

a foundation
for success



2012-2013
Annual Report



American College of
PHLEBOLOGY
FOUNDATION



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Organizational Message

It is the mission of the American College of Phlebology Foundation (ACPF) to advance the highest standard of care for patients with venous disease through investment in research and education.

It is our vision that the American College of Phlebology Foundation (ACPF) will be the world's leading organization supporting education and research to expand scientific knowledge, understanding, and awareness of venous disease in order to improve patient quality of life.

VISION

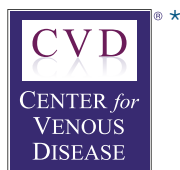
for TOMORROW

The American College of Phlebology Foundation would like to thank the organizations below for their ongoing support.

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Thank you to our initial supporters of the
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Letter from the Executive Director

The ACP Foundation (ACPF) has played a pivotal role in the advancement of vein care and patient outcomes over the last seven years. Accomplishments such as AMA and AOA recognition, ACCME Accreditation, and the first-ever fellowship in phlebology at the prestigious Langone Medical Center at NYU, are just a few of the important milestones achieved in a relatively short period of time.

While significant achievements, these are only the beginning for an organization as ambitious as the ACPF. 2012-2013 saw the specialty advance in ways unforeseen just seven short years ago, and the future looks even more inspired.



On the heels of the extremely successful Vision for Tomorrow capital campaign, \$4 million raised in less than a year, the ACPF embarked on an Annual Appeal campaign, with the goal of expanding the renewable donor base by providing more modest levels of giving. A practical research database is very nearly complete, which will provide a baseline for patient care. Accredited online education is now available to all interested in the diagnosis and treatment of venous disorders. Finally, the ACPF held its first ever and extremely successful Executive Leadership Summit in Chicago, bringing committed members and industry together to envision what our specialty will look like in the next ten years.

While the ACPF has achieved much, even in the past year, the organization is ever looking forward with substantial objectives committed to the mission of education, research and improved patient care.

A handwritten signature in black ink, appearing to read 'Bruce Sanders'.

Bruce Sanders, CAE
Executive Director
American College of Phlebology

Accomplishments

VFT Campaign

Following the success of the “Foundation for the Future” program, the Vision for Tomorrow (VFT) capital campaign developed \$4 million of pledged support through December 31, 2012 - \$3 million in corporate commitments with another \$1 million from individual supporters. Donations will sustain ACPF mission goals from 2012 - 2016.

With the conclusion of VFT, the Foundation began to develop the Annual Appeal giving program in 2013. The Annual Appeal targets organizations and individuals who have not traditionally supported the Foundation by inviting them to donate at more modest levels, and as a one-time donation, rather than a commitment for a number of years.

A full reporting of 2013 donors and donations is available elsewhere in this report.

Research Database

In 2011, the ACPF funded the creation of a practical research database that would enable physicians to securely and efficiently input practical diagnosis and treatment data of venous disease into a singular, digitally accessible location.

Led by Drs. Willy Chi (U.C. Davis, Davis, CA) and Marlin Schul (Lafayette Regional Vein Center, Lafayette, IN), with support from the ACP, the project departs from the traditional registry. Rather, it is a

practical research tool based on data from the electronic medical record (EMR) system, thus serving as a one-stop, comprehensive resource for information about research, treatments in venous disease, patient care and patient feedback. Because it will draw its data from the EMRs, no additional investment of time by physicians or their staff is necessary in maintaining the database; it makes use of an established data protocol already being adopted by the industry, while providing a single source for physicians to explore patient treatment records as well as new developments within the area of vein care.

The data collected through this method will better aid in quantifying patient feedback and allow interested organizations, such as the American Board of Venous and Lymphatic Medicine (ABVLM), American College of Phlebology (ACP), American Venous Forum (AVF) and World Health Organization (WHO), to begin analyzing the impact of professional standards of practice on patient care.

The data collected through this method will better aid in quantifying patient feedback and allow interested organizations.... to begin analyzing the impact of professional standards of practice on patient care.

Accomplishments

Initial testing of the database has been accomplished and the program will begin beta testing in late 2013 with an anticipated rollout to the venous disease community at the 2014 ACP Annual Congress.

Online Education Center

As everything else moves online, so too has education. The ACPF understands the importance of this trend, investing in the ACP's Online Education Center (OEC) to serve the needs of not only its members, but the larger community dedicated to the diagnosis and treatment of venous disease.

