



# 2018 ANNUAL REPORT

*Advancing patient care and digestive health*



# Contents

LETTER FROM THE ASGE FOUNDATION CHAIR . . . . .	4
CORPORATE PARTNERS PROGRAM . . . . .	5
EDUCATION . . . . .	7
PRACTICE IMPROVEMENT . . . . .	11
RESEARCH . . . . .	13
PUBLIC OUTREACH . . . . .	16
CRYSTAL AWARDS . . . . .	18
BEYOND OUR WALLS CAMPAIGN . . . . .	21
GENEROUS DONORS . . . . .	23
FINANCIAL STATEMENTS . . . . .	27
LEADERSHIP . . . . .	28



# Letter from the ASGE Foundation Chair

## Dear Friends: Thank you!

On behalf of the ASGE, I want to say thank you to every member, corporate partner, grateful patient and friend of the ASGE who so generously supported the ASGE Foundation in 2018. Thanks to you, we were able to provide funding for many important ASGE programs in the last year and I am thrilled to share those achievements with you in our 2018 Foundation Report.

The ASGE made great strides toward improving patient care and digestive health in 2018. One major highlight was launching GI Leap in June 2018. Funded by the ASGE Foundation's Beyond Our Walls campaign, the ASGE's newest online learning platform offers the modern learner an optimal online learning experience through better performance, educational content, functionality, simplicity, and control. We've

already uploaded hundreds of learning activities and thousands of online learning activities have been completed...and there is much more to come! GI Leap is the future of learning at the ASGE and our donors made it possible!

This annual report illustrates how every dollar you donate to the ASGE Foundation is invested in the Society's clinical education, practice improvement, research and public outreach initiatives to support our members and their patients. We could not reach our goals without your magnanimous contributions, so thank you!



A handwritten signature in black ink that reads "John L. Petrini, MD". The signature is written in a cursive, flowing style.

**John L. Petrini, MD, FASGE**  
**ASGE Foundation Chair**



### Mission Statement

The ASGE Foundation is the philanthropic arm of the American Society for Gastrointestinal Endoscopy (ASGE) and supports the Society's mission to advance patient care and digestive health by promoting excellence and innovation in gastrointestinal endoscopy.





## Corporate Partners Program

Support from Corporate Partners grows the ASGE Foundation – funding education, practice improvement, research and public outreach initiatives – and fosters the science and practice of gastroenterology.



# 2018 Corporate Partners Program

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## Platinum Level Supporters



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## Gold Level Supporters



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## Silver Level Supporters



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Thanks to our 2018 Corporate Partners for their generous investment in ASGE's mission to advance patient care and digestive health by promoting excellence and innovation in endoscopy.





# Education

Your donations support a wealth of resources to enhance professional development for every career stage.



# Learn anywhere, anytime with ASGE!

Through funding from the Beyond Our Walls campaign, ASGE now offers a variety of delivery methods to meet the needs of the modern learner including live learning, hands-on, live simulcast, webinars and on-demand learning. So, whether you're looking for convenience, flexibility or cost-effective options in your professional development, ASGE has a style of learning to meet your needs!

## GI Leap

GI Leap is ASGE's newest technology platform for GI Learning, Exploring, and Advancing Practice. Launched in June 2018, with funding from the Beyond Our Walls campaign, GI Leap offers the modern learner an optimal online learning experience through better performance, educational content, searchability, functionality, simplicity, and control.

Click [here](#) to experience GI Leap, or click on "[learn](#)" in the navigation bar at the top of ASGE's webpage ([www.asge.org](http://www.asge.org)). GI Leap apps are also available on iOS and Android for simple, on the go access to ASGE learning activities online or offline.

## Webinars, On Demand and Simulcast Courses from the ASGE IT&T

The Beyond Our Walls Campaign supported more than a dozen clinical, practice improvement and international webinars in 2018, along with development of new on-demand video courses.

Last fall, ASGE simulcasted four courses from the IT&T and made them available on GI Leap for the first time. More than half of the registrants at these courses participated virtually from any device. ASGE plans to simulcast six courses from the IT&T in 2019.



