

# LOOKING TO OUR FUTURE WITH



AVLS STRATEGIC PLAN  
**2023-2028**



AMERICAN VEIN &  
LYMPHATIC SOCIETY



The **mission** of the AVLS is simple yet expansive - advance venous and lymphatic care.

Our **vision** is to remain an indispensable resource for our members: a powerful advocate for excellence in venous & lymphatic care and a leader in basic and clinical research in venous & lymphatic disease and for physician and patient education, knowledge exchange, and practice growth.

This is best summarized by the statement We **ARE**:

**A**DVOCACY  
**R**ESearch  
**E**DUcATION

The AVLS believes in five **core values**: Fellowship, Diversity, Innovation, Integrity, and Science.

- 1. Fellowship:** Demonstrated by a professional and personal pride in being part of a collegial community of excellence with a common passion for good thinking, mutual respect, shared experience and collective action.
- 2. Diversity:** Demonstrated by the inclusiveness of the membership regardless of medical specialty, where our unifying trait is our commitment to excellence in venous & lymphatic medicine.
- 3. Innovation:** Demonstrated by continuing commitment to new methods of producing venous & lymphatic medical education, research, advocacy and leadership.
- 4. Integrity:** Demonstrated by an uncompromising dedication to being a trusted, unbiased and credible source of fact-based information and expertise.
- 5. Science:** Demonstrated by utilization of rigorous scientific methods to refine treatment and improve outcomes.





# BACKGROUND

## (New Horizons 2018-2022)

For the past five (5) years, the Society actively pursued the goals and objectives established in our strategic plan known as “New Horizons.” The focus of New Horizons transformed the Society by expanding our vision and enabling the membership to pursue our established goal of specialty recognition by the American Board of Medical Specialties (ABMS)..

As we assess all that has been achieved, what most clearly indicates the success of our various efforts is the rebranding of the organization as the American Vein & Lymphatic Society in 2019. The change in name exemplifies the Society’s transition from an educational organization focused on superficial vein disease to a society that fully embraces all areas of venous and lymphatic medicine through not only education but also research and advocacy. Everything we have accomplished is truly exciting and highlighted as follows;

- Expanded our research capabilities with the investment in the PRO 2.0 Venous Registry, which currently has data on over 300,000 patients from across the US.
- Added a Director of Research to oversee the research activities of our membership.
- Established an active HealthCare Policy and Advocacy Capitalize Committee that has taken a leading role in policy matters affecting venous and lymphatic medicine through the AMA’s Resource-Based Relative Value Update Committee (RUC) and Current Procedural Terminology (CPT) committees as well as in working with the Centers for Medicare and Medicaid Services (CMS) and private payors across the US.
- Added a Director of HealthCare Policy & Advocacy to guide and assist our volunteers
- Invested in new educational technologies to enhance digital and remote education in venous & lymphatic medicine while also transforming our Annual Congress into a hybrid format for both in-person and virtual participation, which greatly expands the depth of the educational offering for all attendees.
- Led an international consensus to develop a new classification system for Pelvic Venous Disease (SVP).
- Created a dedicated Task Force to lead a multi-disciplinary effort to work with ABMS and the Accreditation Council for Graduate Medical Education (ACGME) to advance our efforts at the acceptance of Venous & Lymphatic Medicine as a sub-specialty.
- Expanded the Board of Directors to 17 members.
- Relocated our corporate office to Chicago, IL, to centralize the activities of the Society among 65+ medical societies, including the AMA.



Of course, none of what we have accomplished would have been possible if not for the dedicated members of the AVLS who have contributed countless hours to executing the various initiatives we undertook. The financial support of the corporate and individual donors to the Foundation of Venous & Lymphatic Disease (FVLD) was critical to enable grants of extraordinary funding needed to expand the vision of the AVLS.

