



expanding
the universe of
vein care for
thirty years

2015-2016
Annual Report



American College of
PHLEBOLOGY

advancing vein care 



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Letter from the Interim Executive Director



Founded in 1986, the American College of Phlebology (ACP) has grown from a handful of visionaries who shared a common goal, into a diverse, multi-specialty society with more than 2,000 global members. 30 years later, it is important to reflect on how much we have progressed as a specialty and all that we have accomplished. The inaugural meeting of the North American Society of Phlebology hosted 14 attendees. This eventually became the Annual Congress and now regularly hosts more than 900 attendees, 100 faculty, and 70 exhibiting companies. Although the ACP is now widely recognized as a leader in the advancement of vein care, we must remain dynamic and adapt to environmental changes in order to strengthen the future viability of the organization.

The 2015-2016 fiscal year was a great success for the ACP, making enormous strides in data collection, advocacy, and collaboration that benefits our members as well as the entire venous and lymphatic community. The ACP PRO Venous Registry has grown to 99 participating physicians, reporting more than 13,000 unique patients with nearly 53,000 patient records. In addition, the ACP represents the voice of vein care at the American Medical Association with representatives in the House of Delegates, Current Procedural Terminology (CPT) Committee, and Relative Value Scale Update (RUC) Committee. During the year, the ACP also pursued unification activities with the American Venous Forum (AVF), ultimately deciding on continued collaboration between the societies as well as other organizations within the venous and lymphatic community. Volunteer leadership was instrumental in fulfilling these objectives along with the tireless support from the ACP Headquarters Staff.

As we enter the 2016-2017 fiscal year, we anticipate many changes. We will face these in our environment from CMS healthcare reforms and the advent of MACRA/MIPS and APM's to changes in the organization, with a new incoming President and the pending appointment of a new permanent Executive Director. We will also face changes in the specialty itself, with the ever increasing importance of standard-setting, collaboration and coalition-building. Sensing the need for change, and with many of the objectives from the 2012 Strategic Plan accomplished, the ACP Board of Directors set a new direction for the organization, culminating with the 2016-2019 Strategic Plan. This renewed organizational plan focuses on five key areas, including advocacy, awareness, education, infrastructure, and research. As we enter this period of change, the Strategic Plan will serve as a guiding document to help navigate the uncertainties that exist ahead.

The core purpose of the ACP is to advance the care of venous and lymphatic disease through the core values of fellowship, innovation, integrity and science. As we strive toward meeting these objectives, we continue to pursue the organizational vision of remaining the leading authority for venous and lymphatic health.



Keith A. Darby, CAE, CMA, CFE
Interim Executive Director
American College of Phlebology Foundation

Organizational Message



It is the mission of the American College of Phlebology to advance vein care. We strive to improve the standards of patient care related to venous disorders.

The Board of Directors of the American College of Phlebology is pleased to report on the many accomplishments of the volunteer leadership and staff in carrying out the mission of the organization this year. Education and research are our primary purposes, and in striving to reach those goals, we met many of the objectives in the Strategic Plan, including providing numerous research grants & scholarships, public awareness programs and improved standards of care. The 2015-2016 fiscal year proved to be a great success for the ACP as presented in this year's annual report to members.



