

FOUNDATION FOR THE FUTURE *of Phlebology*

A capital initiative to fund the creation of the:



American College
of Phlebology

Foundation



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Steven Zimmet, MD

Letter from ACP President

The materials found in this publication outline an important new vehicle for advancing the growth of the practice of phlebology – the American College of Phlebology Foundation (ACPF).

ACPF will serve this professional community and present itself as a platform for securing technical and financial resources considered vital to educating and training anyone with an interest in diagnosis and treatment of venous disease.

Through investment in education and research initiatives, the ACPF will begin to assist its dedicated partner, the American College of Phlebology (ACP), in the pursuit of a variety of major professional growth projects aimed at enhancing the practice and public understanding of venous disorders. The ACP Board of Directors is proud to welcome this new partner to the effort.

We are especially pleased to see the personal commitment of the volunteers involved in making the ACPF a reality. The sacrifice of these leaders, both physician and corporate, is a testament to their personal commitment to this specialty. We are enormously pleased with the success of the Steering Committee for the *Foundation for the Future of Phlebology* capital campaign under the leadership of its Co-chair's Dr. Nick Morrison and Dean Bender, Vice President of BSN-Jobst.

On behalf of the Board of Directors, I would like to thank you for your interest in supporting the development of this medical specialty through your investment in its mission.

I strongly encourage you to consider making a personal commitment to this historic effort and to join the growing list of people and organizations that share and understand the vision we have for the future of phlebology.

In grateful recognition of your future support,

Steven Zimmet, MD
President, Board of Directors
American College of Phlebology

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Nick Morrison, MD



Dean Bender
Vice President, BSN-Jobst

Letter from ACP Co-Chairs

Vision is an amazing thing. It requires knowing the lessons of the past, seeing a clear picture of what is happening today, and knowing where you want to be tomorrow.

In 2005, the American College of Phlebology's Board of Directors decided the time had come to pursue some visionary thinking. Celebrating its twentieth year, the College took a long hard look at itself. First, it established a written vision for where it wanted to be and then assessed the College's ability to get there.

Quickly, the College realized it needed an inclusive partner to pursue many of the ideas identified as important to the future growth of phlebology. The American College of Phlebology Foundation (ACPF) was their answer. To fund and support the creation of the ACPF and its mission, a Steering Committee was assembled from leaders in this medical specialty.

The Steering Committee understood the College's vision and recognized the need for a symbiotic partner. The task was to find others who shared their vision for the future of phlebology.

The response to their efforts has been truly amazing. Together, the Steering Committee through the *Foundation for the Future of Phlebology* project, has pledged to raise a minimum of \$3 million by November 2006.

As the project's Co-chairs, we want to take this opportunity to invite you to join with us in our vision for the future of this rapidly growing medical specialty.

Sincerely,

A handwritten signature in black ink, appearing to read "Dean Bender".

Dean Bender
ACP Corporate Co-Chair,
Steering Committee
Vice President, BSN-Jobst

A handwritten signature in black ink, appearing to read "Nick Morrison, MD".

Nick Morrison, MD
ACP Member Co-Chair,
Steering Committee

Steering Committee

Please recognize the personal sacrifice, leadership, commitment and vision of the *Foundation for the Future of Phlebology* project volunteers who have placed their professional reputations behind this effort to create the American College of Phlebology Foundation:



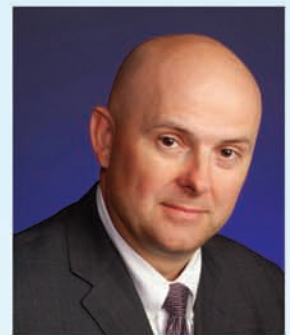
Dean Bender
*Vice President,
BSN-Jobst*



Tom Feick
*Chief Financial Officer,
BioSound Esaote*



Helane Fronck, MD



Eammon Hobbs
*President & CEO,
AngioDynamics*



Nick Morrison, MD



Neil Sadick, MD



Robert Weiss, MD



Albert Beraldo
President & CEO,
Bioniche Pharmaceuticals



Brian Farley
President & CEO,
VNUS Medical Technologies



Lowell Kabnick, MD



**Pauline Raymond-
Martimbeau, MD**



Robert Min, MD



James Wylie, Jr.
President & CEO,
Diomed



Bruce Sanders, CAE
Executive Director, ACP



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American College of Phlebology (ACP)



Phlebology, as a medical specialty, has experienced enormous growth - technically, medically and scientifically. In response to growing patient demand, more physicians are adding phlebology to their scope of patient services. As a result, the demand for quality education for physicians and other professionals in this area of medicine has never been higher.

The American College of Phlebology (ACP) is the largest organization inclusively dedicated to the education of physicians and medical professionals serving patients in the area of venous disorders. Since 2000, ACP has seen tremendous growth.

