

NEW HORIZON

initiative



Join our journey to improve
advocacy, research and education
in venous and lymphatic medicine

“Leadership is vision with action. Defining what you are and how your patients are cared for is something you do yourself. Collectively, we must advocate, research and educate – as a community – or risk having our patients, peers and field controlled by someone else’s agenda. We ARE the New Horizon.”



Nick Morrison
MD, FACS, FAVLS, RPhS
Honorary National Chair,
New Horizon Initiative



In 2018, the American College of Phlebology (ACP) and its Foundation (ACPF) recognized the field of venous and lymphatic medicine needed to change and required a new approach to navigate toward that horizon.

To embrace evolution in the practice of venous, lymphatic and wound care medicine, ACP and ACPF leadership charted a new course:



By changing our name, we have taken our first step toward the New Horizon.

In order to enact change, we needed to change who we ARE!

Our leadership and corporate partners have already responded energetically and have committed nearly \$4 million in support. Are you ready to journey with us and discover who you ARE in our community?

Our New Horizon initiative is an opportunity to expand the mission and vision of our Society to better serve the needs of our membership, the field and ultimately our patients in an ever changing and complex healthcare environment.

Building on the investments of the past decade, your Society has now defined who we **ARE**:

ADVOCACY • RESEARCH • EDUCATION

With your partnership, our Society will grow significantly and better position itself to deliver care to patients by:

- Expanding educational opportunities
- Providing data driven research and guidelines for practice and patient care
- Working closely with health care policy makers to advocate on behalf of our patients, our members and our field
- Ensuring we provide optimum care models to significantly improve the quality of care for our patients

Change is
nothing more
than looking
into the
future and
seeing a
New Horizon.



“The future of the practice of venous & lymphatic medicine will require a dedication of materials and manpower that assures our society can speak nationally on each member’s behalf to payers, policy makers and the public.
We ARE Advocacy through New Horizons.”

– C. Christopher Pittman, MD, FAVLS
Advocacy Committee

Advocacy

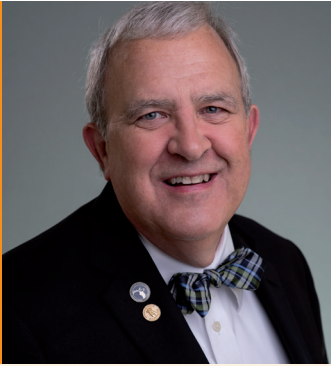
In this dynamic health care environment with rapidly moving policy makers and payors, it is imperative that we work to ensure our patient’s quality of life remains a core part of the national health care mission. Patient care cannot be compromised due to a lack of understanding of venous and lymphatic disease by policy decision makers.

Five Year Goals

- Hire a full-time staff member to focus solely on advocacy.
- Position ourselves to proactively address policy changes.
- Provide relevant scientific and patient reported outcome data to the various decision makers.

Accomplishments

- Robert White, Director of Health Care Policy & Advocacy was hired Spring of 2018.
 - ▶ Built a rapid response team for payor policy changes.
 - ▶ Met with six payor relations teams.
 - ▶ Formally responded to eight policy coverage determination proposals.
- U.S. Congressman Elect Mark Green, MD opened the 2018 Annual Congress.
- Juan Schaening, MD with First Coast Service Options was the Keynote speaker at the 2018 Annual Congress.
- Initiated Improving Wisely project with Johns Hopkins University to improve standards of care.
- Energized commitment to the national CPT and RUC process, advocating for fair reimbursement for vein procedures.



“We do not want public policy set without the benefit of facts, statistics or medically relevant information. Through Improving Wisely & the PRO Venous Registry, we are developing evidence-based content. We ARE Research through New Horizons.”

– Joseph T. Jenkins, MD, FAVLS, FACS, RPVI, RPhS, RVT, Diplomate ABVLM, CWSP
Chair, PRO Venous Registry Operations Committee

Research

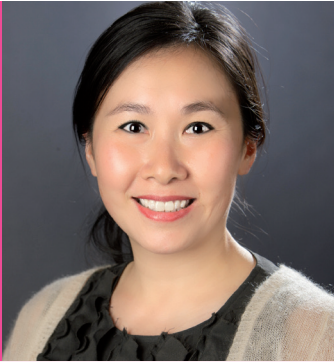
Our commitment to research began with the development of the Patient Reported Outcome (PRO) Venous Registry. By embracing research as a core tenet of the Society, we are committing to expanding the field of venous and lymphatic research.