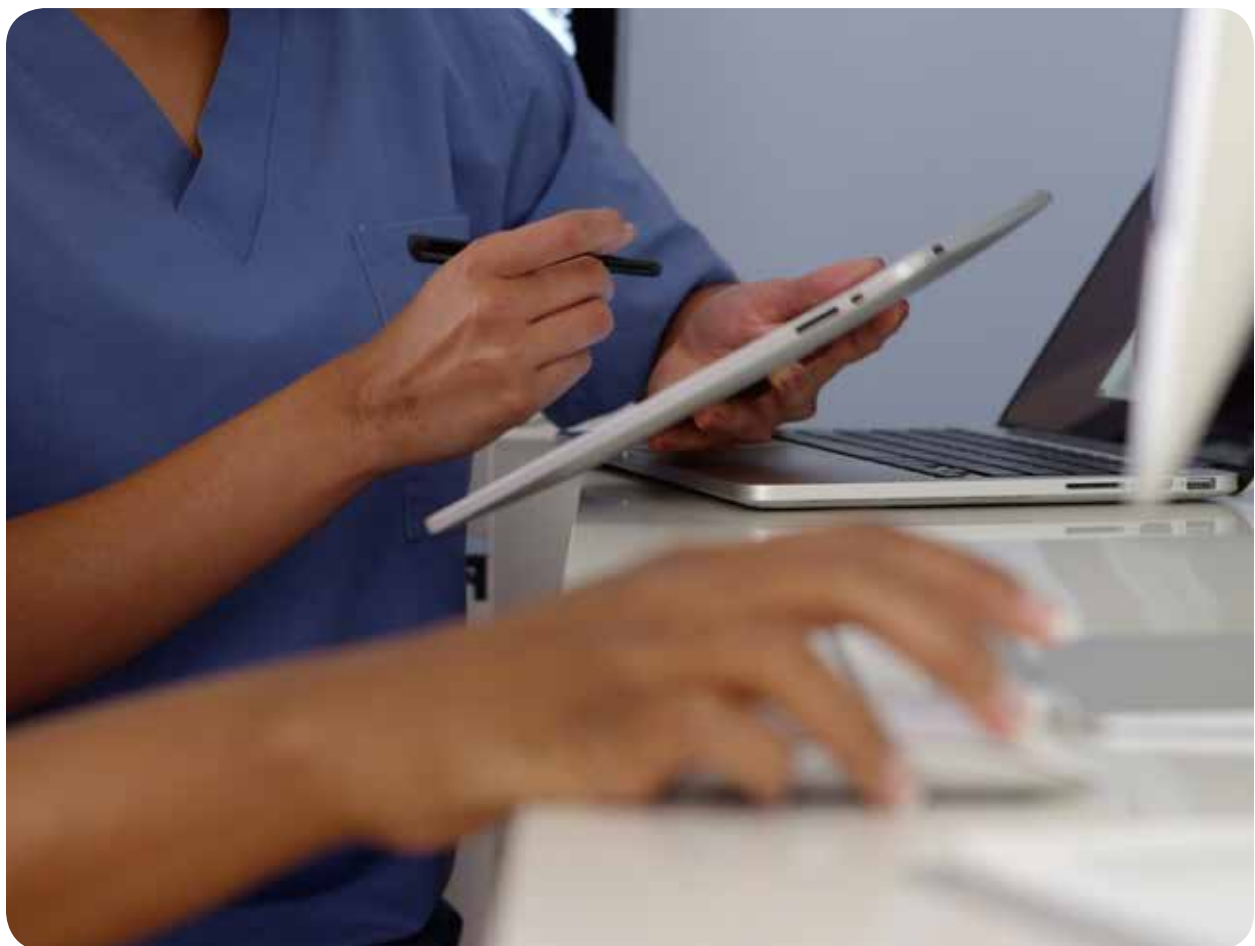
Membership



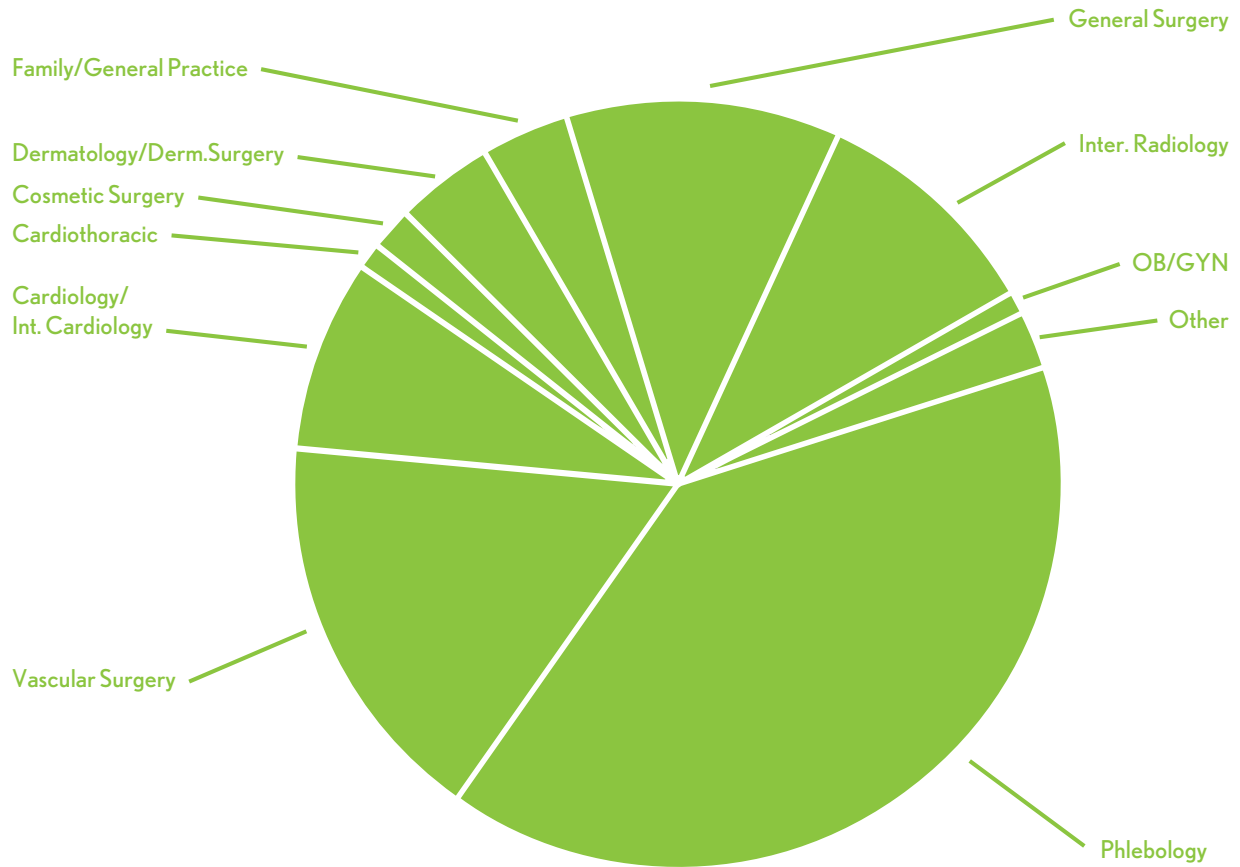
ACP Membership Remains Steady

The American College of Phlebology has been able to maintain its membership year over year, despite continuing challenges in healthcare and a market trend of declining membership rates among similar

organizations. The ACP continues to draw from a wide range of healthcare providers in a number of primary specialties. The following chart demonstrates this diversity.



ACP Membership By Specialty 2016



Specialty	Physician	Allied	Total
Cardiology/Int.Cardio	127	17	144
Cardiothoracic	17	2	19
Cosmetic Surgery	28	7	35
Dermatology/Derm.Surgery	65	7	72
Family/General Practice	58	3	61
General Surgery	181	10	191
Interventional Radiology	154	12	166
OB/Gynecology	15	1	16
Other	38	9	47
Phlebology	621	266	887
Ultrasound	0	17	17
Vascular Surgery	262	38	300
Total	1566	389	1955

Research & Grants



Fellowship in Phlebology Trains Future Phlebologist

Established in 2007, the ACP fellowship program completed its first year with Stony Brook University during 2015-2016. Funding, through a generous grant of the ACP Foundation, provides for a twelve-month postgraduate training in the AMA self-designated practice specialty of phlebology.

The one-year fellowship provides fellows with the opportunity to learn how to diagnose and treat the entire gamut of vein disorders, ranging from superficial venous issues to deep vein problems. Fellows are extensively trained, according to guidelines from the American Board of Venous and Lymphatic Medicine, in duplex ultrasound, venous ablation, phlebectomy, sclerotherapy, acute deep vein thrombosis and venous obstructive disease, with

The Fellowship is in its second year at Stony Brook University

exposure to venous malformations as well.

Pamela Kim, MD completed her 2015-2016 fellowship under the direction of Antonios Gasparis, MD at Stony Brook University, and Raudel Garcia, MD has been selected for the 2016-2017 term.



The ACP PRO Venous Registry Reaches Tipping Point

Launched during the 2014 ACP Annual Congress, the ACP PRO Venous Registry is a robust database, incorporating both physician and patient reported outcome (PRO) data through the use of ACP certified EMR systems. This allows users to benchmark their uploaded EMR data against that of the full database.

