



**AMERICAN VEIN &
LYMPHATIC SOCIETY**



**FOUNDATION FOR VENOUS
& LYMPHATIC DISEASE**

Great Expectations

2022 FEASIBILITY STUDY FOR AVLS & FVLD BOD

Study Details

Vision Statement (AVLS & FVLD Board vetted – October 2021 – February 2022)

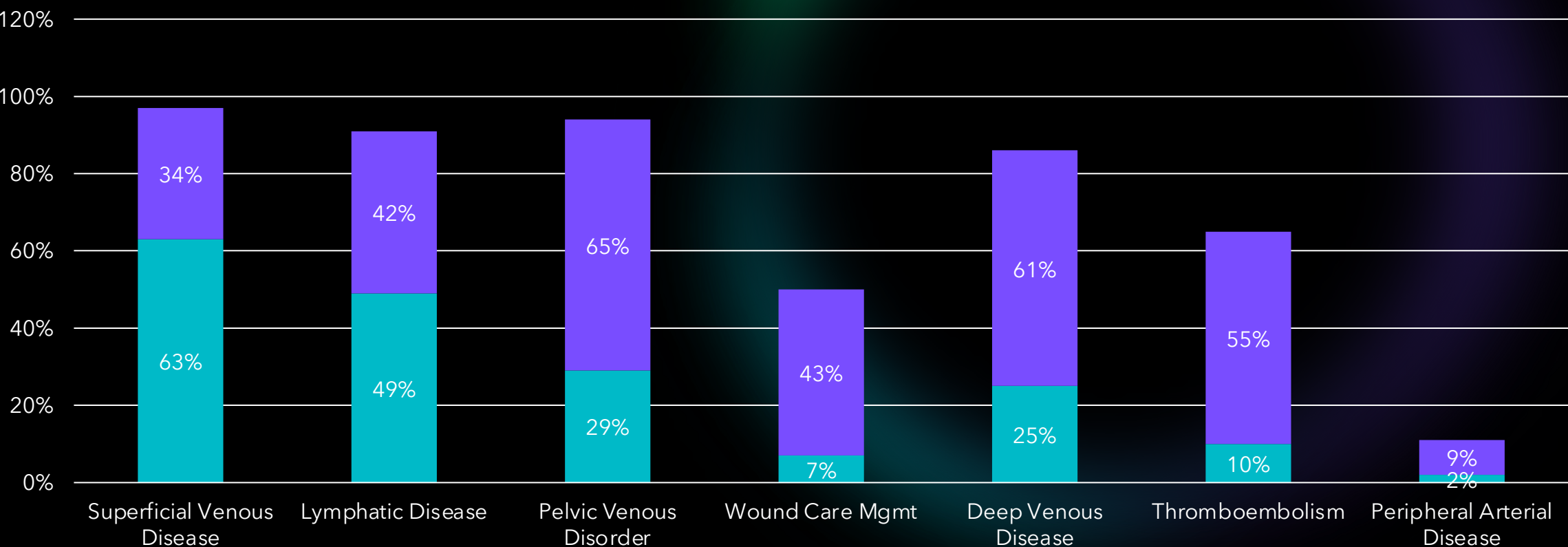
Feasibility Study Process (2 Tier)

- Interview process -105 identified prospective interviewees (May 15th – June 30th)
57 interviews completed / 105 prospective interviewees (54% scheduled, interviewed)
 - 35 Healthcare professionals (Physician, Ultrasonographer, Therapist, Nurse)
 - 22 Commercial executives, 17 Organizations
- Open member & prospective interviewees survey process (June 15th – July 21st)
48 respondents, 368 survey visitors

Interview Results (Yes or One of)

Is AVLS "THE" Credible Authority to You in the following area:

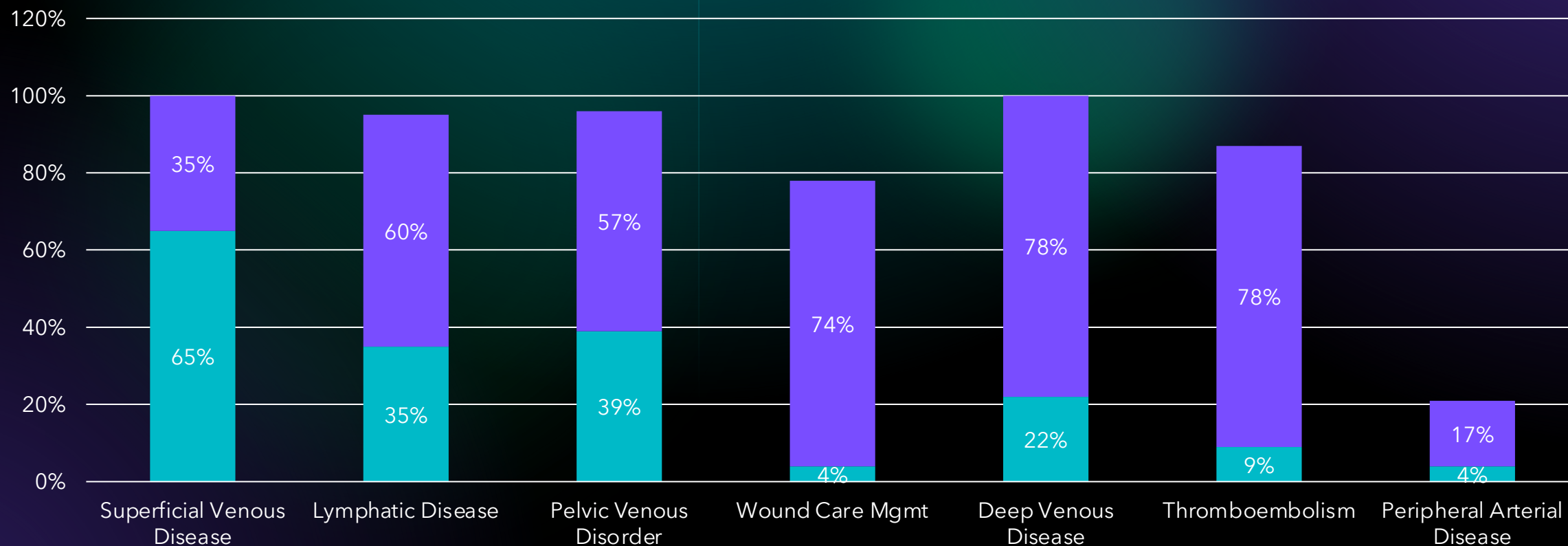
■ Yes ■ One Of



Survey Results (Yes or One of)

