

Customer Spotlight

ASE transforms medical education with Vimeo's AI tools

The American Society of Echocardiography (ASE) is a nonprofit organization dedicated to advancing cardiovascular ultrasound imaging education. With a diverse audience of cardiologists, sonographers, veterinarians, and nurses, ASE produces over 100 educational activities annually. ASE celebrates its 50th year and is nearing 20,000 paid members.



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100+

educational activities
produced annually



20%

year-over-year
increase in event
registrations



10% time
saved

on manual content
creation using AI
workflows

Challenge

ASE historically relied on basic presentations to inform ultrasound specialists about evolving trends and innovations within heart-related medical practices. As a nonprofit, its small team struggled with scaling, optimizing and managing

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"We have a ton of content that is recorded from our live courses and conferences, and it was really important for us to find ways to repurpose that content," says Liz Foster, Senior Director of Online Educational Activities at ASE. "And The most important part to that is to make it time efficient too, because with a small staff, it takes incredible amounts of time, as you know, to develop any type of online content."

ASE needed a better way to store, search, and repurpose video content. Additionally, as the organization sought to modernize its offerings, it needed interactive elements to make courses more engaging while keeping production time manageable. "Our main goal was to bring our online education content into the 21st century," explains Liz.

"When we got AI capability, it would automatically transcribe,



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...the changes. The amount of time that my nonclinical staff take trying to create creative descriptions is a lot. An AI component that does it and does it well is invaluable to us"

Liz Foster,

Senior Director of Online Educational Activities at ASE



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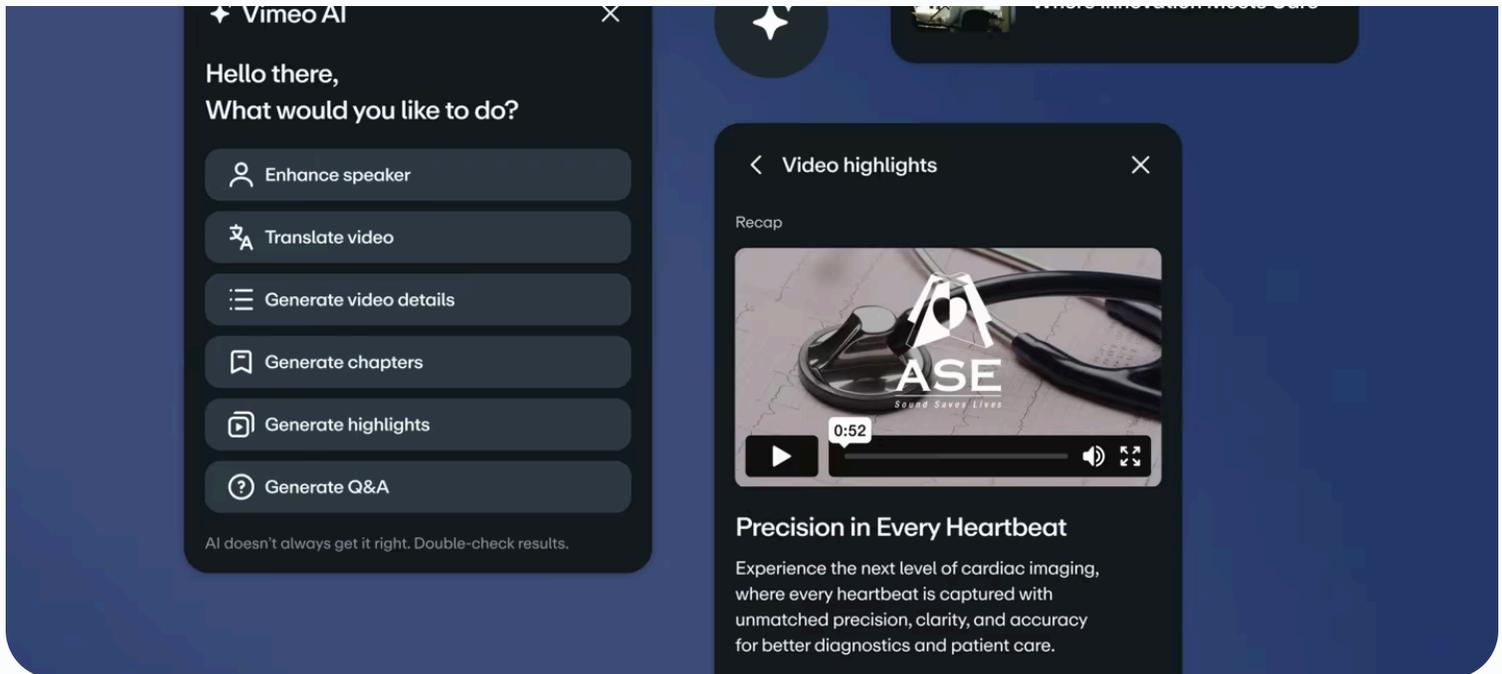
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Solution

When ASE adopted Vimeo, the platform quickly became a game changer for the team. AI-powered tools helped streamline content creation from the get-go, automatically generating transcripts, translations, and even quiz questions for continuing medical education (CME) courses. "I've seen simple versions of AI with video before, but the accuracy with the Vimeo AI is excellent," says Liz. "Even down to the medical terminology that's used, it's normally spelled correctly!"

Interactive video features allow ASE to build more engaging learning experiences, while



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libraries for on-demand access. Liz adds now highlight reels have improved ASE's audience's learning experiences, too. "From a user perspective, in our education catalog, it's sometimes hard to envision what an online course looks like by just reading what topics are included. We normally take the reel and put it in the description so people can have a little demo of what the course looks like ahead of time."

"I appreciate the constant innovation that Vimeo is doing. We receive updates and new functionality almost every month, and there's so much support that I



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What we can do.

Liz Foster,
Senior Director of Online Educational Activities at ASE

Outcome

Vimeo's AI-driven tools have streamlined content creation, reducing manual workload and enabling ASE's small team to produce high-quality educational materials efficiently. With the introduction of livestreaming capabilities, ASE's Scientific Sessions event has seen a 20% year-over-year increase in registrations, ensuring broader engagement.

Meanwhile, ASE has found new smart integrations like QR codes in printed guides that now link directly to video demonstrations, making complex ultrasound techniques easier to grasp in real time. By staying flexible and forward-thinking in its approach, ASE continues to modernize cardiovascular learning with Vimeo as a key partner.



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