



American College of Phlebology Strategic Plan 2018-2022



American College of
PHLEBOLOGY
FOUNDATION



American College of
PHLEBOLOGY

“

*Vision without action is merely a dream.
Action without vision just passes the time.
Vision with action can change the world.*

”

Joel A. Barker



The New Horizon

It is with great excitement that the leadership of the American College of Phlebology, the American College of Phlebology Foundation, the American Board of Venous and Lymphatic Medicine, and our corporate partners have come together for such a time as this to set course toward a New Horizon. A New Horizon is where we see opportunity to expand the mission and vision of our College to better serve the needs of our membership, our field and our patients in an ever changing and complex healthcare environment.

Building on the investments of the past decade, your College, with your involvement and support, is now positioned to stand on three core principals:

Education – Research – Advocacy

Through your efforts, those of our membership and of our corporate partners, our College will grow significantly as we better position ourselves to deliver care to our 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

Education:

To provide the highest quality medical education in venous and lymphatic medicine available in the US is a core principle of the College and its stakeholders. Beginning in 2018, the College's education opportunities will broaden beyond Annual Congress through a series of regionalized symposia. These events will deepen our understanding of all areas of venous and lymphatic medicine. It is our vision to raise the profile of our members as the "go to" specialists for anyone with a painful, swollen or ulcerated limb; recognized as best able to diagnose, treat and care for patients with venous and lymphatic disease.



New regional educational opportunities will expand to include the following:

- Sclerotherapy
- Ultrasound
- Compression
- Wound Care
- Lymphedema
- Deep Vein Thrombosis
- Exam/Certification Preparatory Courses

On another educational front, the ACP Foundation is stepping up our investment in the Fellowship program by expanding Fellowship grants with the ABVLM. These Fellowship programs are a critical component for our potential recognition as a member of the American Board of Medical Specialties (ABMS). With continued investment to develop 3-4 new Fellowship sites annually, we expect to build 10-12 active and sustainable Fellowship programs by 2020. As a result, we expect to be in a position to submit our application to become a member board of the ABMS in the next 3-5 years.

Research:

The College made the commitment to increase investment into research in venous and lymphatic medicine by developing the PRO Venous Registry several years ago. The PRO Venous Registry is currently functional and expanding. By the end of 2018, we will have over 200 sites contributing data to the registry on a routine basis. In addition, the College has made the investment to acquire the Venous Patient Outcome Registry (VPOR) and in 2018 will begin the merger process between VPOR and the PRO Venous Registry. The merger will expand the breadth of data to include more on deep venous patients, as well as position the registry for use with institutional and academic electronic medical records.



Most significantly the merger will enable the PRO Venous Registry the opportunity to provide CMS quality reporting for MIPS/MACRA requirements to our providers.

Additionally, the College has added the position of Director of Research & Registry to work with the registry and our membership to produce a series of registry-based research initiatives to support a greater understanding of venous and lymphatic disease. With this investment, we enthusiastically anticipate a rapid expansion in our ability to generate

meaningful, population based health research in venous and lymphatic disease. Our goal is to support a minimum of 4-6 new publications annually through grants from the ACP Foundation.

Advocacy:

The College and the Foundation have agreed to invest in supporting the College as a stronger advocate for our members and the field of venous and lymphatic medicine. In the dynamic healthcare environment, where policy makers and payors are moving rapidly, it is imperative that we, as an organization, work to ensure that the quality of life of our patients remains a core part of the national healthcare mission. Patient care cannot be compromised due to a lack of understanding of venous and lymphatic disease by policy decision makers.

To support our advocacy goals, we are excited to add to our staff a full-time position that will focus solely on advocating for our patients and our members. By collaborating with our member volunteers and other related societies in the field, we will position ourselves more offensively to address policy changes *before* they are instituted. In combination with the investments in our registry research, we want to provide the most current and relevant scientific and patient reported outcome data to the various decision makers to ensure that the care our patients require is available when needed.





Set Course

We trust you now have a better understanding of the “New Horizon” your American College of Phlebology has set course for! A direction that will expand our mission and vision to benefit all that the College serves to provide our patients with the highest quality of care.

To successfully achieve the goals and objectives we have established, it is going to take each and every one of us stepping up and supporting the movement toward this bright future. You need to play an active role in this journey. You need to decide that you are in a place and time where you have been blessed to be able to commit yourself to “such a time as this.”

What Can You Do?

If you are not currently a member of the American College of Phlebology, join today and get involved. Begin to make a difference.

If you are already a member, get more involved! Join one of our committees and work alongside your colleagues to advance our field.

Be active in our educational programs, support our research efforts by participating in the PRO Venous Registry, and get involved in your local and state medical associations to help drive change in healthcare policy and coverages.

You can make a difference simply by donating to the American College of Phlebology Foundation. Invest in your future and make a difference in our specialty. It is only with your support and commitment to this New Horizon that we will see positive and lasting changes to benefit everyone.

We are incredibly excited to be part of “such a time as this,” are you?

Neil Khilnani, M.D.

Neil Khilnani, M.D.