Is AVLS "THE" Credible Authority to You in the following area:

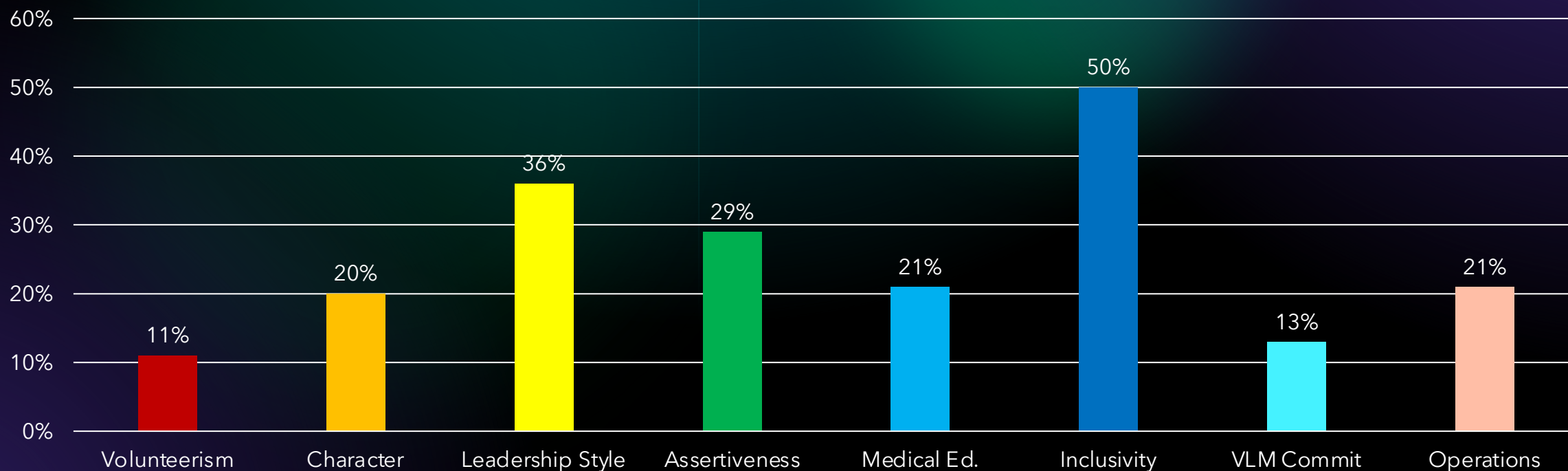
■ Yes ■ One Of



Study Results (ALVS is known for)

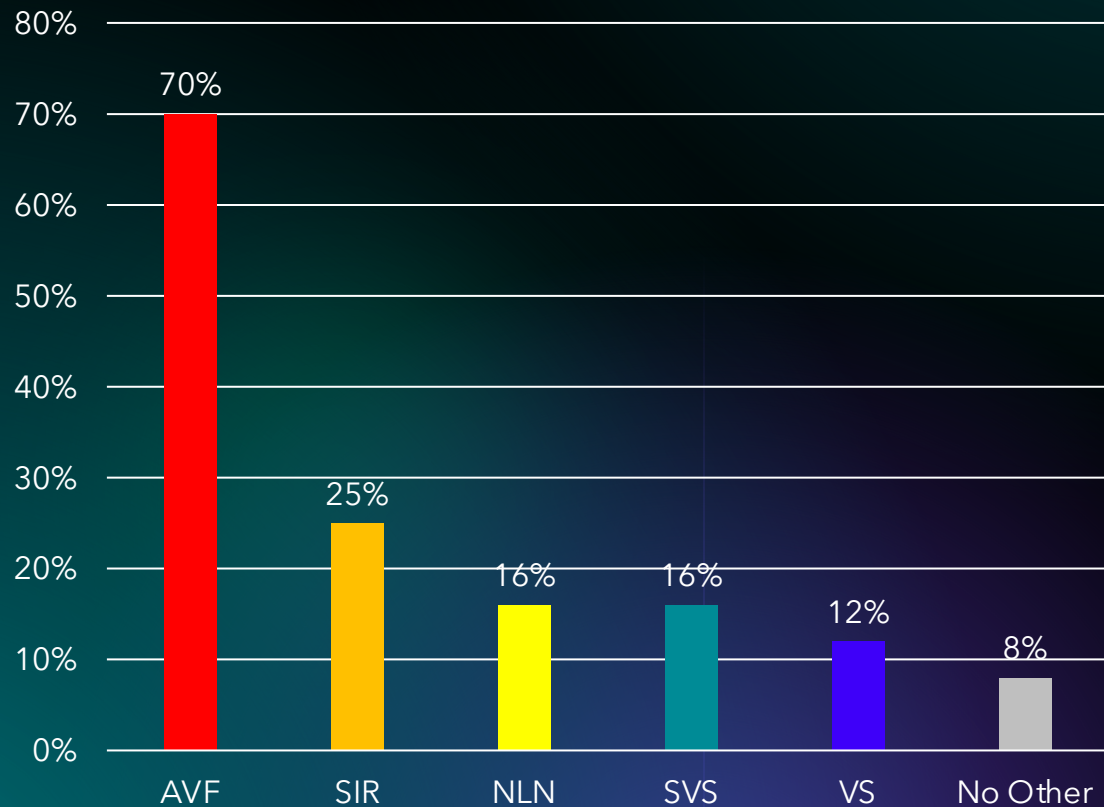
100% Identified 2 AVLS **strengths** they considered important to how they view the society:

