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Links of Interest

**AMA Medicare Payment
Kit**

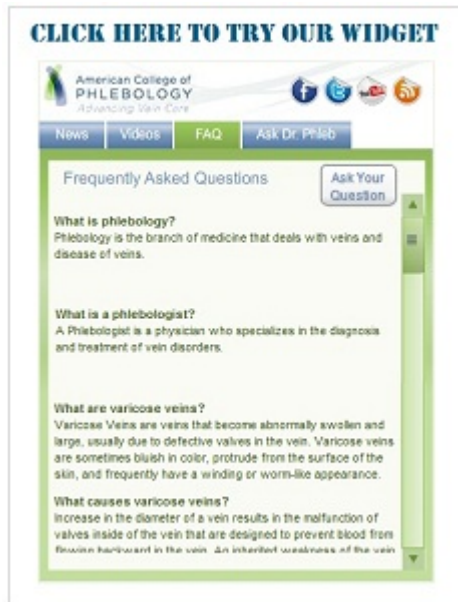
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ACP Public Awareness Campaign UPDATE

The 2009 ACP Public Awareness Campaign has been funded by an educational grant from the American College of Phlebology Foundation. The goal of the initial campaign is to create awareness, education and coaching on vein care, vein diseases, and treatment options. This will, therefore, improve the quality of patient care by medical practitioners and care-givers. The awareness campaign will use social media, search and other online marketing methods including email, video and article marketing, and newsletters. In addition, press releases will be created explaining the campaign, and print ads will be placed in select publications. ACP members will be provided with materials to enhance and expand the public awareness campaign.

The **WIDGET*** is one aspect of the campaign. ACP Members will be able to place the ACP widget on their websites to provide additional education and resources for those seeking information about vein symptoms, vein disease, vein treatment, and providers of vein care.



ACP WIDGET on web for you to view!

There are four tabs on the widget. The FAQs are from the information found on the ACP website and can be updated/expanded easily. The news is currently found on the ACP website, www.phlebology.org, and will change in the widget as it is changed on the ACP website. ACP has a YOU TUBE account where videos can be posted that will be shown on this widget. The ASK DR. PHLEB will provide the general public a mechanism to ask questions and they will then be placed on a mailing list for the public newsletter which is in development.

***WIDGET:** A widget is anything that can be embedded within a page of

HTML, i.e. a web page. A widget adds content to that page that is not static.

Further directions on how to place the WIDGET on your website will be available by December 10, 2009 - if you are interested, please contact [Linda Chreno](#).

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Future Components of the Public Awareness Campaign Program

- New micro-websites targeted to specific conditions, diseases, treatments
- Online marketing including social media sites
- Educational webinars for both the public and the ACP membership including one focused on marketing
- Testimonials - both written and video
- Leave behind literature (for use at physician offices and other locations)
- Direct mail
- Advertising in print and online sources
- Presence at Health Fairs and other meetings of general public to promote awareness

This is only a partial listing of the areas that will be addressed by the Public Awareness Campaign.

Public Awareness Task Force Members include:

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Anabell Castro, NP-C; Mesa AZ;
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Happy Thanksgiving!

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You are receiving this message as a member in good standing of the ACP. Please add info@acpmail.org to your safe-senders list and www.phlebology.org to your safe websites so you'll have access to all the latest phlebology news