By the end of 2005, ACP has experienced:

- Double digit percentage growth in membership annually since 2001 reaching over 1,500 members;
- The largest Annual Meeting in the organization's history;
- Double digit percentage growth in attendance at its major educational meeting annually since 2001;
- Creation of a Speakers Bureau to provide lectures on phlebology to medical training programs; and
- The First American hosting of the World Congress of Phlebology.
- Recognition of phlebology as a self designated medical specialty by the American Medical Association.

In fact, the 2004 and 2005 ACP Annual Meetings equaled the international 2003 World Congress in attendance and surpassed it in the number of exhibitors. All of these facts are clear signs of growth and indicate the time for the next step in the evolution of this specialty is at hand.

To support, promote and foster the continued growth of the practice of phlebology, the ACP Board of Directors commissioned a study to examine the immediate needs of its physician members, which was extended to canvass the opinions of industry friends and supporters.

ACP recognized an immediate need to provide:

- More educational opportunities for practitioners,
- Broader support for baseline research interests, and
- Public efforts to promote patient and professional recognition of phlebology as a specialty.

However, as an organization dedicated exclusively to the interests of medical professionals in this emerging area of medicine, ACP acknowledged its own organizational limits.

With the guidance of the American Medical Association (AMA) and the Accreditation Council for Continuing Medical Education (ACCME), the Board of Directors believes that to address the emerging needs of phlebology and maintain a focus on serving its own membership, the College needs a partnership with an organization equally dedicated to the advancement of phlebology.

Rationale for Creating an ACP Partner Organization

The Board of Directors realized the best way to accomplish this goal and ensure its vision for the future of the profession was to create a place where those interested in supporting education, research, or public awareness of phlebology were welcome to financially support a charitable organization. In response to identified need, the Board supported the creation of a new Foundation.

Researching this concept, ACP leadership identified clear definitions and roles for all alliances and partnerships involved with medical associations. Based on guidelines established by the Accreditation Council for Continuing Medical Education (ACCME), the AMA outlined clear methods for protecting the public integrity of a professional society that provides medical education.

The 2004 ACCME's Standards for Commercial Support states:

- (Section 3.2) "A provider of education cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services."
- (Section 3.4) "The terms, conditions and purposes of the commercial support must be documented in a written agreement that includes the provider and its educational partner(s). The agreement must include the provider, even if the support is given directly to the provider's educational partner or joint sponsor."



By focusing the mission and purview of the College on the educational needs of professional practitioners of phlebology, the ACP can, through strict adherence to the ACCME standards, form symbiotic partnerships with organizations like the American College of Phlebology Foundation to secure technical, financial and industry expertise in order to assist in meeting the growing needs of the science without endangering the integrity of the College and its professional mission.

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The ACP Foundation

The ACP Foundation effort was launched in November 2005 with the mission, vision and purpose of advancing the development of the practice of phlebology by providing financial and technical resources to:

- Expand educational opportunities in the field of phlebology;
- Underwrite basic research efforts to advance understanding of the field; and
- Support efforts to publicly promote a patient and professional concept of phlebology as a specialty.

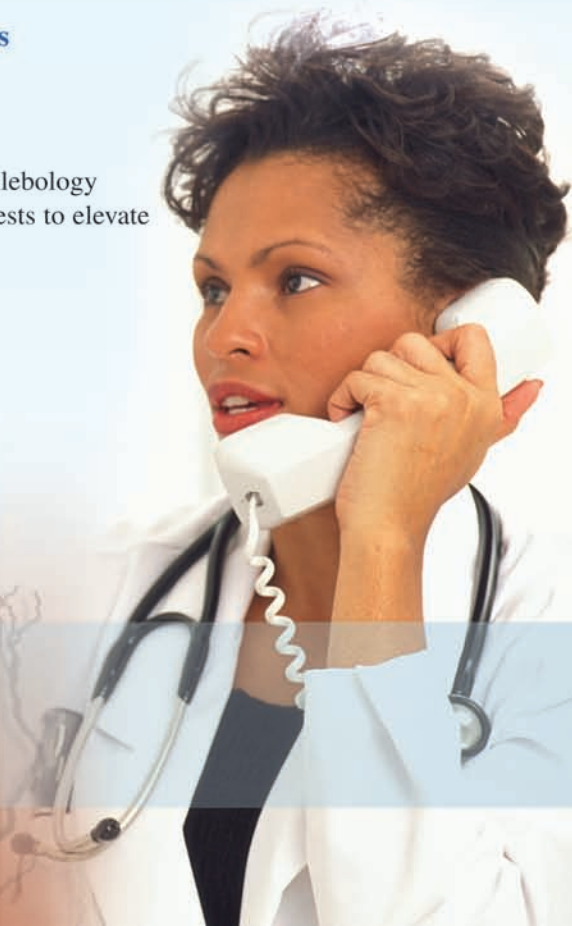
Governed by a board of individuals selected for their personal and professional dedication to this developing field of medicine, the ACP Foundation will serve as an inclusive charitable entity enlisting all parties interested in the growth of the science, as well as affording such supporters the opportunity to participate in initiatives to impact the profession.