*"ASGE GI Leap looks fantastic! I walked through it and found it very comprehensive. Great to see that it is not only an educational platform for our future, but also a repository for all completed courses that can be accessed, reaccessed, and queried for achievement at will."*

–John A. Martin, MD, FASGE

*"The live streaming is amazing. As a working mom with little ones, being able to watch this from my home and not having to trek out to Downers Grove early in the AM was so helpful! And the presentation is wonderful. Many thanks to the ASGE for making this program so accessible to all!"*

–Laura K. Bianchi, MD



## Endoscopic Training Awards

The ASGE Endoscopic Training Award provides Advanced Fellows or Junior Faculty with the opportunity to train outside of their home country with a premier GI endoscopist or group to advance their training. The award assists in underwriting reasonable and customary travel and living expenses for a period of one to three months.



Gene Ma, MD



Mahmoud Omar, MD



Hassan Siddiki, MD, MS

## LEAD Program

In 2018, ASGE hosted the 5th Leadership Education and Development (LEAD) Program for women in gastroenterology. This 12-month program offers diverse female gastroenterologists from all backgrounds an opportunity to enhance and energize their leadership and career development skills through education, coaching, and building professional networks.

The 2018 LEAD program was supported by the ASGE Foundation and a grant from Salix Pharmaceuticals.

*“Having insight into your own personality/reflexive behavior is invaluable. I plan on using this knowledge in conjunction with learned negotiation skills to make a positive impact in my role as the medical director of our ambulatory practice.”*  
–Hamita Sachar, MD



*“I am tremendously honored to be the recipient of the 2018 ASGE Endoscopic Training Award. I consider this award a turning point in my career. My appointment at a university hospital and a tertiary referral center in Egypt entails providing care to patients in need of a higher level of quality healthcare. Getting exposed to cutting edge endoscopic techniques will immensely help me advance my endoscopic skills to better serve our patients and disseminate the knowledge to my fellow endoscopists back home as a future trainer.”*  
–Mahmoud Omar, MD

*“I am thankful to the ASGE for supporting my visit to Hospital Universitario Rio Hortega, Valladolid, Spain. Learning from Dr. Manuel Perez Miranda, a luminary in the field of GI endoscopy, will play a key role in obtaining further experience in advance endoscopy with a focus on therapeutic endoscopic ultrasound. At the completion of this program, I hope to acquire knowledge and skills essential for performing EUS-guided interventions.”*  
–Hassan Siddiki, MD, MS

# Lectureships

Basil I. Hirschowitz, MD  
Endowed Lecture

**Quality Metrics in Therapeutic  
Endoscopy: The Future Lies Here**



**Glenn M. Eisen, MD, MPH, FASGE**

The lectureship, in memory of Dr. Hirschowitz, was established by the ASGE Foundation through the generous support of ASGE, friends, trainees, and colleagues of Dr. Hirschowitz.

J. Edward Berk, MD, DSc,  
FASGE Endowed Lecture

**Teach Our Children Well: The  
Numbers Game or Competency?**

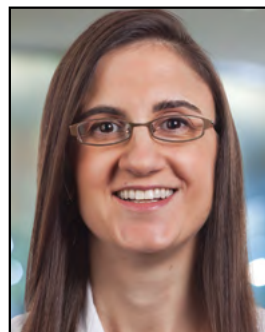


**Robert E. Sedlack, MD, MHPE, FASGE**

The lectureship, in memory of Dr. Berk, was established by the ASGE Foundation through the generous support of the Berk family.

Jack A. Vennes, MD and  
Stephen E. Silvis, MD  
Endowed Lecture

**EUS Access:  
To Infinity and Beyond**



**Vanessa M. Shami, MD, FASGE**

The lectureship, in memory of Drs. Vennes and Silvis, was established by ASGE and the ASGE Foundation through the generous support of Cook Medical and supported with contributions from the Olympus Corporation of the Americas, colleagues, friends and trainees of Drs. Vennes and Silvis.

Gene and Lyn Overholt  
Endowed Lecture

**Endoscopy and Health Care  
Economics: MACRA and Beyond**



**Colleen M. Schmitt, MD, MHS, FASGE**

The Gene and Lyn Overholt Endowment was established by the ASGE Foundation through the generous support of friends and colleagues of Dr. and Mrs. Overholt. The Fund supports ASGE programs and activities focused on clinical innovation and practice improvement, including this annual lecture during DDW®.