The database now contains more than 13,000 patients with nearly 53,000 patient records from 99 physicians across the U.S. With the recent addition of Centers for Venous Disease, Vein Clinics of America, along with three certified EMR vendors – StreamlineMD, Aprima, and Medstreaming – meaningful data is available, which can be utilized to improve patient outcomes as well as engage insurers, policymakers and the public.

The first ACP PRO Venous Registry Grant was awarded this year, and Yung Wei Chi, DO, FAHA, FSVM will

present “Health Related Quality of Life Questionnaire in Compression Therapy and Epidemiological Pattern of Registry Participants” at the 2016 ACP Annual Congress.

Real World Training through the ACP Preceptorship Program

The ACP Phlebology Preceptorship Program, now in its sixth year, is designed to improve public health, standards of care and patient outcomes by facilitating the matching of healthcare providers with qualified phlebologists.

This program gives clinicians real-world experience with a phlebologist in a clinical setting, allowing for interactions that cannot be provided from a textbook or didactic lecture. The goal of this engagement is to enhance the provider’s knowledge in specific areas in which the provider identifies a need.



Walter P. Degroot Clinical Fellowship Award

The de Groot Fellowship is available only to ACP members. It exists to provide individuals with a \$2,500 cash stipend to study with recognized phlebology experts throughout the world.

The 2015 Degroot Award was awarded to Felipe Collares, MD, for a one week training on CEAP C5 and C6 patients at the Santa Casa Hospital in Brazil.

JOBST Research Award for the Advancement of Phlebology

The JOBST Research award for the Advancement of Phlebology is available to both members and non-members who stimulate research in phlebology, utilizing a structured approach of developing aims, guidance and funding requirements. The amount of the award is \$15,000.

Ruya Li, PhD, at UC Davis was awarded the grant for the study “Telemedical Wearable Sensing Platform for Management of Chronic Venous Disorder” and will present her findings at the 2016 ACP Annual Congress.

Scholarships



Physician in Training

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 20 scholarships to the 29th Annual Congress in Orlando, FL.

A complete list of recipients are available upon request from the ACP office.



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 three International Scholars were awarded scholarships to the 29th Annual Congress in Orlando, FL:

Xiaodong Wang	China
Simone van der Velden	The Netherlands
Roshan Bootun	United Kingdom

Research Trainee Grant

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

The grant provides \$45,000 for one year for the chosen recipient.

David Connor, MD was awarded the grant in 2015 for the project: "Apoptotic Potential of Detergent Sclerosants, Propranolol and Sirolimus on Haemangioma, Placental and Endothelial Cells in vitro." Dr. Connor will be presenting his results at the 2016 Annual Congress.

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.

Education



The ACP Hosts 29th ACP Annual Congress, November 12-15, 2015 in Orlando, FL

The American College of Phlebology (ACP) hosted what has become the largest and most comprehensive meeting dedicated to venous and lymphatic disorders in the U.S. Under the direction of Program Co-Chairs Lisa Amatangelo, MD, RVT and Melvin Rosenblatt, MD FACPh, the scientific program set the standard with innovative and engaging content, respected faculty from around the world and opportunities for all levels of skill and knowledge.

In addition to cutting-edge content, the meeting remains the largest of its kind in the U.S., drawing 1,367 total attendees, which includes 998 registrants, more than 100 faculty and 78 exhibiting companies and organizations.

The ACP Offers a Variety of Specialized Live Education Courses throughout the Year

This year, the ACP was able to offer 4 live symposia with a faculty of leading vein care experts. Courses included the 2016 Phlebology Review, Sclerotherapy, and Ultrasound courses hosted at the ACP's state-of-the-art Training

Center in San Leandro, Ca, as well as the 2015 Ultrasound Course held in Newark, NJ.

The ACP Provides Convenient CME through Online Courses, Activities and Webinars

The ACP continues to expand its online offerings for professionals who need to stay up to date with the latest



research, techniques and procedures. In addition to the recorded sessions from Annual Congress and topical symposia, the ACP developed several new online programs, including:

Webinars - an Ultrasound Webinar addressing lower extremity venous anatomy & physiology was held in September. More topics with specialized importance for vein-care practitioners are being planned.

Case of the Month - the online Case of the Month is offered exclusively to ACP members as an opportunity to work through an educational case highlighting an aspect of vein care. Whenever possible the cases are certified for *AMA PRA Category 1 Credit*[™].