Brand Identity

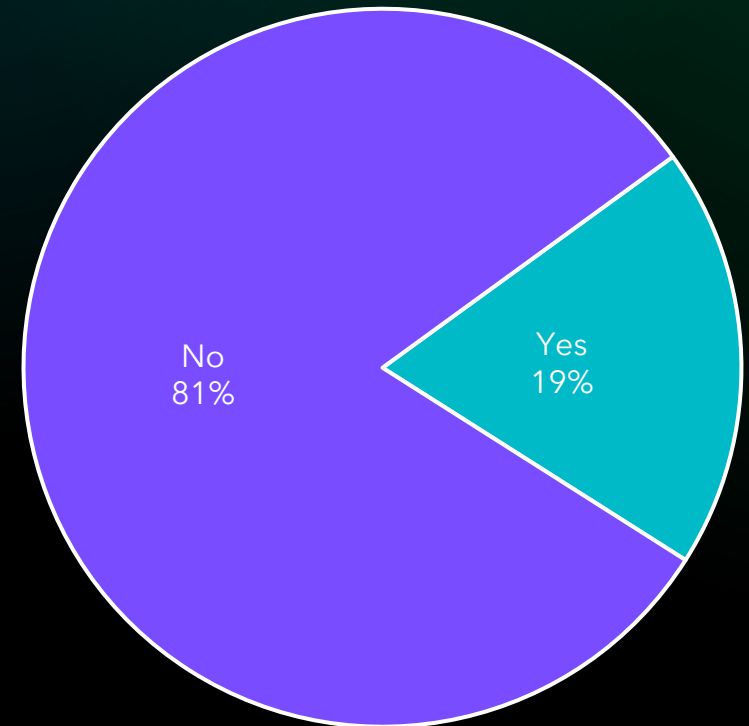


Study Results (Competition)

AVLS Competition for #1



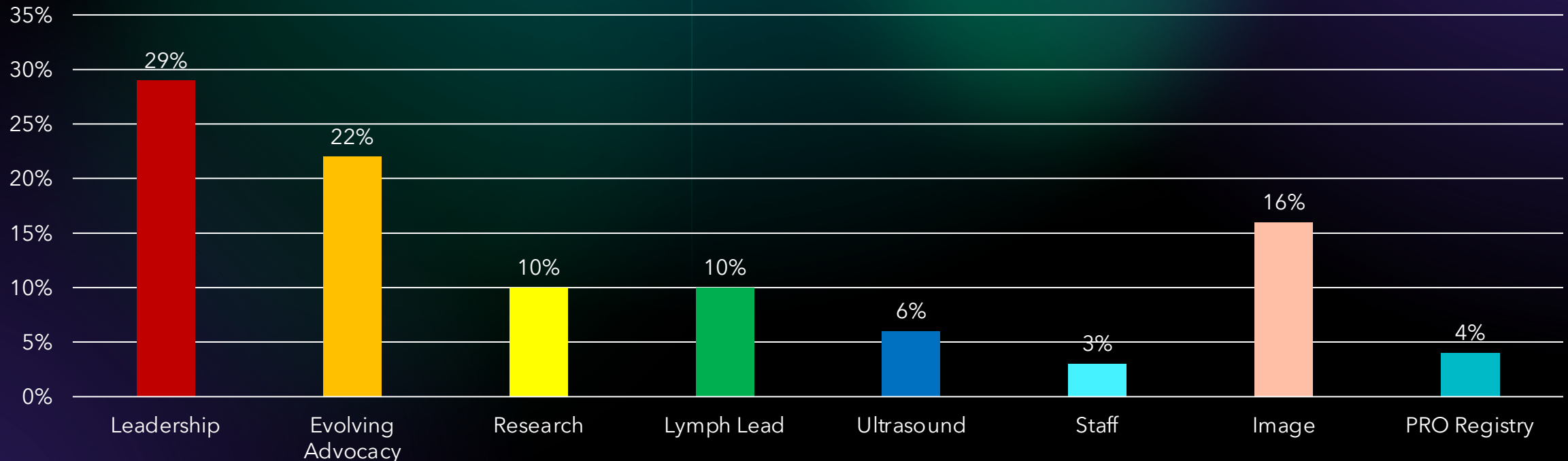
Something AVLS Doesn't Provide They Do:



Study Results (ALVS Concern)

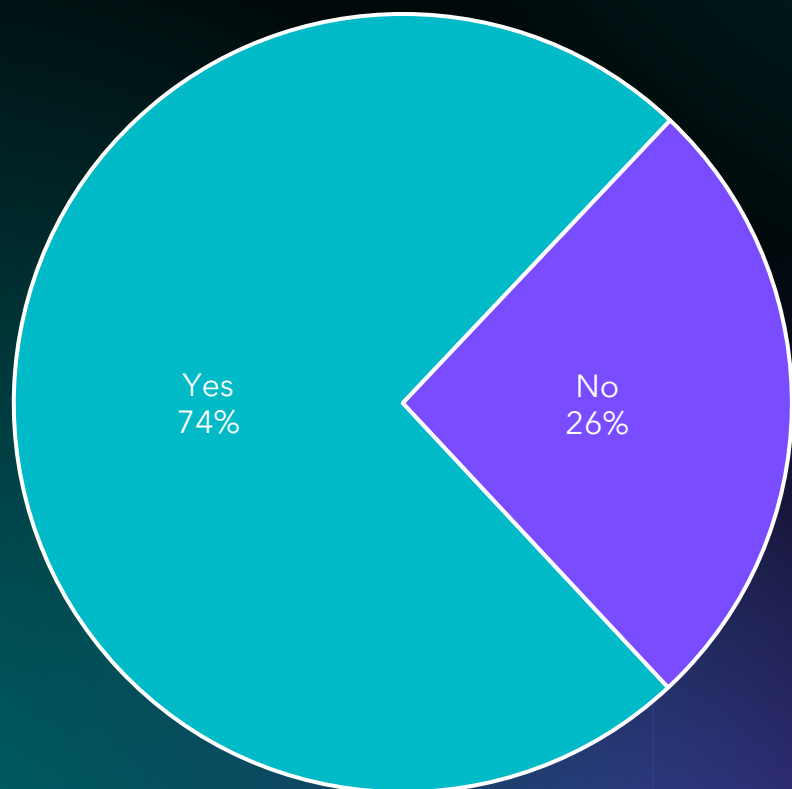
86% Identified a specific AVLS **weakness** they considered important to identify to the society:

