

CASE FOR SUPPORT FOR:

VISION

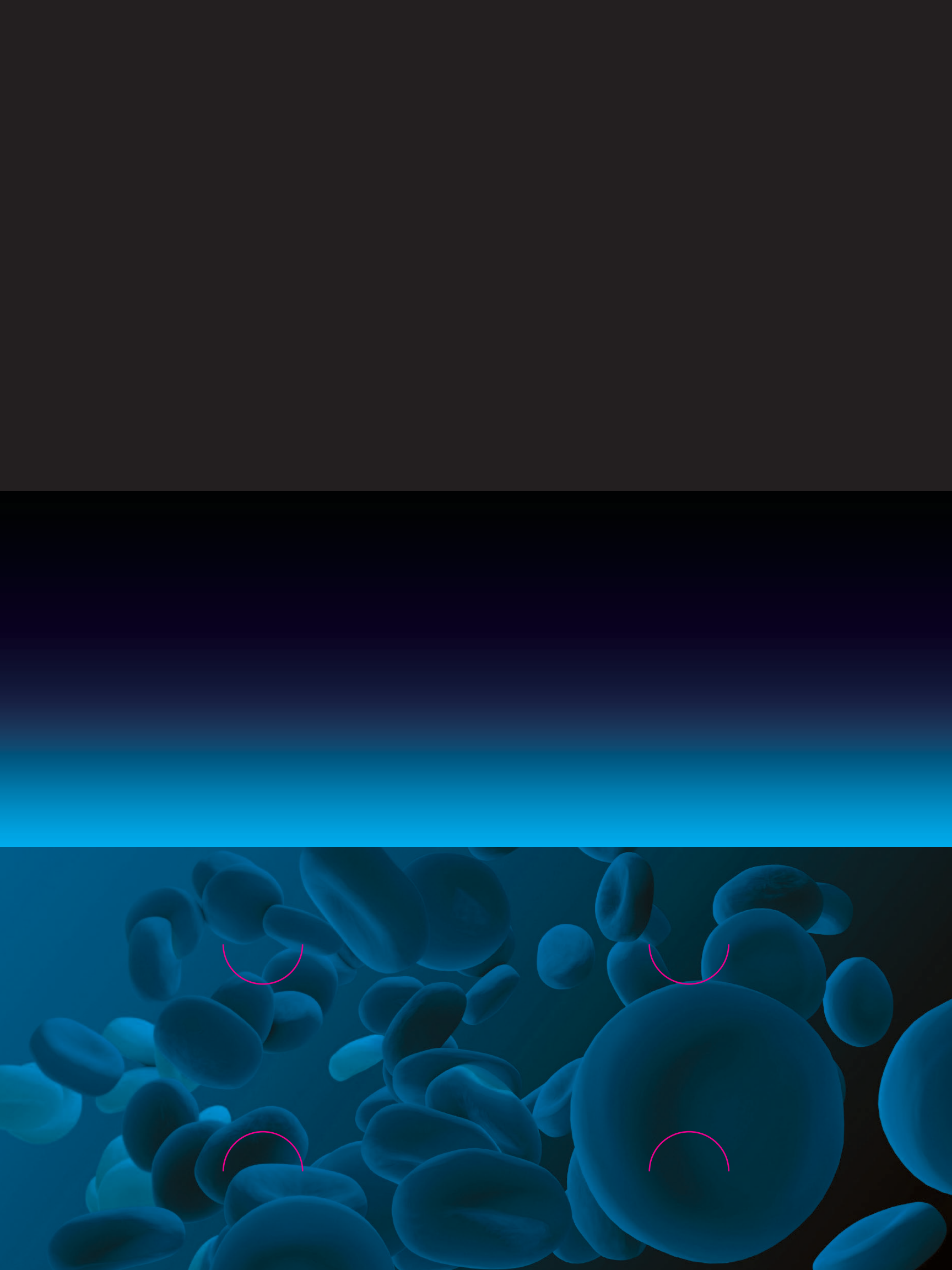
for T O M O R R O W



a capital initiative to
renew funding for



American College of
PHLEBOLOGY
FOUNDATION





Letter from ABPh Board

Our ultimate goal for phlebology is its acceptance as a stand-alone specialty, one that is the equal of other longer-tenured specialties.

Though our road to acceptance is a long and demanding one, we have made significant initial strides. The first Board certification exam, underwritten by the American College of Phlebology Foundation (ACPF) in 2008, established a professional standard for comprehensive vein care. This exam for certification represents a critical milestone, setting us on course to meet our next immediate challenges: the formal establishment of independent academic fellowships, a clear commitment by physicians within the discipline to establish standards and provide quality care, as well as the ability to be independently self-sustaining.