The Online Education Center Library Continues to Grow

The ACP Online Education Center currently hosts one of the most extensive catalogs of venous related topics on the web with 483 courses (111 of which are available for *AMA PRA Category 1 Credit™*), ranging from basic to advanced



topics and covering both superficial and deep venous issues. The content features prominent experts from around the world, and courses have been specifically selected from the Annual Congress and smaller topical symposia for physicians, nurses, sonographers and other healthcare professionals who wish to improve patient outcomes.

The array of venous health courses currently online affords the flexibility live sessions can't, allowing healthcare practitioners to take courses at any time and at their own pace.

The purpose of the Online Education Center is to provide the most up-to-date content and to teach the best practices in the field of vein care. Recently, the ACP began producing regular live online webinars on important topics such as ICD-10 and ultrasound. With the inclusion of streaming

content from these types of live events and expanded allied health topics, the Online Education Center continues to expand the educational opportunities for the growing needs of the medical community.

The ACP Maintains its ACCME Accreditation

In order to provide its members with the highest level of educational standards set forth by the independent Accreditation Council for Continuing Medical Education (ACCME), the ACP obtained accreditation in 2010. To maintain accreditation, the ACCME conducts an initial review after the first two years to evaluate compliance with their mandated guidelines.

The ACP received their four-year accreditation in 2014 and will continue to provide accredited continuing medical education for its educational activities.

The ACP Continues Public Awareness Campaign

Building on the successful PR initiative started in 2014, the ACP increased its social media efforts to expand its reach with the general public. By identifying specific market segments and crafting targeted messaging, the ACP increased engagement (follows, reposts, likes) 117% in 2015 over the prior year.

In addition, the ACP secured a grant of \$10,000 a month from Google in their non-profit AdWords program. This will significantly impact SEO efforts, and increase visibility of the ACP website during searches of keywords related to venous disease.

Leadership Academy Cultivates Future Leaders in Second Year

The second class of participants in the ACP Leadership Academy are currently developing the skills needed to become the next class of leaders in the ACP. Under the direction of Dr. Helene Fronek and leadership consultant Mitchell Simon, the ACP developed a year-long program which combines leadership, project design & implementation with personally transformative experiences to facilitate learning and enduring growth through retreats, monthly webinars and completion of a project that will allow participants to put their newly acquired knowledge to use, make a significant contribution to the field of phlebology and gain experience presenting at the next ACP Congress.

Some of the projects undertaken by the members of the 2015 Leadership Academy include:

- » **ACP Phlebology Safety Checklist** – The Assessment, Care, Plan, or ACP Checklist, walks practitioners through each step of the process from evaluation to post-procedure planning.
- » **Health Fair Kit** – The health fair kit provides offices participating in a healthcare professional materials needed to draw attention and answer venous health related questions.
- » **Medical School Curriculum** – a curriculum was developed that addresses the deficit in venous knowledge at most medical schools.
- » **Social Media** – a plan for surveying social media usage and message development was designed to improve communications with the general public.

The ACP Educates the Medical Community through Outreach Efforts

The ACP continued efforts to educate the medical community about phlebology and the organization by participating in a number of educational conferences and exhibit events hosted by ancillary societies in 2015-2016.

The ACP exhibited at the annual meetings of:

- » American Venous Forum (AVF)
- » International Vein Conference (IVC)
- » Society for Vascular Surgery (SVS)
- » Venous Symposium, New York (VSNY)



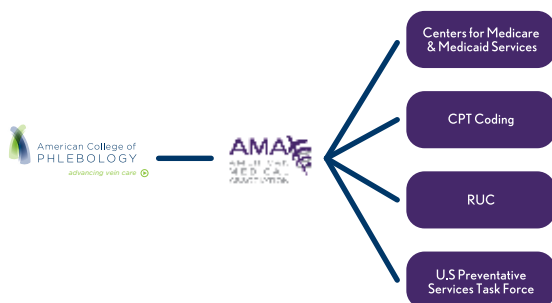


The ACP Brings Venous Topics to Other Societies

The American College of Phlebology presented at several meetings this year, bringing an important clinical perspective to other societies from around the world. In addition to sessions at the American Venous Forum and International Vein Congress meetings, the ACP presented topics at the Society for Vascular Surgery, Society for Vascular Medicine, Society for Vascular Ultrasound, and American Society for Dermatologic Surgery in the U.S. Internationally, the ACP was represented at two UIP Chapter Meetings, September 2015 in Seoul, South Korea and April 2016 in Rome, Italy.