Brand Threat

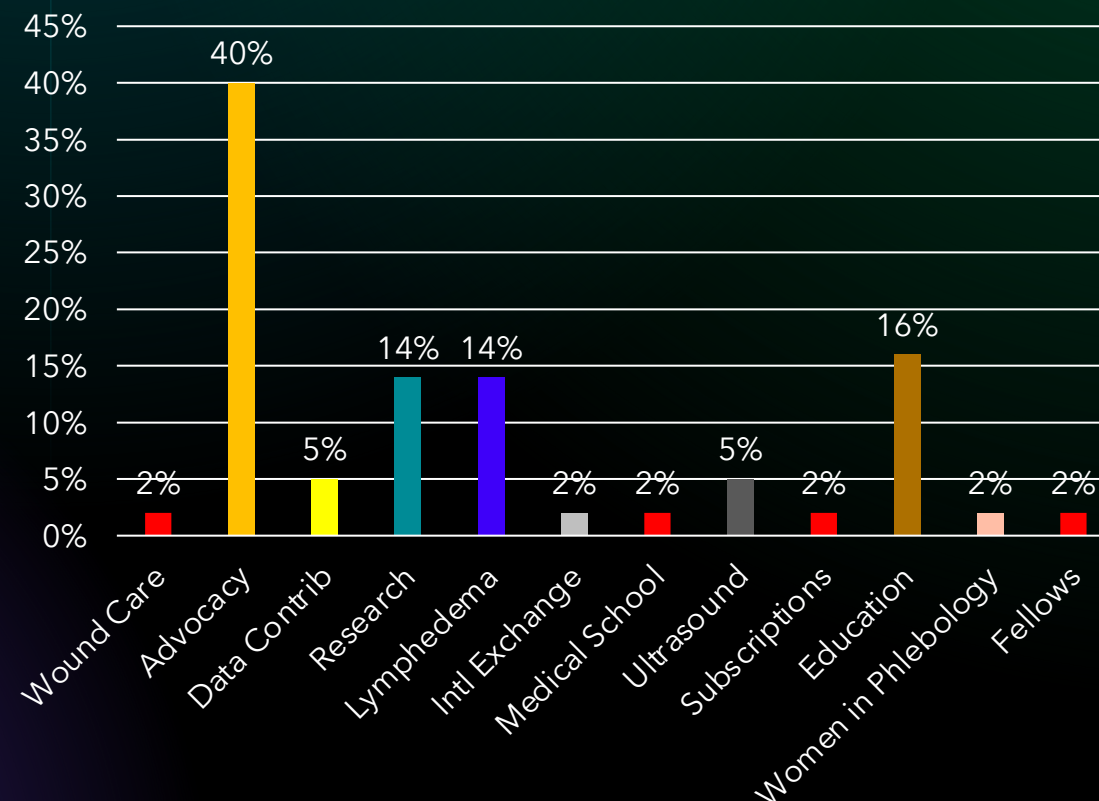


Study Results (Member Services)

Additional Member Benefit Interests:

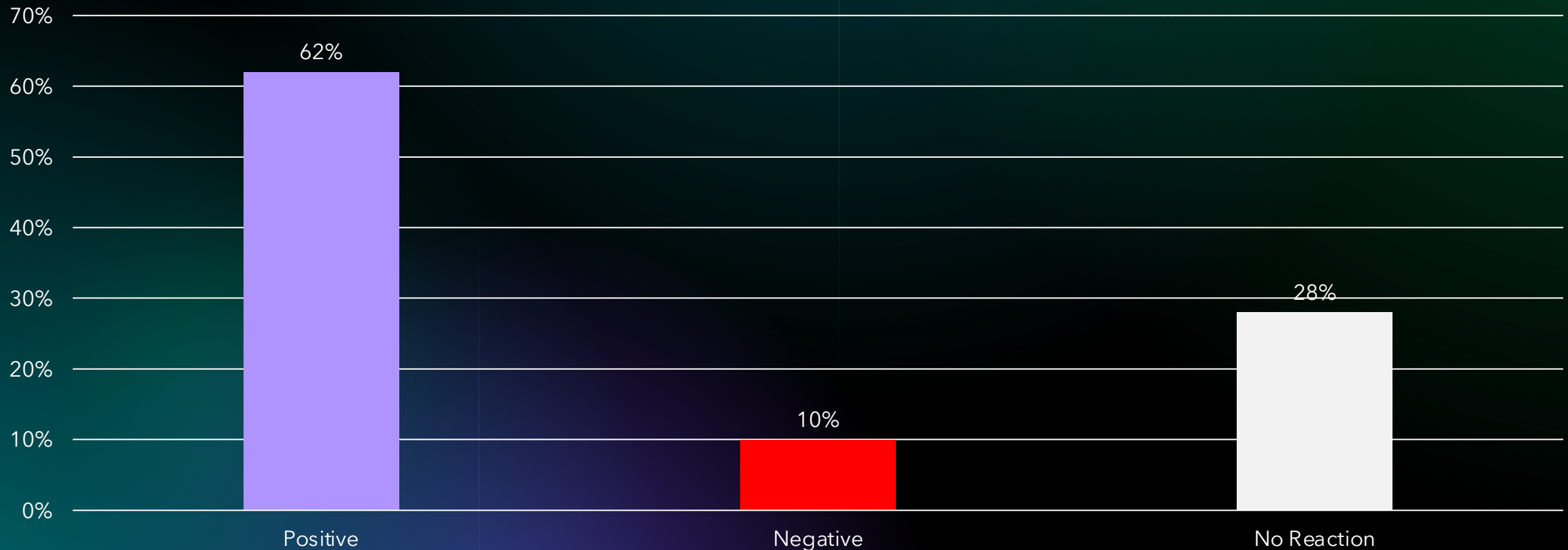


Member Services Expansion



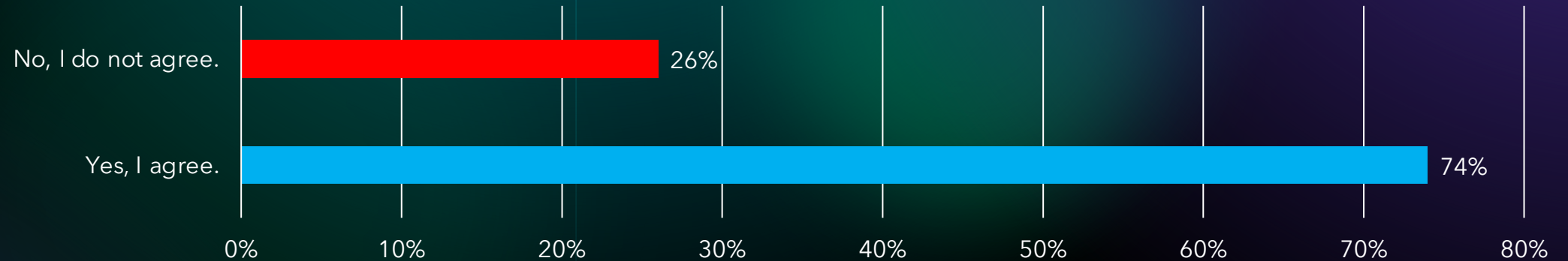
Study Results (Vision Statement)