Five Year Goals

- Have over 300 independent venous and lymphatic practices contributing data to the registry on a routine basis.
- Develop an upgraded registry database for PRO Venous Registry.
- Provide CMS quality reporting for MIPS/MACRA requirements to our licensed users.
- Support a minimum of 4-6 new publications annually through grants from the Foundation.
- Continue annual support of the Research Summit.

Accomplishments

- Over 175 PRO Venous Registry Licensed Users contributed to the database.
- Purchased the Venous Patient Outcome Registry (VPOR).
- Began merging VPOR into the PRO Venous Registry (June 2019 completion).
- Two PRO Venous Registry studies presented at the 2018 Annual Congress:
 - ▶ Marlin Schul, MD, MBA, RVT, FAVLS
AVLS PRO Venous Registry - Epidemiology Study
 - ▶ Willy Chi, DO, FAHA, FSVLM, FAVLS
AVLS PRO Venous Registry - Endovenous Ablation Study
- Mike Thompson, Director of Research and PRO Venous Registry was hired Fall of 2018.
- Hosted second annual Research Summit in April of 2018. View the full report at www.phlebology.org/2018-research
- Hosted the 2018 Pelvic Vein Guidelines and Standards Meetings in Chicago, IL.



“The need for medical education and training will never end. A practice’s need for access to these programs and services both nationally and regionally also never ends. So, we are expanding our educational offerings from national symposia to online learning and localized programs being brought to your area. We ARE Education through New Horizon.”

– **Margaret Mann, MD, FAVLS**
Chair, Standing Educational Committee

Education

Since the founding of our Society, a core principle remains to provide the highest quality medical education in venous and lymphatic medicine available in the United States.

Five Year Goals

- Expand educational offerings with regionalized symposia focusing on the following:
 - ▶ Sclerotherapy
 - ▶ Ultrasound
 - ▶ Compression
 - ▶ Wound Care
 - ▶ Lymphedema
 - ▶ Deep Vein Thrombosis
 - ▶ Exam/Certification Preparatory Courses
- Increase investments in Fellowship grants with the ABVLM.
 - ▶ Establish 15 active and sustainable Fellowship programs by 2020.
 - ▶ Support ABVLM initiative to become a recognized medical specialty of the American Board of Medical Specialties.
- Raise profile of our members as specialists for anyone with a painful, swollen or ulcerated limb.

Accomplishments

- 2018 Annual Congress was the most comprehensive venous and lymphatic curriculum to date.
 - ▶ Expanded to include nine hours of CME in Lymphedema.
 - ▶ Added four and a half hours of CME in Wound Care.
- Expanded 2018 Regional Programming.
 - ▶ Phlebology Review Course in Chicago, IL
 - ▶ RPhS Review Course in Chicago, IL
 - ▶ Sclerotherapy Course in Denver, CO
 - ▶ Practice Management Course in Denver, CO
 - ▶ Sclerotherapy Course in Baltimore, MD



What Can You Do?

Partner with the American Vein and Lymphatic Society:

GET INVOLVED

- Join a committee.
- Engage with our live and online educational programs.
- Participate in the PRO Venous Registry.
- Advocate for Venous and Lymphatic disease in your local and state medical associations.

AND MAKE A DIFFERENCE

- Donate to the Foundation for Venous & Lymphatic Disease

Your support has and will continue to impact our community. It is only with your financial commitment to the New Horizon that we will see positive and lasting changes benefitting everyone.

We are incredibly excited to be a part of this new horizon, ARE you?



Marlin Schul, MD, MBA, RVT, FAVLS
President
American Vein & Lymphatic Society



Neil Khilnani, MD, FAVLS, FSIR
Chairman
Foundation for Venous & Lymphatic Disease



Dean J Bender
Executive Director
American Vein & Lymphatic Society
Foundation for Venous & Lymphatic Disease

BECOME AN INDIVIDUAL DONOR

Donation Level	Physician	Non-Physician
Chairman	\$50,000 +	\$10,000 +
Diamond	\$25,000	\$5,000
Ruby	\$20,000	\$2,500
Emerald	\$15,000	\$1,500
Gold	\$10,000	\$1,000
Silver	\$5,000	\$500
Donor	<\$5,000	<\$500

Pledges may be donated as a one-time gift or in installments, annually, quarterly or monthly.