The ACP Advocates for Vein Care at the AMA

The ACP is a constant advocate for the specialty with the public, medical community and policy-makers. As a delegate to the American Medical Association's House of Delegates, the ACP has gained the opportunity to shape health policy and AMA advocacy efforts, giving vein care and ACP advocacy a voice. AMA Delegation status has afforded the ACP opportunity to appoint ACP representatives to both the RUC and CPT coding committees, nominate a candidate to the surgical Residency Review Committee and to appoint a representative to the AMA-convened Physician Consortium for Performance Improvement®. Such opportunities create relationships and important coalitions. The ACP's participation as an AMA Delegation will continue to place the ACP at the forefront of advocacy efforts which will impact the specialty and healthcare policy into the future.



Goals 2016-2017



The ACP Board of Directors is committed to pursuing the vision of the 2016-2019 Strategic Plan in five key areas: advocacy, awareness, education, infrastructure, and research.

To that end, the ACP will pursue the following initiatives in 2016-2017:

Collaboration with Other Organizations

The ACP will continue to seek collaborative partnerships with organizations which will enhance educational activities and improve clinical practice through joint and co-sponsored CME activities, fellowship programs and medical school curriculum.

In the past year, the ACP provided venous and lymphatic disease education at a variety of medical societies, including expanded programs at the Society for Vascular Medicine, Society for Vascular Ultrasound, American Venous Forum, International Vein Congress and American Society of Dermatologic Surgery.

In addition, the Venous Care Partnership (VCP), a coalition of ten organizations led by incoming ACP President Dr. Neil Khilnani, presented a unified message to the Center for Medicare & Medicaid Services (CMS) Medicare Evidence Development and Coverage Advisory Committee (MEDCAC) charged with reviewing treatment strategies for patients with lower extremity chronic venous disease. The coalition brought together a wide range of venous and lymphatic interests, including: the American College of Phlebology, Society for Interventional Radiology (SIR), American College of Cardiology (ACC), American College of Radiology (ACR), American Heart Association (AHA),

Society for Cardiovascular Angiography and Interventions (SCAI), Society for Vascular Medicine (SVM), Alliance of Wound Care Stakeholders, VIVA Physicians (Vascular Interventional Advances) and the US Compression Alliance. The presentations were well received by CMS, and highlighted the broad spectrum of physicians treating venous disease, as well as the need for the collection of meaningful and reliable data in evidence-based outcomes.

The ACP will continue to seek opportunities to partner with like-minded organizations and increase our voice within the medical community and with the broader public.

Setting Standards

In order to define and implement standards for best practices in phlebology, the ACP will continue to establish benchmarks of care through the data collection and research in the ACP PRO Venous Registry; maintain a repository of research and physician practice assessment; and provide a forum that allows leaders in the field to discuss best practices, standards of care and difficult and complex cases.

Research

The ACP is dedicated to being a leader in the promotion of basic scientific and clinical research. Phlebology can only move forward through the development of research programs that establish standards for care, new and emerging treatment options and push the boundaries of science.

Grants offered by the ACP were re-evaluated in 2014-2015 and revised to improve their relevance to today's scientific landscape. The ACP will implement a program



to increase awareness of these new grant and award opportunities. Outlets to publicize research, such as the ACP website, social media channels and the ACP published Phlebology Forum, will be made available to members as they work to improve awareness of venous and lymphatic disease.

The need for verifiable, clinical data in our practices is more important than ever. Further development of the ACP PRO Venous Registry will provide investigators the necessary meaningful data to improve patient outcomes as well as engage insurers, policymakers and the public.

Membership

In order to maintain a thriving organization of interdisciplinary professionals committed to advancing vein care, the ACP will continue to provide value for the membership and medical community from which it draws its members.

Efforts will continue to increase retention of current members while developing new member opportunities. Through improved communications and aggressive, targeted marketing campaigns, the ACP will communicate a clear value proposition, differentiate itself from competing organizations and establish their position and the “go-to” resource for the treatment of venous disorders within the medical community.