The materials presented here outline a phased strategy designed to advance the level of comprehensive vein care provided by practitioners to those suffering from venous disease, and to elevate the specialty of phlebology in the eyes of the public and our health care colleagues.

I encourage you to make a commitment to the ACPF, to renew this vital resource that will help us meet our goals as we establish professional standards of care for patients with venous disease.

Steven E. Zimmet, MD
Chairman, Board of Directors
American Board of Phlebology (ABPh)

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American College of
PHLEBOLOGY
FOUNDATION

National Steering Committee



Ted King, MD
Co-Chair
Vision for Tomorrow



Neil Sadick, MD
Honorary Co-Chair



Helane Fronek, MD
Honorary Co-Chair



Steering Committee Members



Scott Brooks
BSN-JOBST, Inc.
President, US & Canada



Jeffrey Bundy
Ultrasound Business Unit
Siemens Healthcare
CEO



John Cody
medi USA
President



Dennis Condon
Merz Aesthetics
President & CBO



David W. Doster
Sr. Global Product Manager
AngioDynamics



Stephen F. Daugherty, MD,
FACS, RVT



Dan Doman
Vein Clinics of America/
IntegraMed Interventional
President & CEO



Steven M. Elias, MD,
FACS, FACPh



Mark H. Meissner, MD



Diana L. Neuhardt, RVT



Paul McCubbin
BTG
General Manager (Varisolve)



Melvin Rosenblatt, MD,
FACPh



Armen L. Roupenian, MD,
FACS



Marlin W. Schul, MD,
FACPh, MBA



Mark A. Turco, MD
Covidien
CMO



"As Director of the phlebology fellowship at New York University, I am pleased to have a role in developing an institutional connection between medicine and the practice of phlebology."

Lowell F. Kabnick, MD, FACS, FACPh, RPhS
Director, New York University Phlebology Fellowship

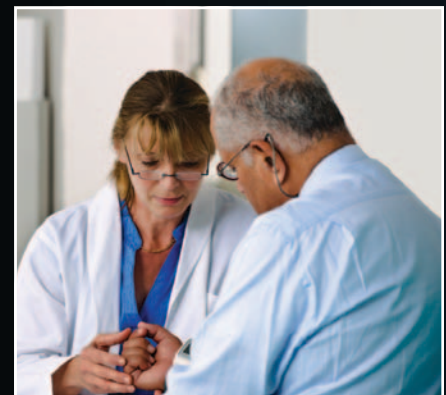
VISION

for TOMORROW

Our Past

The American College of Phlebology Foundation (ACPF) is an investment platform for individuals and organizations that share an interest in advancing the medical specialty of phlebology. The leadership works in partnership with medical practitioners, manufacturers, vendors and patients to collectively fund projects designed to impact the treatment of venous disease. Since our inception in 2005, the Foundation has invested \$4 million in projects that are having a positive effect on this community.

With dedicated partners like the American College of Phlebology (ACP), the American Board of Phlebology (ABPh) and other organizations that share our interest in comprehensive vein care, the Foundation secures financial support for initiatives vital to the advancement of phlebology.



In five short years, our commitment to projects that promote education, research and professional growth in phlebology has directly contributed to the following achievements:

- Recognition of phlebology as a medical specialty by the American Medical Association (AMA) and the American Osteopathic Association (AOA)
- Accreditation Council for Continuing Medical Education (ACCME) awarding Category 1 status to the CME programs of the American College of Phlebology
- Creation of the American Board of Phlebology (ABPh)
- Recognition for 520 physicians who have achieved the professional standard of ABPh Diplomate
- Development of professional standards for the practice and treatment of comprehensive vein care for physicians, nurses and technologists
- Eight (8) basic and clinical research initiatives in venous disease
- Research and development of a standard of care document for Foam Sclerotherapy (2010)
- Forty-six percent (46%) increase in medical practitioners self-defining their professional interest in phlebology
- Twenty-nine percent (29%) increase in physicians self-defining their own medical practice as specializing in phlebology
- Creation of the first academic fellowship programs (University of California San Diego, New York University) in phlebology
- Twelve (12) educational programs for advanced practitioners in compression therapy, sclerotherapy, ultrasound and venous hemodynamics
- Thirty-six (36) phlebology preceptorships established to provide one-on-one training in phlebology
- One hundred five (105) scholarships for residents to attend the ACP Annual Congress
- Curricula and educational programs that support Board certification utilized by 600 physicians

In addition, the American College of Phlebology has received global recognition from its international peers in its selection as host for the International Union of Phlebology (UIP) 2013 World Congress. This is the first time in the UIP's 50-year history that its World Congress will be held in the United States. These achievements are only the beginning of a broader vision for the specialty. Additional projects to reinforce the professional practice of comprehensive vein care have been planned and are ready to be put into place. They are wholly dependent on continued investment.