Reaction to Statement After Review



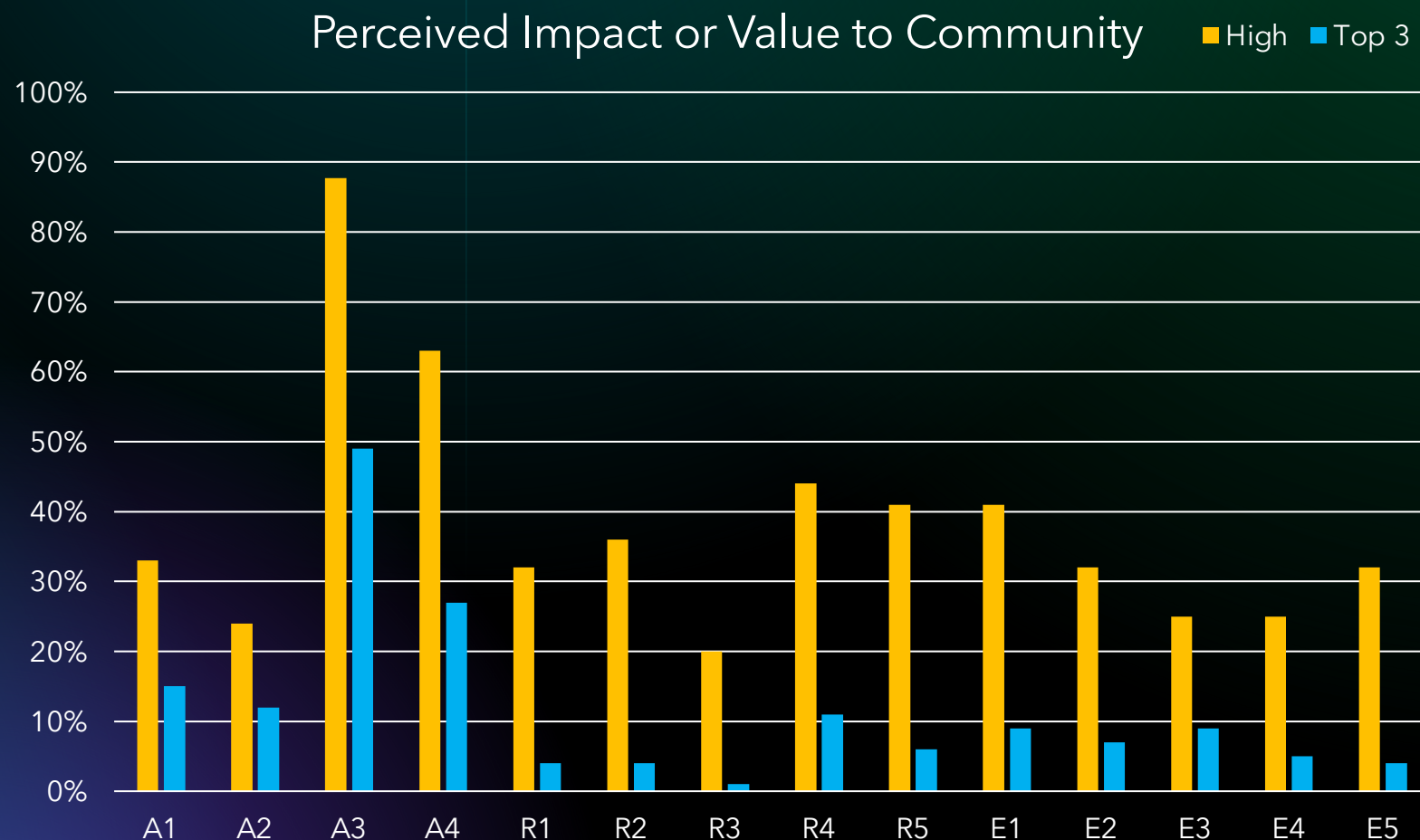
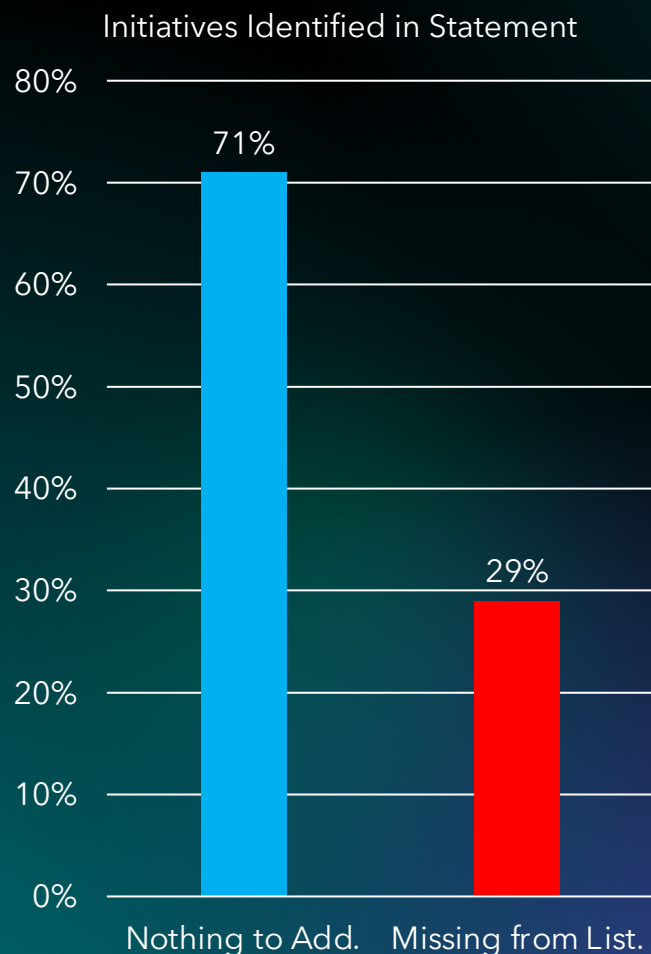
Study Results (ABMS Needs)