Financial Review



The 2015-2016 Statement of Financial Position and Statement of Activities are presented for the review of the ACP membership. These statements are the CPA's review documents from the fiscal year ending June 30, 2016.

Statement of Financial Position

ASSETS	AS OF JUNE 30, 2015	AS OF JUNE 30, 2016
Cash and Cash Equivalents	\$ 1,219,885	729,536
Investments	660,077	702,049
Accounts Receivable	141,669	141,858
Due from Affiliated Organization	73,073	130,585
Promissory Note Receivable	16,000	14,000
Prepaid Expenses:		
Annual Congress	73,433	65,773
Supplies	28,900	22,182
Security Deposits	9,224	9,224
Other	22,318	12,791
Equipment and Leasehold Improvements	40,341	25,148
TOTAL ASSETS	\$ 2,284,920	1,853,146
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts Payable & Accrued Expenses	128,111	27,930
Deferred Income		
Annual Congress and UIP	477,975	289,550
Membership Dues	333,451	281,338
Other	18,159	21,349
TOTAL LIABILITIES	957,696	620,167
NET ASSETS	1,327,224	1,232,979
TOTAL LIABILITIES & NET ASSETS	\$ 2,284,920	\$1,853,146

Financial Review



Statement of Activities

SUPPORT & REVENUE	AS OF JUNE 30, 2015	AS OF JUNE 30, 2016
Membership Dues and Application Fees	743,562	756,370
Annual Congress		
Registration	956,737	1,017,280
Exhibits	418,950	435,250
Grants & Contributions	95,800	116,500
XVII UIP World Meeting:		
Registration	-	-
Exhibits	-	-
Grants & Contributions	-	-
Education Programs:		
Distance Learning	123,693	122,904
Regional Symposia	24,925	-
Training Center	71,975	60,090
Other Programs	27,700	58,300
Brochures and Educational Materials	67,523	50,900
Foundation Projects	15,593	2,493
Investment Income	3,701	4,179
Leadership Grant Revenue	0	50,000
Journal & Periodicals	17,092	21,266
Miscellaneous	1,132	22,922
TOTAL SUPPORT & REVENUE	\$ 2,568,383	2,718,454

Financial Review



Statement of Activities (Continued)

EXPENSES	AS OF JUNE 30, 2015	AS OF JUNE 30, 2016
Program Services		
Communications:		
Online Newsletters	2,105	672
Member Services:		
Professional Journals	146,449	111,780
Grants & Awards	7,500	22,500
Education		
Annual Congress	1,047,591	1,024,486
XVII UIP World Meeting	-	-
Brochures & Educational Materials	39,990	26,855
Distance Learning	64,768	62,833
Regional Symposia	15,824	-
Training Center	69,540	62,156
CME and Other Education	24,130	7,782
Operations & Development		
Foundation Projects	15,593	1,544
Registry	6,825	6,040
Other	219	112
DeGroot Fellowship	-	2,500
TOTAL PROGRAM SERVICES EXPENSE	\$ 1,440,534	1,329,260
Supporting Services		
Board of Directors	40,016	188,951
Membership	78,550	64,796
Headquarters & Administration	1,165,478	1,218,771
Media Kit	35,596	10,921
TOTAL SUPPORTING SERVICES	\$ 1,319,640	1,483,3439
TOTAL EXPENSES	\$ 2,760,174	2,812,699
INCREASE (DECREASE) IN NET ASSETS	(191,791)	(94,245)
NET ASSETS, BEGINNING OF YEAR	1,519,015	1,327,224
NET ASSETS, END OF YEAR	1,327,224	1,232,979

Roster



2015-2016 Board of Directors

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Acknowledgements



The American College of Phlebology would like to acknowledge the following volunteers who committed their time and resources during the 2015-2016 fiscal year to bring progress and success to the organization and the field of phlebology.