Our Present

Over the past 5 years, many medical organizations report serious decreases in membership, attendance and exhibit support. The American College of Phlebology can report the opposite. Since the creation of the Foundation, the ACP has continued to grow as an organization showing significant increases in every category of membership, exhibit performance and educational outcomes.

Year (Fiscal)	Membership	Physicians	Practitioners	Attendance Congress / Regional
2005 - 2006	1,413	1,228	185	657 / 152
2006 - 2007	1,488	1,280	208	765 / 119
2007 - 2008	1,864	1,567	297	934 / 272
2008 - 2009	2,011	1,603	408	894 / 191
2009 - 2010	2,057	1,585	472	973 / 182
2010 - 2011	2,012	1,569	443	825* / 296
Period	46% increase	29% increase	155% increase	48% / 20% increase

*Estimated



VISION

for TOMORROW

The American Board of Phlebology also proudly reports the continued success of the Board certification exam, setting a professional standard for the practice of comprehensive vein care:

Year	Registered	Diplomates	Percent
2008	276	248	90%
2009	190	164	86%
2010	88	63	72%
2011	59	45	76%
Total	613	520	84%

Despite challenging economic conditions, significant medical and insurance reforms, and widespread lack of awareness of venous disease in medical and patient communities, the ACPF has soundly established itself as a base of support for the specialty. Foundation leadership proudly reports that 70% of every dollar raised in the first campaign (2005) was directly spent on, or is currently earmarked for, the original initiatives achieved.

In order to continue with the advancement of phlebology as a specialty and to maintain the progress achieved to date, it is critical that resources be renewed through the Foundation.



VISION

for TOMORROW

Our Vision

Leaders in the phlebology community are committed to seeing the specialty achieve universal recognition by medical professionals and patients.

Our leadership is committed to promoting patient health education initiatives through developing consensus driven positions in venous disease treatment. The ACP believes it cannot do this alone, and with the ACPF, is supporting several joint initiatives in venous care.

The ACP is forging collaborative relationships with the:

- Venous Disease Coalition (VDC) to support public awareness of deep vein thrombosis (DVT);
- American Venous Forum (AVF) and the Society for Interventional Radiology (SIR) to develop new methodology and approach recommendations on phlebologic treatment for insurance providers;
- Society for Vascular Ultrasound (SVU) to promote patient awareness of ultrasound procedures.

Beyond such collaborations, it remains necessary for the Foundation to continue to invest in basic clinical research and professional outreach to other medical practitioners and patient populations.

All of these undertakings create significant opportunities to gain recognition and acceptance for phlebology as well as an opportunity to pursue growth initiatives.



Professional Research on the Specialty

The College could expand phlebology's influence in medicine by framing critical issues affecting its practice. Vital information that would help formulate those issues is unavailable simply because no mechanism exists to collect it from our membership. The ACP supports and endorses the medical registry of the American Venous Forum (AVF) as a valuable repository of clinical information on venous disease, but sees a need to augment such data collection efforts.

Our leaders are convinced a collaborative approach to quantify, interpret and analyze practical information on comprehensive vein care is possible within the venous community. The efforts of the Intersocietal Venous Insurance Government Relations Committee (IVIGRC) reinforce this opinion. The IVIGRC is a joint effort that includes representatives from the ACP, AVF, and SIR tasked with addressing insurance reimbursement issues affecting patient service.

The ACP will seek collaborative partnerships to define and identify solutions to other community challenges like:

- Defining the undiagnosed venous disease patient population in North America
- Establishing demographic baseline information on patients affected by venous disease using ethnicity, age, gender and other related factors
- Studying the practical impact of non-physicians on the continuum of care in phlebology
- Understanding the prevalence of Chronic Venous Disease and its treatment
- Defining the practice of phlebology in North America from a macroeconomic standpoint
- Looking at the prevalence of various treatments within a specific demographic
- Quantifying the impact of the ABPh certification on patient experience
- Projecting the practical needs of phlebologists of tomorrow

These practical research interests are currently being prioritized. Several of them are anticipated as deliverables in the next eight (8) to fifteen (15) months. All of these topics are considered updatable and are anticipated to yield important benefits to practicing phlebologists.