ABVLM **NEEDS** to Become a Standalone Specialty Designation



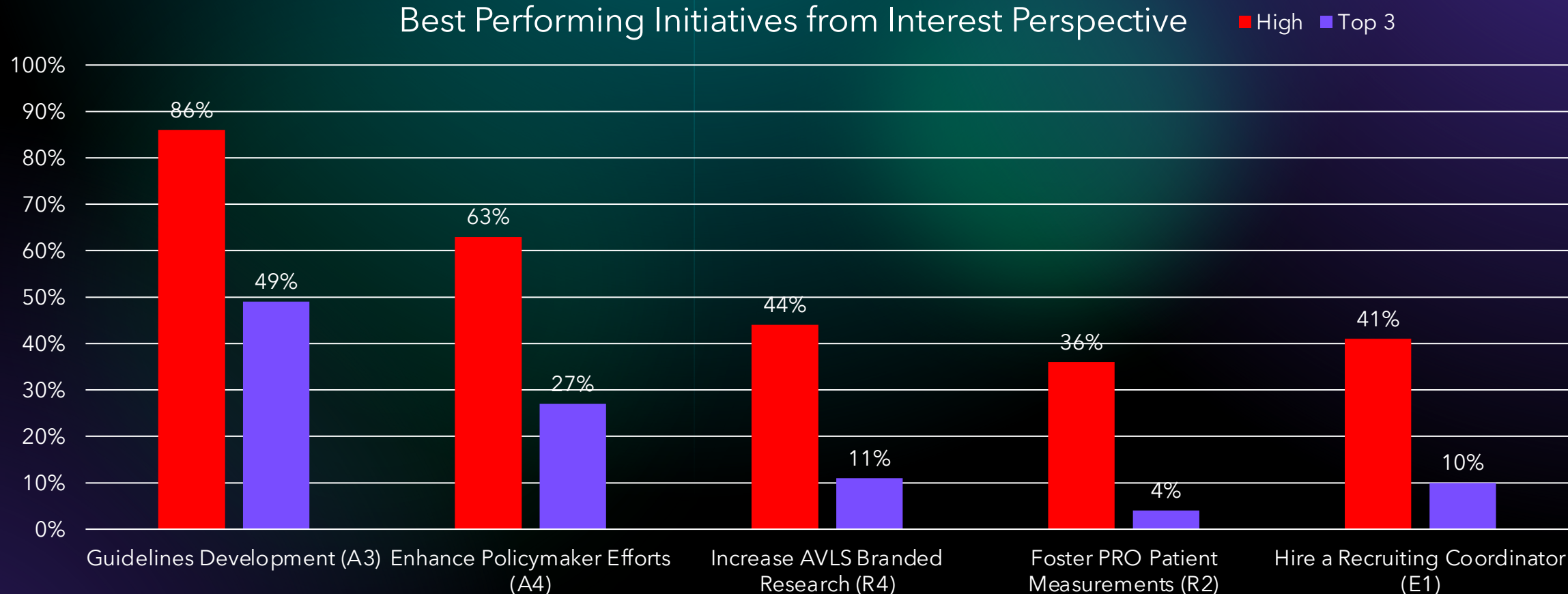
- There is significant confusion as to why “NEEDS” was used.
- Those not concerned about NEEDS, unable to see a value to achieving ABMS designation relative to their primary interests in AVLS.
- Disbelief such an achievement was possible.

Pursuit of ABMS Designation



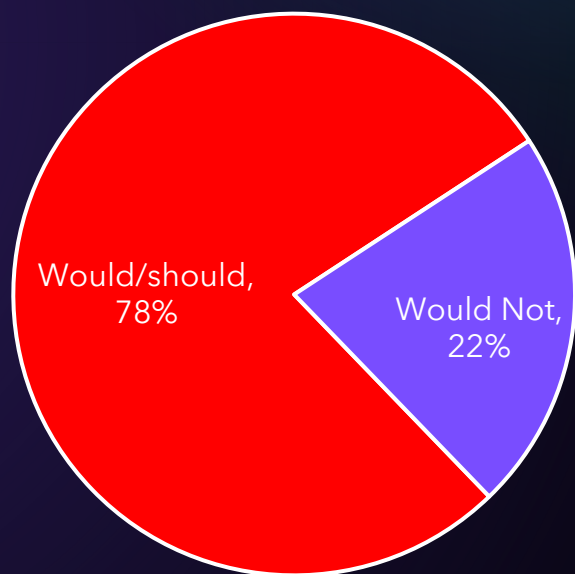
Value of Initiatives to Participants

Best Performing Initiatives from Interest Perspective

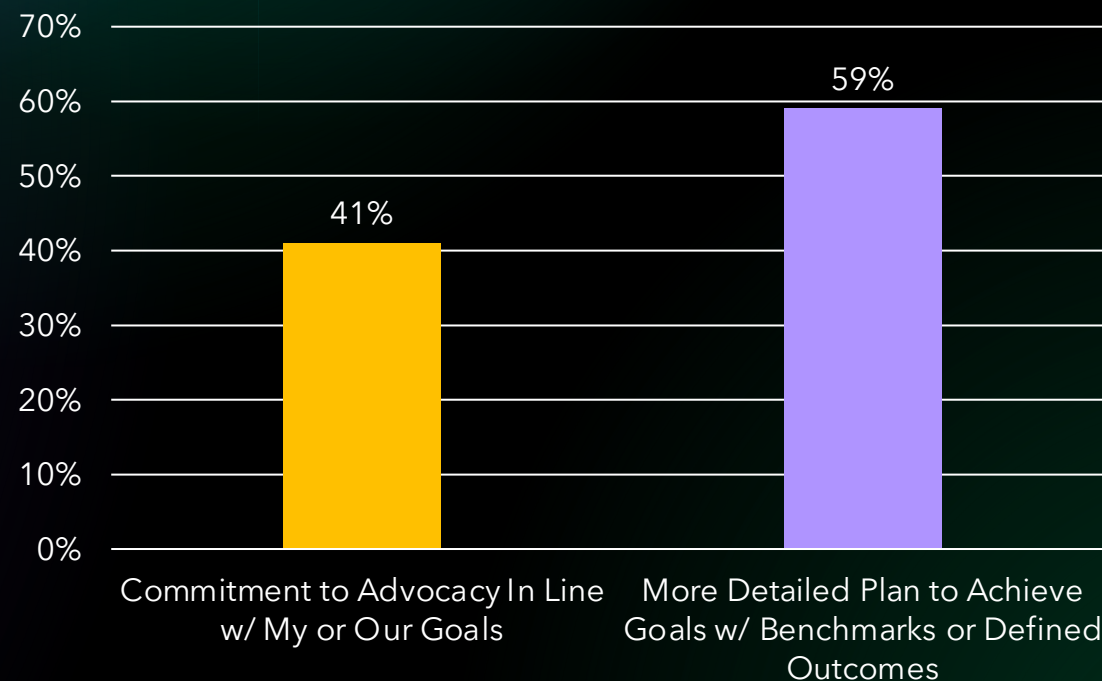


Would You Invest in Your Top 3?