### AVLS MEMBERSHIP (SEPTEMBER 15, 2022)

**1,724** Total Members

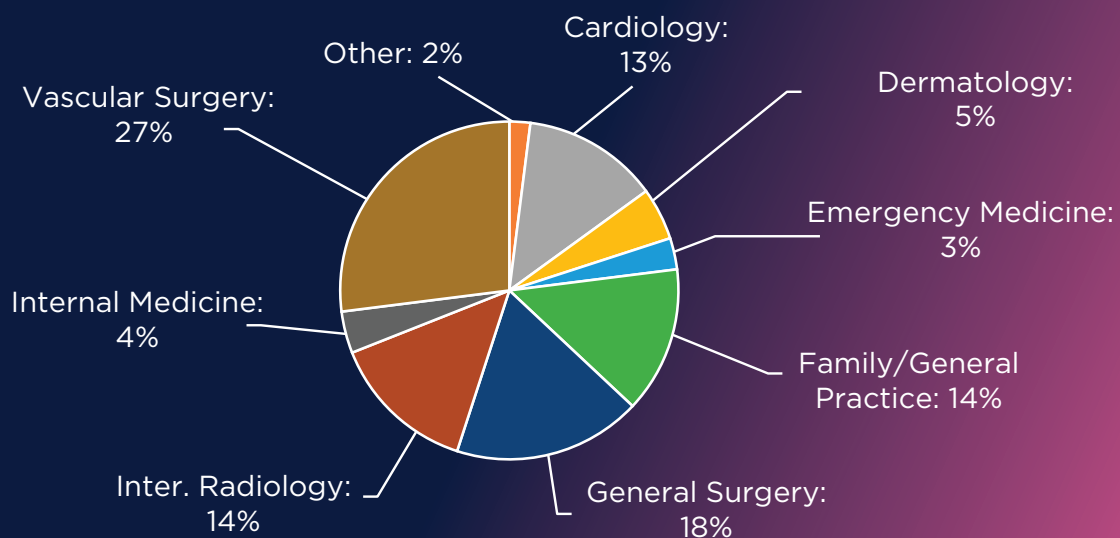
**1,132** Physicians

**464** Allied Health

**128** International Physicians

Currently, 59% of our physician members come from a traditional background in Vascular Surgery, General Surgery, or Interventional Radiology. A diverse group of specialties comprised of Family Medicine, Interventional Cardiology, Emergency Medicine, Vascular Medicine and Dermatology compose 37% with the remaining 2% of the membership represented by a myriad of other specialties that have migrated to venous & lymphatic medicine.

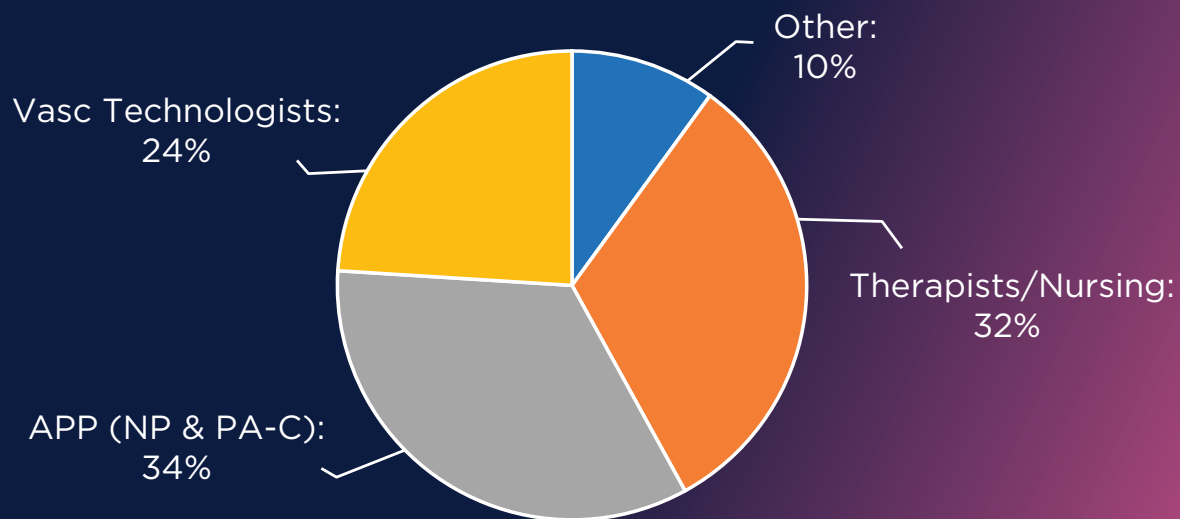
### Members by Specialty (Physician)



