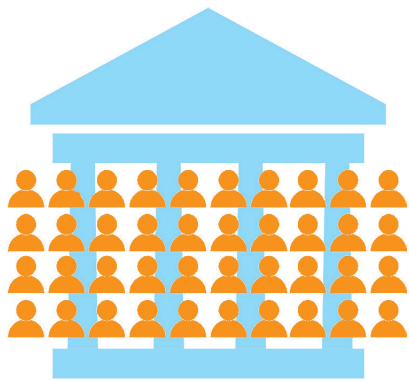
ASE PARTICIPATED IN **14** COALITIONS/ALLIANCES/ADVISORY GROUPS



ASE Reach and Engagement

ASE's reach extends not only to our members, but across the worldwide medical community who actively engage with ASE's social media and participate in the online educational offerings through ASE's Learning Hub.

44,356
ASE LEARNING HUB USERS

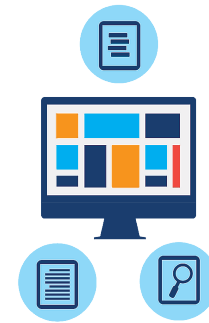


ASEcho.org

2,345,523 Page Views

1,070,042 Unique Page Views

578,464 Page Views on Guideline Pages



ENGAGEMENT

Connect@ASEcho.org



14,325

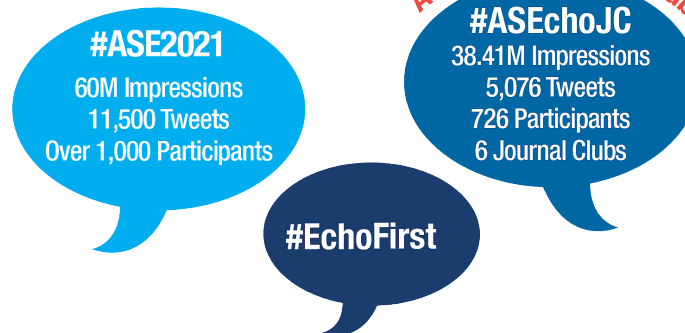
Community Members



7,305

Receive the Daily Digest

SOCIAL CAMPAIGNS



Twitter @ASE360

21% Increase in Followers
17,225 Followers



LinkedIn

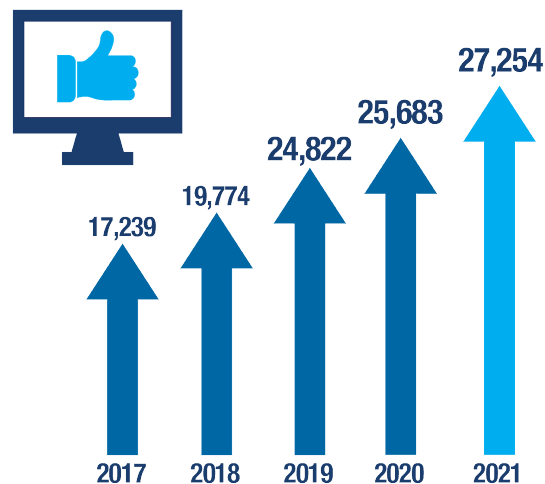
18,656 Followers



YouTube @ASE360

1.73M Lifetime Views In 2021
4.12M Impressions
302,845 Views
31,055 Hours of Watch Time
3,556 New Subscribers

FACEBOOK PAGE LIKES AND TOP COUNTRIES



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

The ASE Industry Roundtable (IRT) is a partnership between industry representatives, practitioners, and scientists with the shared objectives of improving patient care through innovation and setting practice standards for cardiovascular ultrasound. Participation in IRT creates successful alliances which foster the development of informed cardiovascular professionals, high-quality technology and products, standardized procedures, and more favorable legislative environments.

In addition to having access to ASE's expansive membership, your organization will have the opportunity to participate in ASE educational programs, strategic thinking and planning discussions, advocacy initiatives, special events, and other activities.

By joining ASE's Industry Roundtable, your organization will have:

KEY CONNECTIONS WITH ASE LEADERS	TIMELY ACCESS TO KNOWLEDGE AND DATA	MEMBER ENGAGEMENT	EXPOSURE & MARKETING OPPORTUNITIES
<p>As an IRT partner, your organization will have opportunities to:</p> <ul style="list-style-type: none"> • Engage with clinicians and innovators through exclusive access and participation in ASE's annual IRT forum and one-on-one sessions. • Take part in critical discussions with thought leaders from ASE's regulatory, legislative, and advocacy teams on health policy matters and other important issues that impact the cardiovascular field and practice management. • Provide input on ASE's Annual Trends Survey to better assess areas of importance to the cardiovascular ultrasound community. • Test products and service ideas with ASE thought leaders. 	<p>IRT membership helps your organization stay ahead of the competition on changing standards and clinical practice methods through special and early access to ASE's scientifically relevant research and guideline documents.</p> <p>Additionally, IRT partners receive subscriptions and access to:</p> <ul style="list-style-type: none"> • <i>Journal of the American Society of Echocardiography</i> • CASE Cardiovascular Imaging Case Reports • Annual Coding Connection Newsletter • <i>Echo Magazine</i> • <i>The Echo Weekly eNewsletter</i> • ASE Annual Trends Survey Report • Exclusive ASE Educational Report 	<p>As an IRT partner, your organization will have opportunities to connect and share content with ASE members through:</p> <ul style="list-style-type: none"> • Connect@ASE, ASE's online discussion forum. • ASE-hosted webinars (recorded and non-advertorial) including a marketing package. • ASE's email mailing list for non-advertorial content relevant to your organization. • Preview of two ASE live course pre-registration lists, allowing organizations to identify and facilitate connections with key opinion leaders who will be attending ASE-sponsored events. • ASE membership for three corporate staff. 	<p>ASE IRT membership bolsters your organization's reputation as a global corporate leader in the field of cardiovascular ultrasound.</p> <p>Additional benefits include:</p> <ul style="list-style-type: none"> • Sponsorship opportunities for new ASE educational content. • Promotion and exposure at ASE events and on ASE's website, multiple social media platforms, and in IRT-related publications. • Exclusive opportunities for promotion at various ASE webinars and events throughout the year.

Join the Most Important Voice in Cardiovascular Ultrasound

The ASE Industry Roundtable has been providing partnership opportunities and making a difference in the field since 1998.

Advancing Cardiovascular Ultrasound to Improve Lives

American Society of Echocardiography
The Society for Cardiovascular Ultrasound Professionals™
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