*"In his prescient address published in GIE in 1984, Dr. Gene Overholt described the compelling charge to the US healthcare system to provide positive leadership and change in the face of cost escalation. Now we are faced with a practice shift that embraces quality and cost control above all. MACRA has required the provider community to confront new payment modalities that incorporate both quality and cost constructs. The Colonoscopy Episode of Care was introduced January 2018, and I used this as a background for the first Gene and Lyn Overholt Lecture. This is a particular honor for me, as Gene is a friend, mentor, and collaborator on innovative ways to deliver health care in Tennessee." – Colleen M. Schmitt, MD, MHS, FASGE*



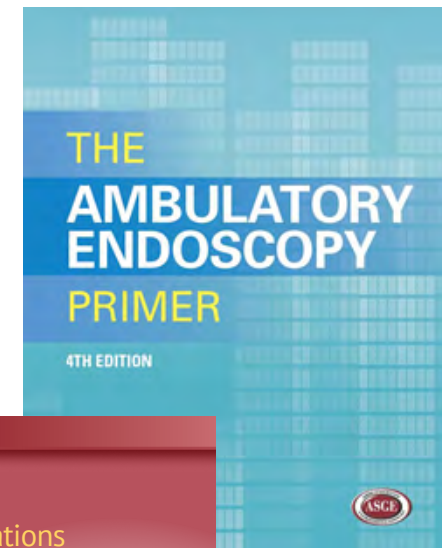
# Practice Improvement

Your donations support a foundation of excellence in GI practice operations.

# Practice Improvement Resources

ASGE has developed a series of educational resources to help the business side of your GI practice thrive in this changing health care delivery system by enhancing efficiency, performance, profitability, and more.

- ASGE released an enhanced GI Operations Benchmarking survey in 2018. Funds from the Beyond Our Walls Campaign supported an enhanced platform with interactive tools that benefit participating GI endoscopy units. Features of this new system allow personalized reports to help GI Units benchmark key operations, patient, procedure, personnel and financial metrics against the entire study, or like units.
- ASGE launched new print and online editions of the Ambulatory Endoscopy Primer; the new Practical Solutions e-newsletter; and a new quarterly webinar series on payment and policy issues that impact GI practice.



*“As we move toward Value-Based Compensation and health care services are pushed to the lowest cost site of service, it becomes imperative to understand your specific Cost of Care and how it compares with the Cost of Care of others. In coming years the calculation of “thrive” will have two components – Quality and Cost. GIQuIC provides the Roadmap of Quality while the ASGE Endoscopic Operations Platform becomes the GIQuIC of Cost.” – Frank J. Chapman, MBA*





# Research

Your donations support research that leads to the development of new techniques, devices and applications that make endoscopy safer, more comfortable and more effective for diagnosing and treating digestive disease.



# Endoscopic Research Awards

Endoscopic Research Awards are funded entirely by the ASGE Foundation. In addition to annual support from generous donors, the grants are funded by donors to the Michael V. Sivak Endoscopic Research Endowment Fund, AstraZeneca Research Endowment Fund, Olympus Endowment Fund and Takeda Research Endowment Fund. These awards are offered to physicians for projects in basic, translational and clinical research with a relationship to gastrointestinal endoscopy.

**Optimizing quality measure recommendations for colorectal cancer screening to reduce the incidence of interval colorectal cancer: Data from the New Hampshire Colonoscopy registry**



Joseph Anderson, MD

**Liquid Biopsy of the Portal Vein Using Endoscopic Ultrasound for Next Generation Sequencing of circulating tumor DNA for Therapeutic and Prognostic Stratification in Pancreatic Cancer**



Christopher Chapman, MD

**Video based assessment of endoscopic mucosal resection skills and impact on clinical outcomes**



Badih Joseph Elmunzer, MD

**Molecular Imaging for Adenoma Detection during Gastrointestinal Endoscopy**



Heiko Pohl, MD



David Vera, MD

*“Receiving this award is an incredible honor that will allow me to continue my research on studying EUS acquired circulating tumor material from the portal vein of patients with pancreatic cancer. I am thankful and optimistic that the funding provided by the ASGE will serve as a springboard to contribute to the rapidly evolving field of EUS guided diagnostics and therapeutics. With upmost gratitude and thanks to the ASGE, and my mentors, I am truly honored to receive this award and plan to fully utilize this unique opportunity to advance the care of patients with pancreatic cancer.” – Christopher Chapman, MD*