With nearly 100 courses covering the wide spectrum of venous disease, this online resource also provides physicians with more than 50 courses that qualify for *AMA PRA Category 1 Credit™*. In 2012-2013 110 individual learners purchased 369 total courses. More content and online educational options are planned for 2014, including the addition of UIP recorded sessions in their entirety and the live streaming of regional ACP symposia.

Public Awareness

PBS SPECIAL

After the success of the "Ask a Vein Care Expert," PBS approached the ACP to produce a more comprehensive public awareness documentary

about phlebology and vein health.

The special aired twice as a pledge show on KAET-TV in Phoenix (the 12th largest television market in the U.S) and after minor editing has been initially distributed through the PBS Pacific Mountain Network.

Healthy Veins... Healthy Legs

As a direct result of the PBS Special, and as part of the funding initiative from the ACPF, two public awareness projects were also undertaken to support the show and the need for further information. "Healthy Veins...Healthy Legs: A Patient's Guide to Phlebology" is an extensive, easy to understand book dealing with the causes, symptoms and treatments of vein disease, as well as practical guidelines for prevention and management.

Because of ACPF's support of public outreach in the area of patient awareness, 896 copies of the book have been sold and an additional 1,000 were distributed to ACP Annual Congress 2012 attendees.

With nearly 100 courses covering the wide spectrum of venous disease, this online resource also provides physicians with more than 50 courses that qualify for *AMA PRA Category 1 Credit™*.

Accomplishments

In addition, the ACP's public education website (healthyveins.org) was redesigned to provide a singular resource for the general public seeking information about vein disorders, treatment options and ACP member providers in their local community.

Phlebology Fellowship Program

Now in its third year, the ACPF funded fellowship program at New York University, provides a grant of \$120,000 for a twelve-month postgraduate training in the AMA self-designated practice specialty of phlebology.

Under the direction of Dr. Lowell Kabnick, one academic fellowship was completed by Dr. Hama Rana (2012 - 2013) and another begun by Dr. Todd Jones (2013 - 2014). This will be the fourth academic fellowship funded by ACPF since the Foundation began in 2006.

Negotiations are also taking place with Harvard University and other institutions to expand the program in 2013 - 2014 and beyond.

ACP Physician-In-Training Scholarship

The ACPF funds the Physician-In-Training Scholarship for qualified Residents, Fellows and Jr. Faculty attending the ACP Annual Congress.

The \$1,500 scholarship is designed to help cover travel, accommodations and registration to the meeting and identify future ACP members, who will incorporate phlebology into their future practices and enhance phlebology awareness at teaching institutions.

The ACPF provided funding for 41 scholarships to the 2012 ACP Annual Congress in Hollywood, FL and 30 for the XVII UIP World Meeting in Boston, MA. A complete list of recipients are available upon request from the ACPF office.

ACP International Scholarship

The ACP International Scholarship is available only to ACP members and provides individuals with a \$2,500 cash stipend to study with recognized phlebology experts throughout the world.

The following eight International Scholars were awarded scholarships to the XVII UIP World Meeting in Boston, MA:

- Jasmin Bernardo, MD (Phillipines)
- Fabio Catarinella, MD (The Netherlands)
- Gerty Plameras, MD (Phillipines)
- Satya Saraswat, MD (India)
- Markiyon Soloviy, MD (Ukraine)
- Lavanya Varatharajan, MD (United Kingdom)
- Katherine Williams, MD (United Kingdom)
- Zilficar Yassine, MD (Australia)

Accomplishments

Junior Faculty Grant

The ACP Junior Faculty Investigator Grant program assists new investigators with a career interest in phlebology to initiate a basic, pre-clinical, or pilot clinical research project of importance to the field of phlebology. This program generates pilot data that enhances the recipient's ability to independently obtain major grant funding for future research; and enhances the recipient's ability to independently design, conduct, and report phlebology research. The program's long-term goal is to promote the development of a future generation of phlebology research leaders.

For 2012-2013 the ACPF supported the following Junior Faculty Grant Recipient:

- **Dr. Kurosh Parsi** – *The In Vivo Effects of Liquid and Foam Detergent Sclerosants on Hemostatic Mechanisms.*

Research Trainee

The ACP Research Trainee Grant Program is being revised to provide young investigators not yet professionally established in vein care with an opportunity to gain insight into scientific investigation in the field of phlebology. The program's long-term goal is to promote the development of a future generation of phlebology research leaders.