Educational Alternatives for the Medical Practitioner

The ACP completed a survey with 558 participants in January of 2011 to gauge how our members wanted to move forward and which types of programs should be given priority after our recent achievements. A significant majority of the respondents confirmed hands-on workshops and advanced symposia remain vital to most practitioners in phlebology (71%) as a source of continuing medical education (CME). Nothing compares educationally to the opportunity to see, feel, touch and work with patients who suffer from venous disease. Existing and new education programs will continue to seek funding as needed from the Foundation.

However, educational alternatives that provide CME but at the same time are effectively designed to minimize out-of-practice time for practitioners were also shown by participants to be the next best alternative to attending hands-on symposia.

Working in collaboration with the ABPh and others, the College believes it can support the maintenance of various certifications in phlebology for its members through the use of distance learning vehicles.

Digital products will be unveiled starting in November 2011.





Enhancement of Public and Professional Awareness

Defining excellence in the field of comprehensive vein care is dependent on the establishment of accepted professional standards that are communicated to an identified, informed patient community.

Working through selected public organizations and in connection with its targeted growth initiatives, the College will expand the scope and dissemination of information to gain acceptance of defined standards of patient care for medical practitioners and venous disease patients. The College will utilize web-based information, printed materials and spotlight ACP media achievements with such programming as the recent Arizona Public Broadcasting System (PBS) special.

The Foundation, building on the success of the "Ask a Vein Care Expert," has recently funded a more comprehensive documentary. Dealing with the science of phlebology and the evolution of treatment, this program will run on PBS stations across the country.

A national media campaign using paid advertising is too expensive to conduct in our foreseeable future. However, the College is working to develop materials for and coordinate a national Venous Disease awareness week using public and affordable media channels. This will begin in 2012.

The College will provide additional support to practitioners by producing information kits, promotional materials and other supplies or publications through its Speakers Bureau. The College will also coordinate opportunities for ACP members to volunteer and participate in this grassroots effort.



Our Future - An Invitation to Leadership

To see its broad strategy come to fruition, the Foundation will pursue a challenge goal of \$4 million in pledged support by the end of 2012. This support must be committed over the next three to five years. The ACPF has launched **"Vision for Tomorrow"** to meet this objective.

Vision for Tomorrow is an investment in the future of phlebology as a profession, industry and specialty. We invite you to join with other visionaries by investing in the renewal of this valuable resource. Take this ready opportunity to define your commitment to the promotion of new education, research and public awareness programs. Take an active part in the advancement of comprehensive vein treatment and care for the millions of people in North America who have venous disease.

All commitments:

- May be pledged over a minimum two (2) and maximum five (5) year period
- Are not expected to begin to be paid until late 2011
- Can be scheduled according to your preferences (annually, quarterly, etc.)

The ACP Foundation is a 501(c)3 organization and all paid commitments are deductible as charitable contributions to the fullest extent permissible by law.