Comprised of a combination of ACP members and industry representatives, the Foundation leadership is required to annually present its operational results to ACP's membership. A full report on the Foundation's activities will be published and presented, including financial statements, at the ACP Annual Meeting.

The ACP Foundation (ACPF) is capable of accepting gifts of:

- **Capital assets**
- **In-kind services**
- **Deferred Gifts through planned giving or estates**
- **Equities, real estate, appraised art or other valued commodities.**

In short, ACP and the Foundation pursue the advancement of phlebology from different viewpoints, but rely heavily on their mutual interests to elevate the specialty practice of this newly AMA-designated discipline.





Our Vision for Phlebology

Members and program attendees rate the educational, networking and professional experience they receive from ACP programs to be of the highest quality available in the field of venous disease. Expansion of these programs will provide this level of up-to-date, accurate information to a broader audience of both medical and lay persons. Further, ACP's membership demands additional services and support from its College.

With this in mind, the Board of Directors canvassed membership in 2005 to establish additional membership benefits such professionals would like to see made available through ACP.

In response to member interest, a project known as the *Foundation for the Future of Phlebology* capital project was launched to address these concerns and fund the creation of American College of Phlebology Foundation.

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The Campaign for the ACP Foundation (ACPF)

To realize the goals of such an immense endeavor, ACP members and supporters commissioned a public campaign to secure significant capital resources to launch the new Foundation, called the *Foundation for the Future of Phlebology*. This is an inclusive effort between ACP members and those interested in the advancement of phlebology, in pursuit of a challenge goal of \$3 million by November 2006, for the ACPF's mission, vision and purpose.

In 2005, ACP demonstrated its commitment by providing financial, organizational and public support to the ACPF's initial operations. Additionally, each individual ACP Board and project leader pledged their financial backing. With 100% participation, the *Foundation for the Future of Phlebology* project secured over \$400,000 from just these leaders.



Through the Foundation for the Future of Phlebology effort, the project will provide support to:

Deliver Expanded Educational Opportunities

Regional hands on workshops and symposia are considered vital to many practitioners of phlebology. Nothing compares educationally to the opportunity to see, feel, touch and work with patients directly under the oversight of an expert. Recognizing the high quality of existing ACP educational offerings, the Board of Directors would like to expand existing offerings and extend scholarship support to young physicians entering practice.

The Foundation can, as a partner with the ACP Board, provide financial resources through grants to support the expansion of such educational programs conducted under ACCME guidelines including underwriting of:

- A certification exam process,
- Preceptorship program,
- Fellowship program, and
- Other regional educational programs.

Basic Research & Web Based Communication of New Information

A tremendous wealth of information resides within ACP's membership. Lacking strong representation in the academic centers, phlebology has depended on the independent activities of clinicians to fuel its development. As the largest organization dedicated to the discipline, the College plays a crucial role in identifying issues, promoting collaboration and providing funding support. Beyond traditional research, ACP is in a unique position to also collect a wide breadth of knowledge on the internal practices and frequencies of a variety of conditions, treatments and procedures conducted. Through the funding of web based inquiries, publications and reports, the Foundation will be a valuable tool for providing insights into patient interests, practitioner's needs and trends within the specialty.

Public Communications with & about Phlebology

The professional practice of phlebology and the magnitude of patient interest in venous diseases are both growing at a substantial rate. Increasingly, practitioners and technicians enter the specialty to treat venous conditions without an extensive understanding of the underlying disease processes. Additionally, phlebology lacks a coordinated effort to bring physicians and non-physicians together in an open environment to discuss the immediate needs, patient concerns and future of the practice. The Foundation will foster efforts to promote direct industry collaboration through open discussion forums. In addition, ACPF will publish information that assists patients in identifying important criteria in selecting care.



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Invitation to Leadership

The campaign for the ACPF is an investment in the future of phlebology as a profession, industry and specialty. It is more important than ever to educate the public about phlebology. We are delighted to invite you to join with other visionaries by investing in the development of a valuable resource that will foster new education, research and public awareness programs to advance the practice of this specialty and the care of the millions of people with venous disease.

All commitments to the effort:

- May be pledged over a three (3) to five (5) year period;
- Can begin to be paid in 2007; and
- Can be scheduled according to your preferences (annually, quarterly, etc.).

The ACP Foundation is a charitable organization and all paid commitments are deductible as charitable contributions.

Major Contributors will be recognized within the following categories:

Recognition Level	Annually	Full Commitment
Chairman	Above \$50,000	Above \$250,000
Founder	\$50,000	\$250,000
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; however, industry commitments at or above the Supporters level will be recognized on stage at the ACP Annual Meeting through 2010.

Specific recognition programs are established for every interest level and are available by contacting the ACP office.



American College
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