*“We are honored to receive the ASGE Endoscopic Research Award, an important step toward learning how to assess technical skill in endoscopy. With the proposed study, we hope to establish a framework for video-based skill assessment in endoscopic mucosal resection (EMR) and to determine whether technical skill is linked to important clinical outcomes. We hope that the findings will have major implications in how we teach EMR, and how we credential and coach endoscopists—real steps toward the quality goals we have envisioned for this procedure.”  
– Drs. Badih Joseph Elmunzer and Heiko Pohl*

# ASGE Diversity Awards

The Diversity Awards are granted to physicians who submitted outstanding abstracts for DDW®, promoting gender- and ethnicity-related healthcare research.

## Ethnicity Research Award

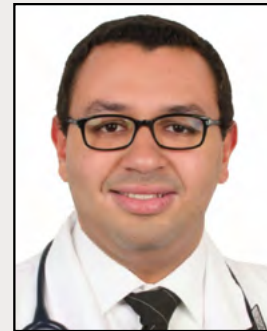
Racial Disparities in Adenoma Detection Rate in Patients in the 40-49 Year Age Group



**Mohammad Bilal, MD**

## Gender Research Award

Safety of Endoscopic Retrograde Cholangiopancreatography (ERCP) in Pregnancy: A Systematic Review and Meta-Analysis



**Mohamed Moneeb Azab, MD**

*“This award demonstrates the ASGE’s commitment to bridging gaps in healthcare delivery. It also serves as a reminder to all of us in the medical community that more efforts continue to be needed to reduce the knowledge and healthcare delivery gaps across various ethnicities.”*

– Mohammad Bilal, MD

*“Receiving the ASGE Diversity Award is a big honor, but the real reward to me is to provide quality health care to my patients. The award empowers me to approach my research endeavors with more confidence.”*

– Mohamed Moneeb Azab, MD



## Public Outreach

Your donations help ASGE educate patients and the public about the important role of endoscopy in treating and preventing GI diseases.





# National Colorectal Cancer Awareness Month (NCRCAM)

ASGE is proud to participate in National Colorectal Cancer Awareness Month (NCRCAM) each March – a month-long campaign to raise awareness among the public about the need to be screened for colorectal cancer (CRC).

## Social Media and Digital Assets

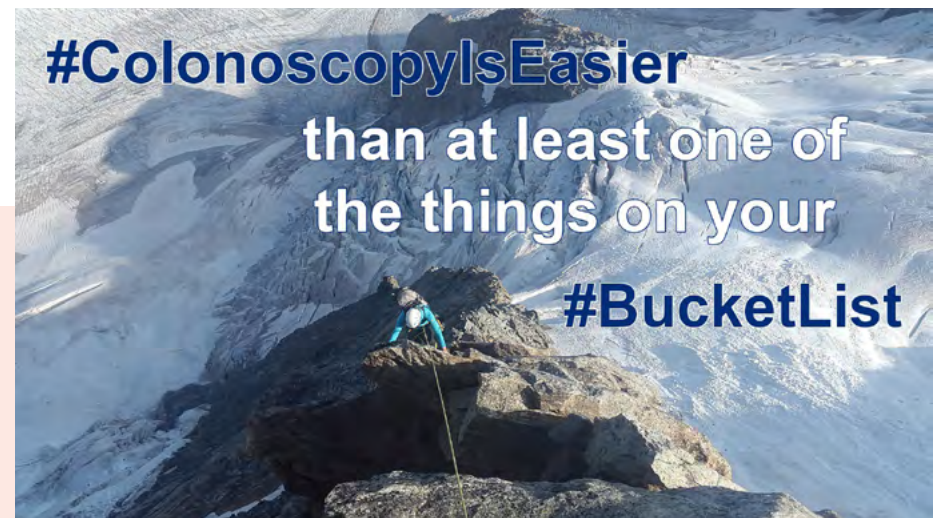
- ASGE’s social media campaign promotes the hashtag #ColonoscopyIsEasier. The hashtag has a few meanings. First, people typically procrastinate about getting their first colonoscopy around age 50 to screen for CRC. We want them to know that it’s really not a difficult procedure. With that in mind, we presented various lighthearted memes about “things that are actually harder than a colonoscopy.” Second, we wanted to drive home the point that getting screened is much easier than the alternative – missing your kids’ milestones, going through chemo, etc.