Individual Donors receive the following recognition based on level of support:

ALL LEVELS

- Access to the Donor lounge at each Annual Congress
- Invitation to the New Horizon Reception at each Annual Congress
- Recognition at all Society events
- Exclusive VIP registration line at Society events

SILVER LEVEL OR HIGHER

- Advanced access to all Foundation funded research publications from PRO Venous Registry
- Advanced access to all Society and Foundation white papers released

GOLD LEVEL OR HIGHER

- Invitation to the Foundation's Executive Leadership Summit
- Invitation to the Foundation's Annual Research Summit
- Invitation to the President's Reception at Annual Congress

EMERALD LEVEL OR HIGHER

- Additional discount on Educational Registration fees over standard member benefit
- Invitation to Foundation Leadership Opportunities

RUBY LEVEL OR HIGHER

- Additional discount on PRO Venous Registry Annual license and reporting fees over standard member benefits
- Invitation to serve on Executive Leadership Summit committee

DIAMOND LEVEL OR HIGHER

- Invitation to serve on the Foundation Research Summit committee
- Invitation to serve on the ACPF New Horizon Steering committee (limited)

DONOR RECOGNITION

Thank you to those who have already committed to the New Horizon

INDIVIDUAL DONORS:

CHAIRMAN

- James Albert
- Dean and Debbie Bender

- Felicite Daftuar
- Terri Harper

- Diana Neuhardt
- Mel Rosenblatt

DIAMOND

- Stephen Davis
- Scot Dubé
- Gordon Gibbs

- Eric Heil
- James Heinz
- Joseph Jenkins

- Chris Pittman
- AJ Riviezzo
- Marlin and Susie Schul

RUBY

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- Jeffery Schoonover

EMERALD

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- Steve Elias

- Lisa Eden Giammaria
- Brad Moseley

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- Mark Meissner
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- Neal Reynolds
- Anuj and Mehul Shah
- Lawrence Starin
- Sean Stewart
- Steven Zimmet



BECOME A CORPORATE DONOR

Donation Level	
Chairman	\$1,000,000 +
Executive	\$500,000
Founder	\$250,000
Leader	\$200,000
Visionary	\$150,000
Director	\$100,000
Partner	\$75,000
Supporter	\$50,000
Friend	\$25,000
Donor	<\$25,000

Pledges may be donated as a one-time gift or in installments, annually, quarterly or monthly.

Individual Donors receive the following recognition based on level of support:

ALL LEVELS

- Premium positioning and early selection in the exhibit hall at the Annual Congress
- Access to the Donor Lounge at Annual Congress
- Invitation to the New Horizon Reception at Annual Congress
- Recognition at all Society events and in New Horizon materials
- Invitation to the President's Reception at Annual Congress

DIRECTOR LEVEL OR HIGHER

- Foundation Research Summit Invitation and Executive Leadership Summit Invitation
- Platinum Sponsor Item at Annual Congress

VISIONARY LEVEL OR HIGHER

- Submit PRO Venous Registry Research Questions
- Annual Congress Sponsorship Credit
- Placement in Foundation Door Drop at Annual Congress
- Time slot in the TV Channel at Annual Congress

LEADER LEVEL OR HIGHER

- Private hospitality suite at Annual Congress
- Invitation to serve on Foundation Committees and New Horizon Steering Committee

FOUNDER LEVEL OR HIGHER

- Seat on Foundation Advocacy Council

CHAIRMAN OR HIGHER

- ABVLM Fellowship Naming Rights
- Access to Foundation Research Summit Committee and Executive Leadership Summit Committee

DONOR RECOGNITION

Thank you to those who have already committed to the New Horizon

CORPORATE DONORS:

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Foundation for Venous &
Lymphatic Disease
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Chicago, IL 60654
510-346-6800
www.fvld.org

Through our mission and vision captured in the New Horizon strategy, we are given an opportunity to stand together and make a real difference in the future of our specialty for our patients.

Time is fleeting, your legacy is all you have – what will people say about you when you're gone?



Mel Rosenblatt, MD, FAVLS
Co-Chair, New Horizon
National Steering Committee

for Mel 