Practice Support Poster Program

In partnership with Covidien and GOBE Media Group, the ACP Foundation developed a program to provide customizable posters, covering a wide range of venous issues to be used in physician's offices. The posters were provided free of charge and were distributed at the ACP Annual Congress and UIP World Meeting.

The program was a tremendous success, distributing 820 posters at the 2012 Annual Congress and 950 at the XVII UIP World Meeting.

Executive Leadership Summit

Corporate and individual donors to the ACPF met in Chicago, IL August 24-26, 2012 for the Vision for Tomorrow Executive Leadership Summit, a three day moderated meeting dedicated to discussing the future of phlebology over the next 5-10 years.

As the first summit of its kind for the Foundation and the specialty, participants were able to develop innovative ideas of what the organization and professional community will look like in the next ten years...

Accomplishments

As the first summit of its kind for the Foundation and the specialty, participants were able to develop innovative ideas of what the organization and professional community will look like in the next ten years, all in a cooperative process between industry and individual stakeholders.

Through moderated panels dealing with five specific topic categories – best practices, education, research, membership & retention and patient education – the 48 attendees shared their visions for the ACP, ACPF and field of vein care over the next ten years. Out of these discussions a consensus document was compiled. The Summit's final document was shared with all ACPF donors, ACP Annual Congress 2012 attendees, digitally distributed to all ACP members, was used in the strategic planning retreat for the ACP Board of Directors in June 2013 and is available upon donor request.

ACPF Support for Professional Standards

Initially founded in 2007 and funded by the ACPF to provide and maintain a certification exam in venous and lymphatic medicine, the American Board of Phlebology changed their name in 2013 to the American Board of Venous & Lymphatic Medicine. The Board and Executive Committee of the ABVLM decided to make the change to more clearly convey the purpose of the organization.

Despite the change, the mission of the ABVLM remains the same. To date, one in four ACP physician members have earned the professional distinction which represents nearly 80% of all ABVLM Diplomates. Investment in the ABVLM has built a constituency of physicians committed to elevating professional standards for the specialty.

Expanding the Base Through Special Events

Efforts to spread the word about ACPF's mission were conducted through several special events in 2012 – 2013 including:

- Golf Outing 2012 (Hollywood, FL)
- Casino Night 2013 (Boston, MA)
- Silent Auction 2012 & 2013 (Hollywood, FL & Boston, MA)

The 2012 Golf Outing gave ACPF leaders an opportunity to spend time socially with others in the venous disease community while raising \$57,000 and engaging 68 participants, 40% of whom were not historic or active ACPF supporters.

The Silent Auction programs at the 2012 Annual Congress (Hollywood, FL) and the UIP 2013 (Boston, MA) programs exposed attendees to the mission and purpose of the ACPF. These programs raise significant support (\$48,000 in November 2012, \$38,000 in September 2013) while promoting an active and open invitation to potential supporters of our mission at any level of financial commitment.

Accomplishments

The Casino Night 2013 raised \$58,000 of support and engaged 245 participants in Boston, MA.

Acknowledging the participation of individual supporters, none of these events would have been possible without the event sponsorship of many organizations in the community including:

2012 Golf Outing (Hollywood, FL)

- American Physician Financial Solutions
- Best Vein Care
- BrightLife Direct
- BSN Jobst
- Circaid
- Circulatory Centers
- Juzo
- Laser Peripherals
- Medi
- Merz Aesthetics
- Omega
- Sigvaris
- Stradis Healthcare
- Total Vein Systems
- Vein Magazine
- Vein Specialists of Monterey
- Veniti
- Venosan

2013 Casino Night (Boston, MA)

- Ames Walker
- Bruce Hoyle, MD
- BSN Jobst
- Juzo
- Laser Peripherals
- Medi
- Omega
- Sigvaris
- STD Pharmaceutical
- Terason
- Total Vein Systems
- Vein Clinics of America
- Vein Magazine
- Venous Association of India