President

American College of Phlebology

Dean J Bender

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Executive Director

American College of Phlebology

American College of Phlebology Foundation

We want to thank the leadership of the following individuals and corporate partners that have seen the vision of the New Horizon and have already committed to support the ACP and ABVLM's initiatives with generous financial gifts.

Corporate Donors

Medtronic Tactile Medical BSN medical	medi USA Vascular Insights BTG	SIGVARIS Juzo VCA	CVR AngioDynamics Merz Aesthetics
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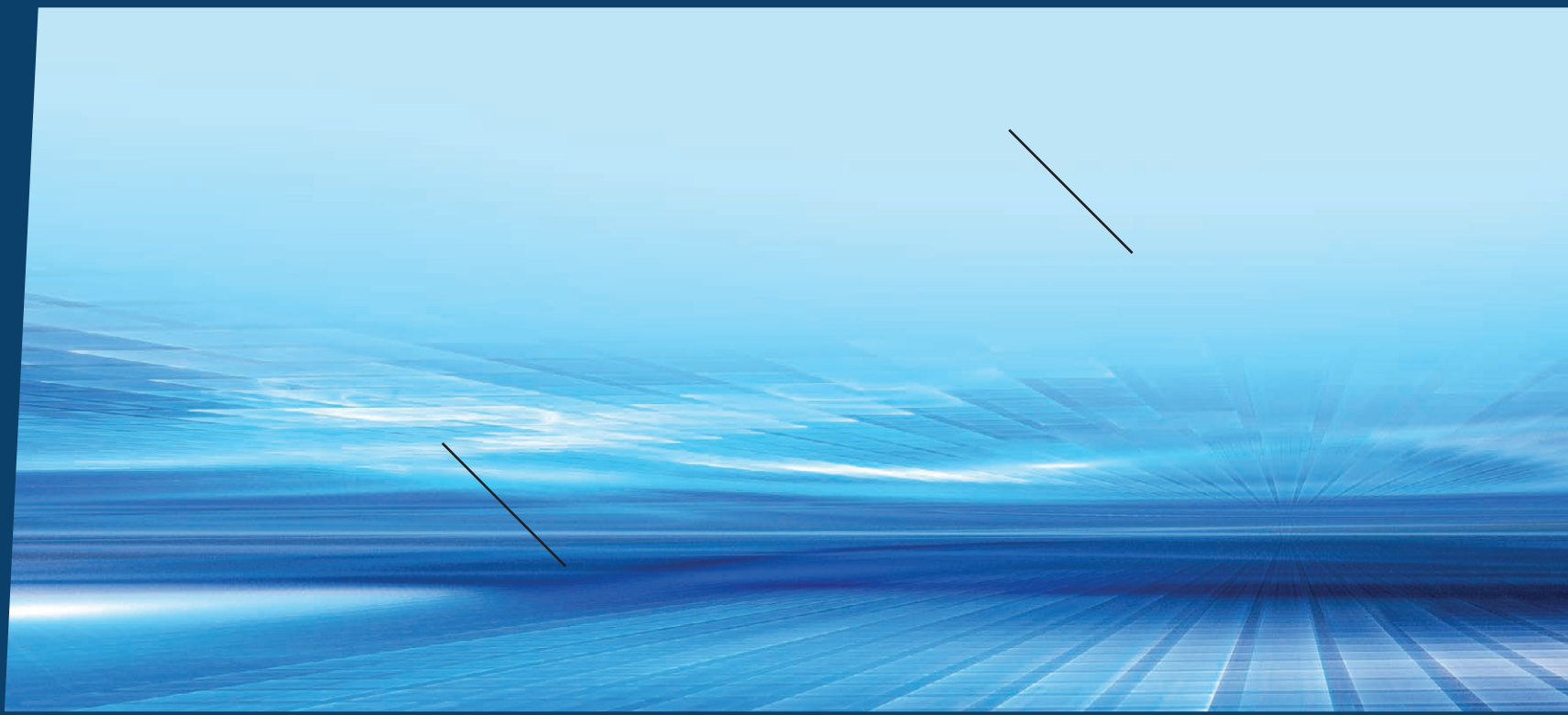
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Individual Members will receive the following for donations based on level of support:

- Access to the Donor lounge at each Annual Congress (all levels)
- Invitation to the Donor Reception at each Annual Congress (all levels)
- Invitation to Foundation's Executive Leadership Summit (Gold level or higher)
- Invitation to the Foundation's Annual Research Summit (Gold level or higher)
- Additional discount on Educational Registration fees over standard member benefit (Emerald level or higher)
- Additional discount on PRO Venous Registry Annual license and reporting fees over standard member benefits (Ruby level or higher)

Corporate Donors:

- Premium positioning in exhibit hall each year at the Annual Congress (all levels)
- Early registration and selection of exhibit hall assignments, sponsorships (all levels)
- Access to the Donor Lounge at each Annual Congress (all levels)
- Two representatives invited to Donor Reception at each Annual Congress (all levels)
- Two representatives invited to President's Reception at each Annual Congress (Director level or higher)
- Private hospitality suite for entire Congress (Founder level)
- Additional marketing and promotional opportunities as defined in the New Horizon campaign materials





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