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Leanna Beaumont

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Primepares Pal
Neil Sadick
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Barry Stein
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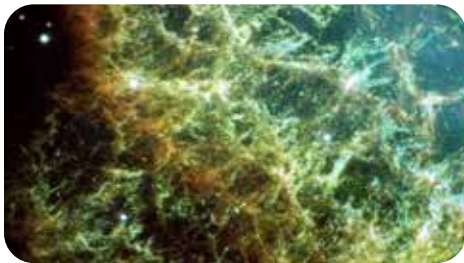
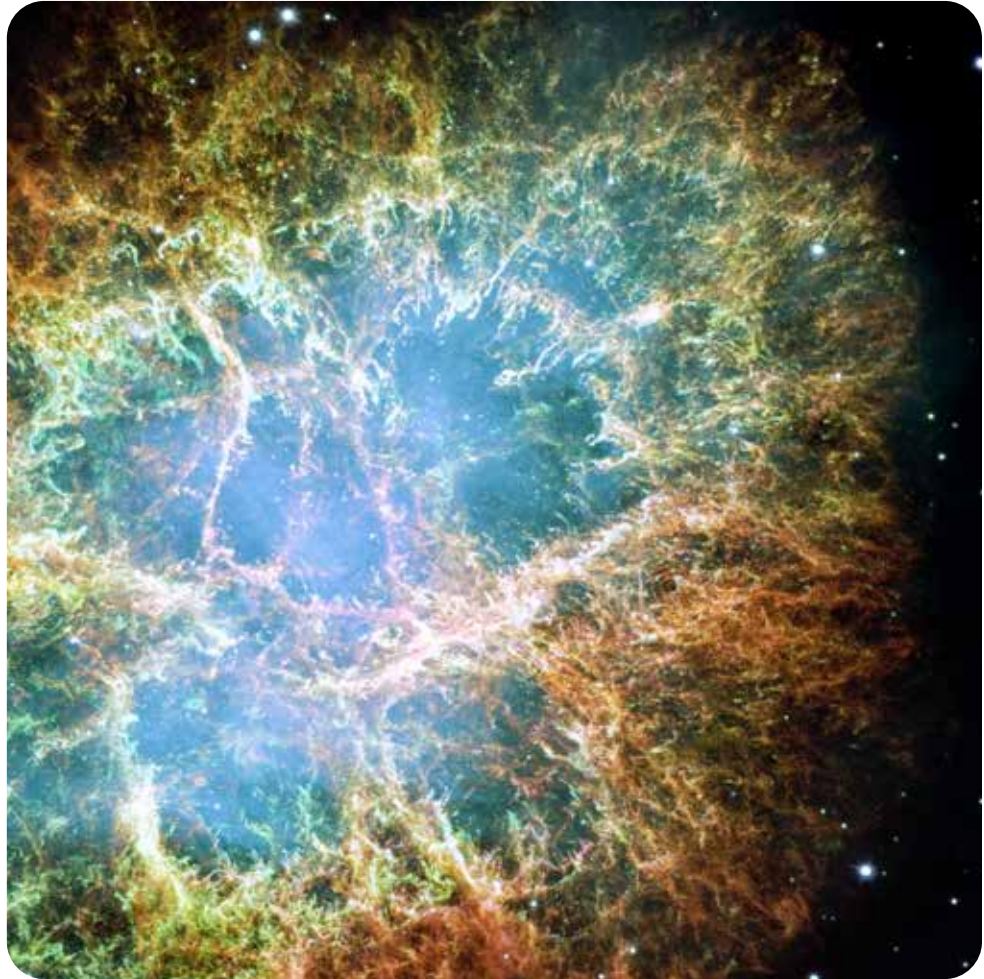
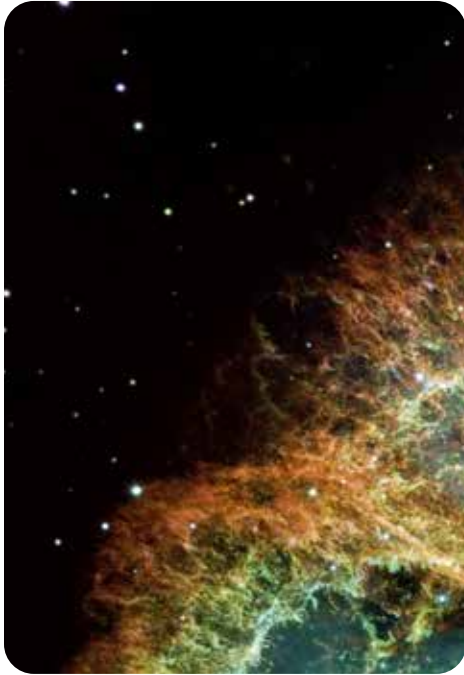
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