Financial Review

Statement of Financial Position

ASSETS	AS OF JUNE 30, 2012		AS OF JUNE 30, 2013	
Current Assets				
Cash and cash equivalents	\$	272,547	\$	117,490
Contributions receivable		-		25,000
Prepaid expenses		2,862		6,029
Deposits		22,898		-
TOTAL CURRENT ASSETS	\$	298,307	\$	148,519
TOTAL ASSETS		298,307		148,519

LIABILITIES AND NET ASSETS				
Current Liabilities:				
Accounts Payable	\$	42,804	\$	15,015
Due to Related organization (ACP)		25,175		32,753
Sponsorship Revenue Received in Advance		8,000		-
TOTAL CURRENT LIABILITIES		75,979		47,768
NET ASSETS (UNRESTRICTED)		222,328		100,751
TOTAL LIABILITIES & NET ASSETS	\$	298,307	\$	148,519

Financial Review

Statement of Activities

REVENUES, GAINS AND OTHER SUPPORT	AS OF JUNE 30, 2012	AS OF JUNE 30, 2013
Individual Contributions	\$ 127,626	\$ 225,004
Corporate Contributions	427,600	514,200
Golf Revenue	47,280	56,850
Silent Auction Revenue	70,947	48,412
Interest Income	403	2,090
TOTAL REVENUES, GAINS AND OTHER SUPPORT	\$ 673,856	\$ 874,672

EXPENSES AND LOSSES		
Program Services	\$ 772,129	\$ 625,803
General and Management	85,526	117,777
Fundraising	349,965	252,669
TOTAL EXPENSES AND LOSSES	1,207,620	996,249
CHANGE IN NET ASSETS	(533,764)	(121,577)
NET ASSETS, BEGINNING OF YEAR	756,092	222,328
NET ASSETS, END OF YEAR	\$ 222,328	\$ 100,751

Financial Review

Statement of Functional Expenses

REVENUES, GAINS AND OTHER SUPPORT	AS OF JUNE 30, 2012	AS OF JUNE 30, 2013
Grants and Related Expenses	\$ 689,191	\$ 546,943
Fundraising Service Fees	212,500	152,250
Accounting Fees	12,425	11,447
Management Fees	138,960	137,705
Professional Fees	-	-
Design Service Fees	5,128	8,604
Office Expenses	1,840	2,877
Telephone and Fax Services	941	830
Postage and Delivery	2,906	900
Printing and Reproduction	41,478	25,923
Equipment Rental	681	496
Travel	32,227	15,833
Event Production	37,372	39,349
Donor and Volunteer Recognition	18,334	33,533
Conferences and Meetings	-	-
Insurance	2,734	2,274
Information Technology	2,333	5,212
Bank and Credit Card Fees	8,396	11,923
Advertising	79	-
Miscellaneous	95	150
TOTAL FUNCTIONAL EXPENSES	\$ 1,207,620	\$ 996,249

Financial Review

Statement of Cashflows

CASH FLOWS FROM (TO) OPERATING ACTIVITIES	AS OF JUNE 30, 2012	AS OF JUNE 30, 2013
Change in Net Assets	\$ (533,764)	\$ (121,577)
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Increase (Decrease) In:		
Contributions receivable	-	(25,000)
Prepaid Expenses	(773)	(3,167)
Deposits	(22,898)	22,898
Increase (Decrease) In:		
Accounts Payable	34,359	(27,789)
Due to related organization (ACP)	(18,858)	7,578
Sponsorship Revenue Received in Advance	8,000	(8,000)
NET CASH PROVIDED (USED) BY OPERATING ACTIVITIES	\$ (533,934)	\$ (155,057)

CASH FLOWS FROM (TO) INVESTING ACTIVITIES		
Investments	\$ 235,000	\$ -
NET CASH PROVIDED (USED) BY INVESTING ACTIVITIES	\$ 235,000	\$ -
NET INCREASE TO CASH	(298,934)	\$ (155,057)
CASH AT BEGINNING OF YEAR	571,481	272,547
CASH AT END OF YEAR	272,547	117,490

SUPPLEMENTAL DISCLOSURES		
Interest Paid	\$ -	\$ -
Income Tax Paid	-	-

Roster

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Acknowledgements

The American College of Phlebology Foundation would like to acknowledge the following volunteers who committed their time and resources during the 2012-2013 fiscal year to bring progress and success to the organization and the field of phlebology.

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FOUNDATION

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