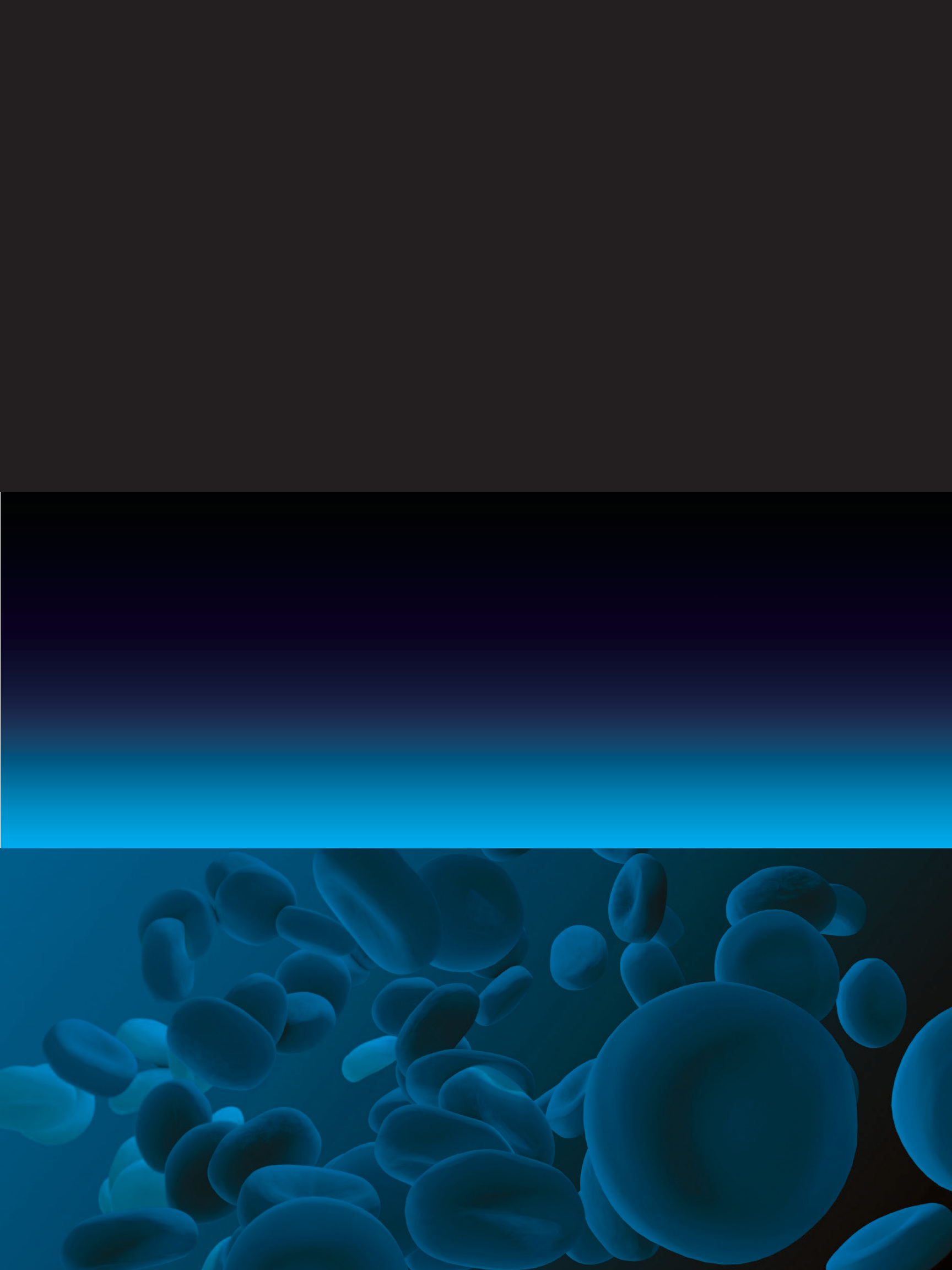
Organizational contributors will be recognized within the following categories:

Recognition Level	Annually	Full Commitment
Chairman	\$100,000	\$500,000
Executive	\$75,000	\$375,000
Founder	\$50,000	\$250,000
Leader	\$40,000	\$200,000
Visionary	\$30,000	\$150,000
Director	\$20,000	\$100,000
Partner	\$15,000	\$75,000
Supporter	\$10,000	\$50,000
Friend	\$5,000	\$25,000
Donor	Under \$5,000	Under \$25,000

All pledges will be recognized according to the expressed interests of our contributors.

Paid organizational commitments at or above the Supporter's level will be recognized publicly on stage at the ACP Annual Congress in 2012. Recognition programs were designed to comply with all published CME, PharmaCode, and AdvaMed standards, and are available by contacting the ACP office.

Specific recognition programs for ACP members are also established for various giving levels.





Our Leadership

This new initiative is a continuation of our initial fundraising effort, Foundation for the Future of Phlebology (2005). Past ACP presidents, Drs. Helene Fronck and Neil Sadick volunteered to serve as Honorary Co-Chairs for this important initiative, offering their experience and assistance in recruiting fresh leadership for this next phase of our project.

Because of their efforts, the Foundation is pleased to introduce the national leadership for this second capital campaign. Serving as the National Steering Committee Chair is Dr. Ted King who has been instrumental in our success to date.

Let your investment in renewed funding for the American College of Phlebology Foundation (ACPF) establish your long-term commitment.

The National Steering Committee is dedicated to pursuing a challenge goal of \$4 million in renewed commitments before the end of 2012 for investment in advancing the specialty of phlebology.



On behalf of the millions of North American patients with undiagnosed and untreated venous disease and the thousands of medical professionals working to change this, we thank you for your time and interest.

A handwritten signature in black ink that reads "Nick Morrison, MD".

Nick Morrison, MD
Chairman, Board of Directors
American College of Phlebology Foundation



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