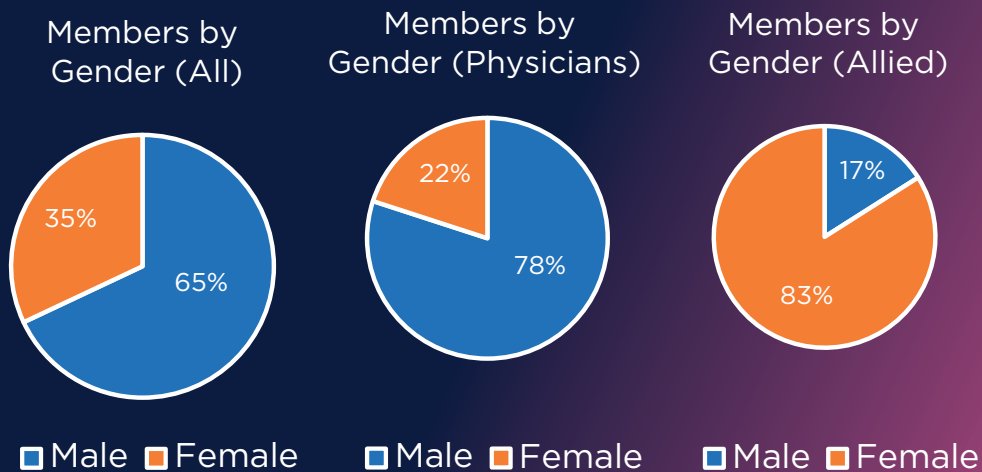


Our Allied health membership consists of Vascular Technologists, Advanced Practice Providers, Lymphedema therapists, Nursing and Researchers.

## Members by Specialty (Allied)



Only 20% of our physician members are female, reflective of the age and specialty mix of our membership. This will change as more women enter the physician workforce and find their way to venous & lymphatic medicine as they mature their practices.





# GREAT EXPECTATIONS GOALS & OBJECTIVES 2023-2028

As the Society looks towards the future we see a clear path to complete the work needed to achieve specialty recognition of venous and lymphatic medicine by the American Board of Medical Specialties (ABMS). Thus confirming the AVLS as the primary society for:

- Educating physicians entering the field with a broad and robust fellowship program,
- Supporting clinical research in the field through the PRO 2.0 Venous Registry, clinical guidelines, and study interests.
- Advocating with payors and policymakers on behalf of our specialists to ensure patient access to quality care.

With the support of the AVLS and FVLD leadership, membership and the executive leadership of companies invested in the field of venous & lymphatic medicine, we are dedicated to the following initiatives and investments to achieve our vision to see Venous and Lymphatic Medicine (VLM) recognized by the ABMS as a medical sub-specialty.



# GREAT EXPECTATIONS INITIATIVES

## ADVOCACY

The HealthCare Policy and Advocacy Committee (HPAC) committee and staff resources over the past several years have resulted in the AVLS taking the leadership position in advocating for venous & lymphatic-related matters in healthcare policy and payment. Our representation on the RUC and CPT committees of the AMA has been instrumental in securing this position. In addition, the HPAC committee has been able to support membership in specific policy and payment-related matters across the country. An opportunity exists to expand the support of the Society for its members by expanding our resources to better support individual issues that arise across the many private payors.