- ASGE posted frequently during March on Twitter, Facebook and LinkedIn. Many of the posts included links to resources developed especially for the ASGE campaign, thanks to funding from the ASGE Foundation, including a new TED Ed animation, a poster, and radio spots in English and Spanish.
- Across all platforms, the campaign reached more than 600,000 viewers, attracting the attention of *Us Weekly*, which mentioned ASGE in connection with Jimmy Kimmel’s televised colonoscopy, and hundreds of other news outlets, organizations, physicians and individuals. Not only did our fans share ASGE content with their own families, friends and patients; they also engaged in the conversation with their own ideas about what Colonoscopy Is Easier than! ASGE won a Digital Health Award for the campaign.

## Radio Spots

- ASGE created two radio news spots – one in English and one in Spanish – featuring Dr. Karen Woods and Dr. Hernando Gonzalez. These spots aired on more than 1,000 stations and reached an estimated audience of 8.1 million listeners over a three-week period in March.





# Crystal Awards



# Crystal Awards

ASGE honored several outstanding gastroenterologists who have contributed to the advancement of GI endoscopy during the '80s-themed Crystal Awards event on June 3, at the Ronald Reagan Building and International Trade Center in Washington, DC.

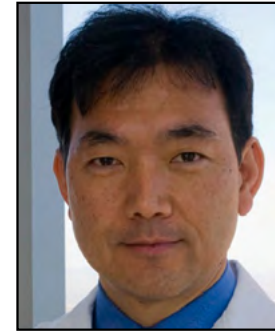


**Rudolf V. Schindler Award**



Grace H. Elta, MD, FASGE

**Master Endoscopist Award**



Norio Fukami, MD, FASGE

**Distinguished Service Award**



Frank J. Chapman, MBA

**Distinguished Educator Award**



Frank G. Gress, MD, FASGE

*"Rudolf Schindler was the father of gastroscopy and of the "club" that eventually became the American Society for Gastrointestinal Endoscopy. I am awed by the list of prior Schindler awardees and am deeply honored to be included."*

– Grace H. Elta, MD, FASGE

# Crystal Awards

## Distinguished Endoscopic Research Mentoring Award



Peter B. Kelsey, MD, FASGE

## International Service Award



Ajay Kumar, MD

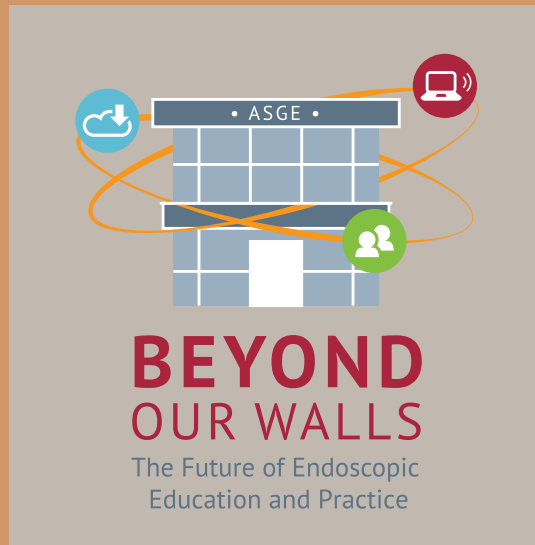
## President's Award



Kenneth K. Wang, MD, FASGE



*"It is a tremendous honor to receive the 2018 ASGE Master Endoscopist Award and I would like to humbly accept this award with heartfelt gratitude. Since I joined ASGE over 15 years ago, I took every opportunity to learn from exceptional members of ASGE with innovative minds, vast knowledge and mastery of endoscopic procedures. As dual-trained in U.S. and in Japan, I would like to recognize the crucial role of both U.S. masters and Japanese masters who directed and guided me to the right path to achieve, elevate, and innovate endoscopic techniques for the benefit of patients, and who emphasized the importance of education to improve global health care delivery. I feel there is no greater honor to be recognized by the colleagues and masters of endoscopy of ASGE." – Norio Fukami, MD, FASGE*



## Beyond Our Walls Campaign

Thank you to our generous supporters for helping ASGE take a giant leap Beyond Our Walls!