I / MY EMPLOYER WOULD LIKELY
CONSIDER FUNDING MY TOP3:



NEED TO BE SHOWN:



Study Historic Notes

Great Expectations would be 4th Major Gift Initiative since 2004 (2023 - 2027)

Foundation for the Future of Phlebology (2004 - 2008)

- \$3 million raised, 152 gifts in total (17 corporate, 135 member), average leader gift \$10,862

Vision for Tomorrow (VFT, 2010 - 2015)

- \$3.1 million raised, 161 gifts in total (19 corporate, 142 member), average leader gift \$11,081

New Horizons (2018 - 2022)

- \$5 million raised, 172 gifts in total (19 corporate, 153 member), average leader gift \$6,945

STOP CMS22 (August - Dec. 2021)

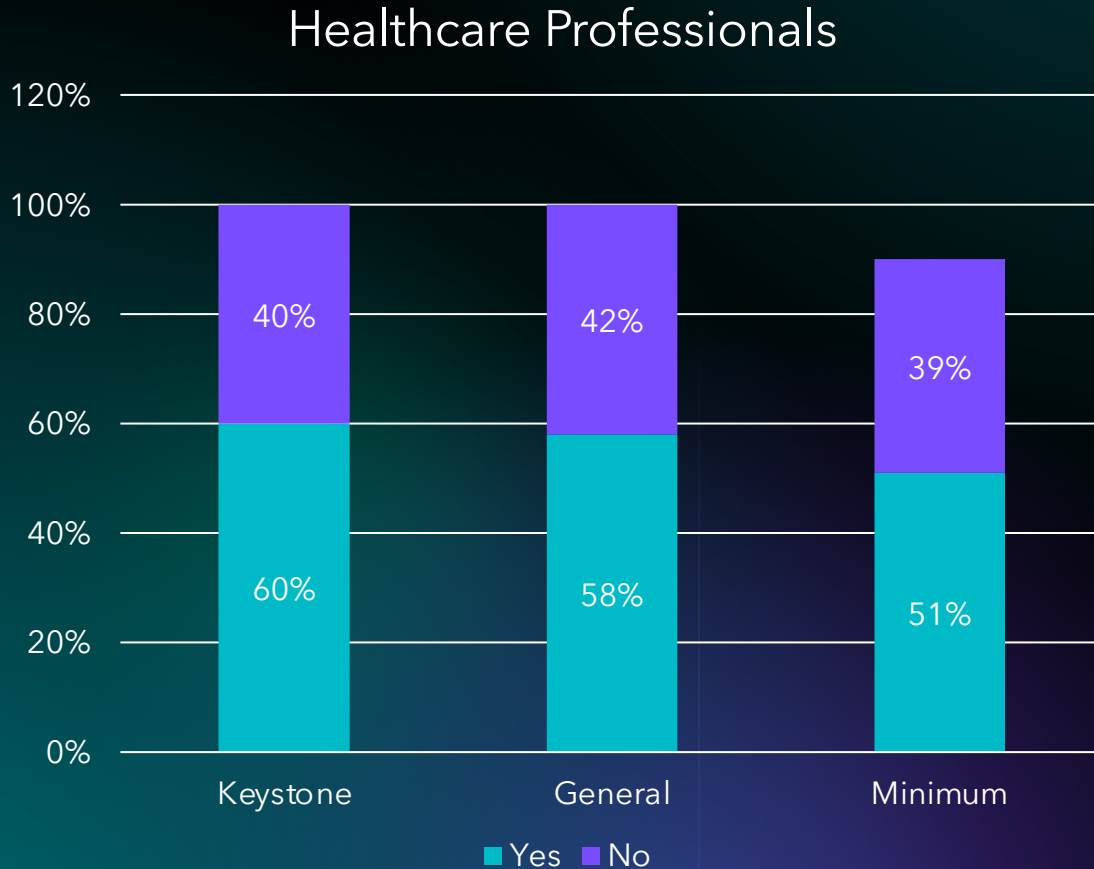
- \$126,000 raised, 116 gifts (96% Donors AVLS members, 95% HCP's), \$1,079 average gift

Prospect Pool Potential & Target Asks

Proposal (Annual)	Qualified	Identified
\$300,000	2	7
\$200,000	5	16
\$100,000	18	33
\$50,000	11	19
\$20,000	13	19
\$10,000	11	18
\$5,000	5	7
Under \$5,000	2	2
Totals	67	

- 67 Prospective Major Gift Donors Identified
- Qualified by most frequent proposal level id'd
- Identified prospect pool (\$4,355,000 annual)
- Qualified prospect pool (\$1,300,000 annual)
- Minimum 14 Major Gifts above \$20k annual
- Identified pool ask 3.5x Qualified pool ask
- Keystone Gifts (\$200k - \$300k) sets goal (3 gifts)
- Member giving (\$1 million total)
- See Board memo on prospect list*

Leadership Giving (Members)

