

BRITISH SOCIETY OF ECHOCARDIOGRAPHY

EVENT ENDORSEMENTS 2023-24



BRITISH SOCIETY OF ECHOCARDIOGRAPHY

ABOUT EVENT ENDORSEMENT

The British Society of Echocardiography (BSE) was formed in 1990 to promote the study and advancement of cardiac ultrasound imaging and Doppler techniques, through professional representation, education and quality benchmarking. Membership is made up of cardiac physiologists, clinicians and others involved in cardiac ultrasound. With over 3500 members across the UK and further, event endorsement is a great opportunity to demonstrate the value of your offering.

We will endorse educational courses that meet our criteria and standards as shown overleaf. Only courses which have been submitted for consideration against our criteria and granted endorsement can advertise their course as 'Endorsed by the British Society of Echocardiography' and use the BSE logo. Otherwise, we do not endorse any product or service and the BSE name must not be used. Endorsement lasts for one financial year at which time you will need to re-apply. Re-application within this period will also be required if the course content changes from your original application.

As part of endorsement the assessor will decide whether the course can qualify for BSE re-accreditation points at a rate of four points per full day (eight hours) and two points per half day (four hours). This decision will be made on whether or not the course:

- Reinforces essential knowledge and is therefore appropriate for re-accreditation or
- Extends knowledge and is therefore appropriate for re-accreditation

Decision regarding endorsement rests with an allocated assessor who will be an independent reviewer with no conflict of interest in relation to the provision of the course. The decision of the assessor is final. If endorsement is withheld the applicant can expect to receive written feedback about the requirements which need to be met to achieve endorsement. Endorsement may be granted by review of course material, discussion with the course leader or attendance at part, or the entirety of the course as deemed appropriate by the course assessor.

ENDORSEMENT CRITERIA

COURSE LEADER

Must be accredited with the BSE in a relevant subspecialty of echocardiography: for example a course directed at Level I could be run by a qualified Level II or Level I practitioner.

COURSE COMPONENTS

The modules or subjects discussed should match the relevant curriculum as per the BSE website. We do not insist on complete coverage of the curriculum, however where less than 30% of the curriculum is covered you may not be granted endorsement.

Please note we are not able to endorse courses that look to create new certification processes from different parts of BSE curricula, for example Level I curriculum with additional measurements: nor can we endorse courses which provide any form of competency sign off which is intended to replace accreditation pathways. We will however look to endorse courses that build advanced or specialist knowledge on existing BSE curricula.

EDUCATIONAL ACTIVITIES

The course assessor needs to be satisfied that the educational approach taken for each section of the course matches the stated aims. For example, practical skills need to be taught in reasonable sized groups with adequate equipment and adequate trainer to learner ratios.

FEEDBACK

Feedback on the course must be collected in an anonymised format. A summary of the feedback must be provided following each course. This feedback will be reviewed by the allocated assessor. The BSE reserves the right to cancel endorsement within the endorsement period if feedback from the course is unsatisfactory.

ENDORSEMENT COSTS

	Standard Educational courses charging in a delegate rate excess of £60	Discounted Educational courses charging a maximum delegate rate of £60	Free Educational courses with no charge
Event or course endorsement (includes ECHO listing and BSE points application)	£350	£250	£150
Additional date(s) (within the financial year)	£150*	£100*	£50*
Re-application for consecutive year (where content has not changed)	£250	£150	£50

We also offer a range of advertising options to suit your needs across three key categories, more information on which can be found [here](#).

- Events
- Recruitment
- Commercial products

To book advertising, discuss bespoke packages or if you have any other queries, please contact Hatty Grant, Marketing and Events Officer at events@bsecho.org.

ENDORSEMENT PROCESS

Complete the fillable form below, pay the applicable fee and email the form with the full programme to accreditation@bsecho.org. Applications that are correctly submitted (including payment) can take up to 12 working days to process.

Applications must be submitted at least 8 weeks before the event date.

**Block booking discounts available. 10% discount when adding 3 or 4 dates, 15% discount when adding 5+ dates*

ANONYMISATION OF PATIENT DATA

This policy also applies to all presentations or lectures given during events that have applied for, or are in receipt of, BSE points or endorsement. It is the responsibility of course organisers to ensure invited speakers are aware of this policy. All speakers must ensure that all presentation material is anonymised.

Guidance is provided to NHS staff in the [NHS Code of Practice on Confidentiality](#) (November 2003).

The duty of confidentiality arises out of the common law of confidentiality, professional obligations and staff employment contracts. Breach of confidence may lead to disciplinary measures, bring into question professional reputation and possibly result in legal proceedings.

Patient information that can identify individual patients is confidential and must not be used or disclosed. In contrast, anonymised information is not confidential and may be used.

Key identifiable information includes:

- Patient's name, address, full post code, date of birth
- NHS number and local identifiable codes
- Anything else that may be used to identify a patient directly or indirectly. For example, rare diseases, drug treatment or statistical analyses which have very small numbers within a small population may allow individuals to be identified.

Anonymisation requires the removal of such information from all reports and images.

We appreciate that the removal of patient ID from cases may be difficult depending on the machine being used. We therefore advise that images for use in presentations are specifically collected for that purpose and the data inputs are made relevant to your presentation or library collection.

In instances where these stipulations have been breached, the BSE will reconsider future use of the presenter, or withdrawal of BSE points or endorsement.



British Society of Echocardiography

Event endorsement application form

Please complete and return to accreditation@bsecho.org. We will respond to your query within 3 days of receiving the completed application.

Event name			
Organisation			
Date			
Start time		End time	
Venue			
Cost per delegate			
Number of delegates			
Course leader	Name		
	BSE number		
	Email address		
	Telephone number		
Course contact	Name		
	Email address		
	Telephone number		
Has this course been endorsed within the last year?		Reference number	
BSE curriculum area			
Course focus			
Course content	Please attach full programme to email		
Planned non-BSE advertising (including URLs as appropriate)			



British Society of Echocardiography

Payment information

Please refer to the [event endorsement guidelines](#) to calculate the appropriate cost.

I agree to pay the British Society of Echocardiography £ for this event endorsement application.

Payment method (tick as appropriate)	<input type="checkbox"/>	Credit or debit card	Please provide the appropriate email for us to send you a PayPal request:
	<input type="checkbox"/>	Invoice	Please provide your PO number and email a copy of PO document to accreditation@bsecho.org :

Signed	
Print name	
Date	