BEYOND  
OUR WALLS

The Future of Endoscopic  
Education and Practice

Launch Partner – \$1,000,000



Emerald Supporter – \$250,000



Ruby Supporter – \$100,000



Sapphire Supporter – \$50,000



Jade Supporter – Up to \$24,999



Diamond – \$50,000 or more

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As of March 1, 2019





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generous donors!



## Thank you to our generous donors!

ASGE graciously acknowledges the members, companies, and foundations and friends who generously support ASGE's mission to advance patient care and digestive health by promoting excellence and innovation in gastrointestinal endoscopy with their annual gifts to the ASGE Foundation.

Contributions from our generous donors help to underwrite many ASGE education, practice improvement, research and public outreach initiatives.

The following contributions to the ASGE Foundation were received between January 1 and December 31, 2018.

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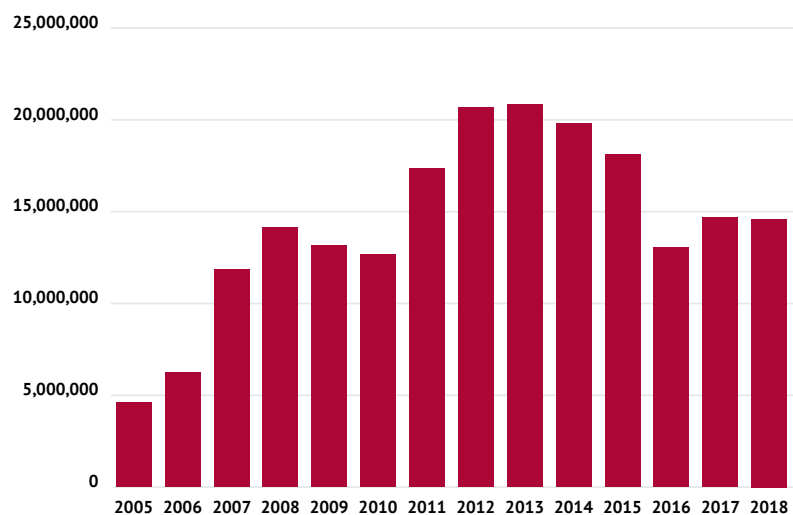
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# 2018 Financial Statements

## American Society for Gastrointestinal Endoscopy (ASGE) Foundation Statement of Financial Position as of December 31, 2018 and 2017

	12/31/18	12/31/17
<b>TOTAL ASSETS</b>	\$ 20,996,177	\$ 21,499,418
<b>TOTAL LIABILITIES</b>	970	3,813
<b>NET ASSETS:</b>		
Unrestricted Fund	14,603,318	14,707,870
Temporarily Restricted	1,222,593	1,633,438
Permanently Restricted	5,169,296	5,154,297
<b>TOTAL NET ASSETS</b>	\$ 20,995,207	\$ 21,495,605

### ASGE Foundation Net Assets as of December 31, 2018



The decrease in the ASGE Foundation's net assets shown in 2014-2016 is mainly due to budgeted transfers of funds from the IT&T Capital Campaign to the Society to support operations of the Institute for Training and Technology.

## Statement of Activities for the Twelve Months Ending December 31, 2018

	Unrestricted	Temporary Restriction	Permanent Restriction
<b>REVENUES</b>			
Other Income	\$ 3,200	\$ -	\$ -
Special Events	53,850	-	-
Contributions	1,417,493	57,500	15,000
Grants	-	-	-
Affiliate Transfer	- 65,300	-	-
Net Assets Released From Restriction	285,300	-285,300	-
<b>TOTAL REVENUES</b>	1,474,543	57,500	15,000
<b>TOTAL EXPENSES</b>	783,215	-	-
<b>REVENUES OVER EXPENSES</b>	691,328	57,500	15,000
<b>TOTAL INVESTING ACTIVITY</b>	-600,380	-183,045	-
<b>INCREASE IN NET ASSETS</b>	310,948	-410,845	15,000
Net Assets, Beginning of Year	13,148,364	1,633,438	5,154,296
<b>Net Assets End of Period</b>	14,603,318	1,222,593	5,169,296

ASGE and ASGE Foundation audit report and financial statements are available upon request.



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