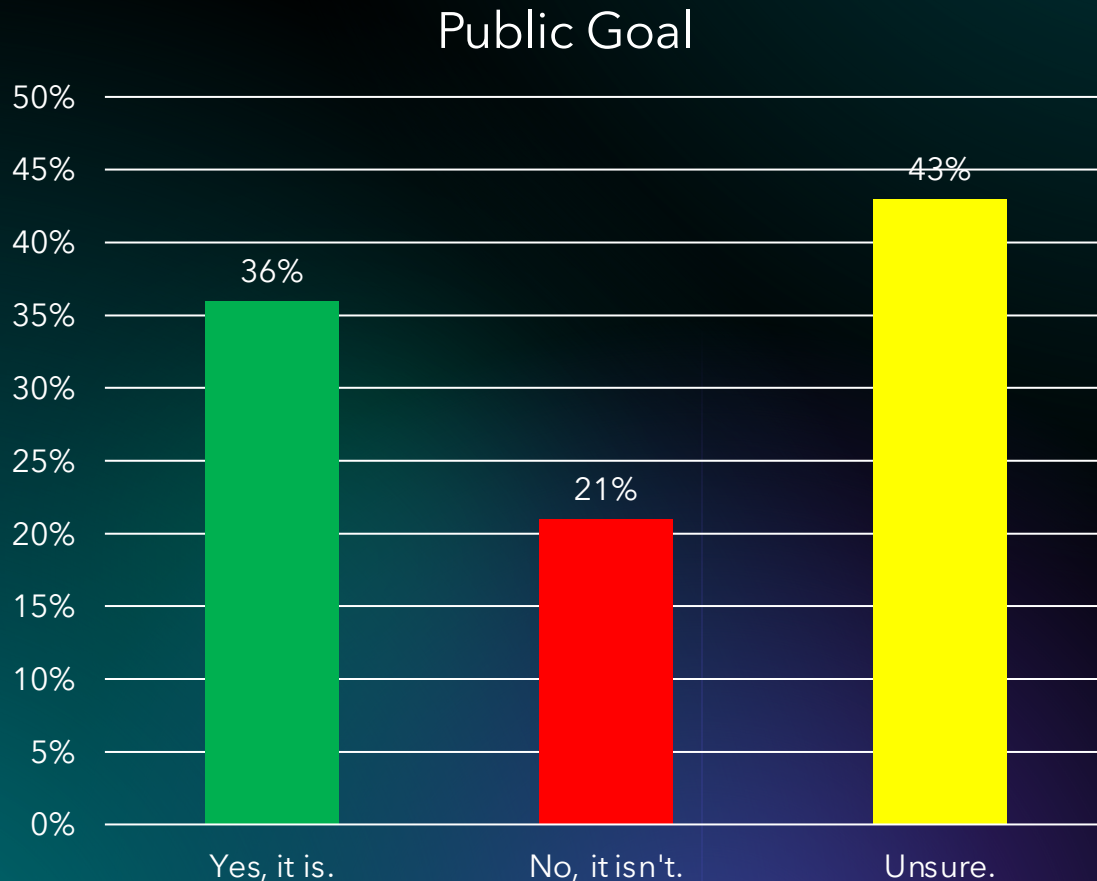


- Physician Gifts (annual):
 - Keystone Gift (\$5,000 annual):
 - Range (\$2,500 - \$10,000)
 - Average (\$4,456 a year)
 - General Gift (\$2,000 annual):
 - Range (\$2,000 - \$5,000)
 - Average (\$2,091 a year)
 - Minimum Gift (\$1,000 annual):
 - Range (\$250 - \$3,000)
 - Average (\$1,007 a year)

Leadership Giving (Members) cont.

- Non-Physician Gifts (annual):
 - Keystone Gift (\$1,000 annual):
 - Range (\$500 - \$1,000)
 - Average (\$925 a year)
 - General Gift (\$200 annual):
 - Range (\$100 - \$500)
 - Average (\$432 a year)
 - Minimum Gift (\$100 annual):
 - Range (\$50 - \$100)
 - Average (\$74 a year)
- Gift indications from interviewees
 - 30% declined to indicate any FY23 gift
 - 59 interviewees stated FVLD in FY23 budget
 - Gifts indications FY23 (\$866,000)
 - Average gift (\$20,619 annually)

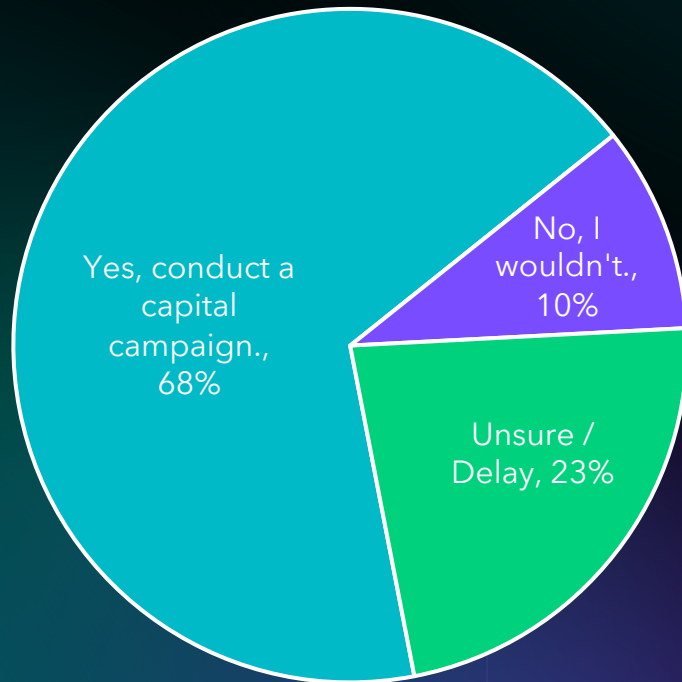
Is the \$6 Million Goal Feasible?



- 74% of respondents indicate the public goal is a concern, off putting or challenging at best.
- Of "No" & "Unsure" respondents:
 - Public goal of between \$4 - \$5 million was most often recommended.
 - Commercial executives cited significant budget headwinds limiting their investment potential in 2022 & beyond.
 - Member respondents cited practice, pandemic or reimbursement cuts as threats to their support potential.

Great Expectations Project Advice

Conduct a Capital Campaign



- 31% of the "Yes" votes voiced a specific caveat of concern with their recommendation.
- Of 33% unable to say "Yes", concerns included:
 - Absence of healthcare economic outcomes research as part of advocacy plans.
 - Clarity on how ABMS would be achieved.
 - Confidence ABMS could be achieved.
 - How ABMS achieved impacted them directly.

Study Takeaways

Counsel believes:

1. FVLD can conduct a 4th capital initiative, **despite** the negative headwinds of pandemic, inflation, potential recession, reimbursement cuts and other concerns.
2. Public goal should be \$4 million with a \$5 million challenge goal, revised after the results of first five (5) keystone gift solicitations as sufficient prospect pool exists to pursue \$1 million annually.
3. Prospect understanding of the mission, vision and purpose of Great Expectations **MUST** include:
 - Analysis proving ABMS will have a positive impact on reimbursement (advocacy)
 - Details, metrics of accountability and a timeline for benchmarking performance to goal expectations for the project to secure **Keystone** gift commitments.
 - Key leadership with multiple qualifications in academic research, public speaking, public policy, compression therapy, lymphedema accolades and publishing experience.

Open Discussion

Questions about study, survey or
recommendations...

Questions about presentation, please contact:

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- Email: jmangold@myavls.org