### GOALS

- Expand the HPAC department with the addition of a full-time staff member to support the Director of Health Care Policy and Advocacy. The position will provide support for individual members in dealing with specific policy and payment issues that affect them locally.

ADVANCE  
HEALTHCARE  
POLICY AND  
ADVOCACY



# RESEARCH

With the development of the PRO 2.0 Venous Registry complete and the expansion of data growing steadily, we are well positioned to advance our knowledge of venous & lymphatic disease by expanding our production of research projects, investing in select clinical trials and fostering improved approaches to data collection.

## GOALS

- Increase the available grant funding to support research teams with the goal of producing 8-10 publications annually.
- Oversee EMBOLIZE clinical trial in pelvic venous disease management.
- Support the development of patient-reported outcome tools for everyday use in clinical practice.
- Continue development of novel research data collection tools (mobile applications) to advance specific research interests.

A background image of the Manhattan Bridge in New York City, viewed from the water level. The bridge's massive stone towers and suspension cables are prominent, with the city skyline visible in the distance. The image is overlaid with a semi-transparent pink filter.

# EXPANDED VENOUS & LYMPHATIC RESEARCH



# EDUCATION

The past 15 years have positioned us for the next essential investment for the Society. The AVLS will expand the VLM Fellowship program to a suitable number of programs (15-25) across the US to demonstrate our ability to train and educate physicians entering the specialty.

## GOALS

- Reclaim oversight of the VLM Fellowship program from the American Board of Venous & Lymphatic Medicine (ABVLM). ABVLM will remain separate from the Society and will retain control over the certification exam and the maintenance of certification (MOC) program.
- Create a Standing Committee from its board of directors to support our efforts in program development, oversight and accreditation.
- Hire a full-time Fellowship Program Director to support the Society in our program development and recruitment efforts as well as the oversight and accreditation programs.
- Develop a minimum of fifteen (15) academic fellowship programs across the US over the next five years.

# VLM MEDICAL FELLOWSHIP PROGRAMS

# GENERAL

To support the Great Expectations Strategic Plan, AVLS will need to continue to invest in our internal infrastructure.

## GOALS

- Hire a new staff position to support the Director of Marketing & Communications to help manage the increased communications requirements.
- Develop a succession plan for key director-level positions to better manage personnel transitions as they occur.

# MARKETING & ADMINISTRATION

# GREAT EXPECTATIONS INVESTMENTS

These various initiatives will require an incremental investment of \$350-475,000 per annum once fully executed over the current operating budget.

<b>\$ 80-100,000</b> Fellowship Development Manager/Director
<b>\$ 70-90,000</b> HPC Policy Manager
<b>\$ 50-60,000</b> Marketing Coordinator
<b>\$ 100-150,000</b> Fellowship Program Grants
<b>\$ 50-75,000</b> Research Grants

To achieve this level of investment, the AVLS will need to successfully develop the following revenue opportunities.

- Additional grants from the FVLD of \$250,000 annually above the current level of support (\$700-800,000 per annum). This will require an increase in member giving to the FVLD to \$1 million over five years and an increase in corporate giving of approximately \$200,000 per year.
- Increase membership in the Society to increase total dues by 300 to 400 members, with 50% of the growth coming from physician members.
- Increase the profitability of our Annual Congress and other related educational offerings by 10-15% per year through increased participation.
- Utilize the additional revenues to be generated by hosting the 2023 UIP World Congress.
- Reduce administration and operating expenses by \$50,000 per annum.

## SUMMARY

While the goals, initiatives and investments laid out in this plan are quite aggressive and challenging, the Board of Directors of the AVLS, along with key leaders across the Society and our corporate partners, are confident that building on what we have already accomplished, we can look forward to our future with Great Expectations and achieve our goal of specialty recognition for Venous & Lymphatic Medicine.



