



American College of  
PHLEBOLOGY

***2008***  
***THREE TO FIVE YEAR***  
***STRATEGIC PLAN***

***MAY 2008***  
***(REVISED JULY 2008)***

## **3-5 YEAR GOALS**

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The following represents ACP's long-range goals that encompass its three to five year direction. These goals are outcome-oriented statements that lead ACP towards its envisioned future. These goals are not in any order of priority. All of the goals will need to be accomplished, if ACP is to fully achieve its three to five year quest.

### **In 2013:**

- Goal A.** *ACP will be its members' indispensable resource for education, knowledge exchange, and practice development.*
- Goal B.** *ACP, as the voice of Phlebology, will be the most powerful advocate for excellence in vein care.*
- Goal C.** *ACP will be a leader in basic and clinical research in vein care.*
- Goal D.** *ACP will be one of the fastest growing medical sub-specialty societies.*
- Goal E.** *ACP will develop an enduring legacy of leaders.*

## **MILESTONES**

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Milestones are used to determine the overall progress toward a goal. They indicate how close ACP is to achieving a goal as it executes the individual strategies for each goal. *The milestones measure goal achievement, not strategy achievement.*

# GOAL A

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*The ACP will be its members' indispensable resource for education, knowledge exchange, and practice development.*

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## Strategies:

### **1. Resource for Education**

- a. Identify new venues
  - i. Webinars – practice development
  - ii. Satellite conferences
  - iii. Develop downloadable CME programs using captured video archives
- b. Research the other conferences (competition and others). Identify what they are doing and what we can incorporate or improve upon – both content and method of teaching
- c. Develop topic specific courses to attract NEW members.
- d. Duplex US, advanced cases, trouble shooting difficult cases, certification exam preparation, practice issues (i.e., what works best re: marketing, how much to spend).
- e. Investigate prosthetic models as an alternative to hands-on learning of procedures (sclerotherapy, vascular access, AP, etc.).

### **2. Knowledge Exchange**

- a. Develop educational modules of value
  - i. Practice guidelines, coding & insurance issues, abstract update – i.e., Venous Digest, legal issues, AMA section advocacy, Board certification update, accessing seminal articles)
- b. Identify the need for an online discussion format of issues and archive FAQ
- c. Develop member updates on hot issues or important grass root efforts or online resources

### **3. Practice Development**

- a. Develop a practice management module (online, part of annual Congress) marketing, front desk, human resource, RVT)
- b. Identify two or three best managed practices and develop a practice management course that could be online, part of Congress, etc.

- c. Develop practice related mini educational sessions, such as:
  - i. Ten things I should have learned starting out
  - ii. How to hire/fire
  - iii. Capital equipment purchases (buy or lease)
  - iv. Where to find/train an RVT tech
  - v. Quality improvement
  - vi. QA issues in highest standards

### **Milestones:**

An increase in:

- Membership value and benefits – ROI to members
- Membership and membership retention
- Favorable membership feedback to ACP concern value of membership
- New resource databases
- New electronically-based education programs
- The ability to more effectively match educational vehicles to meet evolving membership needs and preferences
- Web-based and live education
- Formal and informal member networking opportunities
- Non-dues revenue
- Educational outreach to practitioners currently not participating in ACP activities.

The existence of:

- New and innovative programs and services to members
- Practice mini-sessions
- Best practices resource information

## **GOAL B**

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***The ACP, as the voice of Phlebology, will be the most powerful advocate for excellence in vein care.***

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### **Strategies:**

#### **1. Public Awareness**

- a. Develop public awareness programs through the following media venues:
  - i. Print media
  - ii. Internet
  - iii. TV/radio
  - iv. Screening programs

#### **2. Physician Awareness**

- a. Develop print and course material directed towards non-member physicians to increase their awareness of phlebology by:
  - i. Approach medical schools to offer a course
  - ii. Approach hospitals to offer a course
  - iii. ACP insignia on stocking boxes
  - iv. Present at other specialty groups meetings
  - v. Consensus documents/review articles in other journals (AAFP, ACOG, etc)

#### **3. Policy**

- a. Investigate contracting with lobbyist
- b. Create standards and guidelines for vein care
- c. RUC seat

### **Milestones:**

An increase in:

- More favorable policy and funding for venous care
- Funding and resources for ACP's advocacy efforts
- Patient knowledge of and access to appropriate and quality vein care
- Successful advocacy efforts
- ACP's "voice" and communications with key advocacy stakeholder groups
- Effective coalitions and financial and strategic partnerships
- Successful interaction with the federal government agencies
- Physician awareness of ACP and venous care
- Medical students choosing phlebology as a specialty

The existence of:

- ACP being positioned as the strong advocate for vein care
- More grassroots members' interaction and involvement in ACP advocacy efforts
- Standards and guidelines for vein care

## GOAL C

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*The ACP will be a leader in basic and clinical research in vein care.*

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### **Strategies:**

1. *Facilitate research trials at both complex and simple tiers.*
2. *Create an ACP physician research advisory mechanism.*
3. *Promote research in basic science as related to phlebology.*
4. *Offer a course at ACP's Annual Meeting on how to conduct clinical research.*
5. *Publish results to a wider and appropriate audience.*
6. *Create a membership-based registry (similar to Mohs Micrographic Surgery)*

### **Milestones:**

An increase in:

- Clinical research trails at both complex and simple tiers
- Recognition of the importance of research in vein care
- Research “break-through”
- Contacts with medical students about phlebology
- Membership

The existence of:

- A course at ACP's Annual Meeting on how to conduct clinical research
- An ACP physician research advisory mechanism

## **GOAL D**

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***The ACP will be one of the fastest growing medical sub-specialty societies.***

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### **Strategies:**

- 1. *Create a Task Force to include members of the Recruitment and Retention Advisory Committee, Member Services Standing Committee, and the Directors of Marketing and Membership to:***
  - a. Develop action plans to identify and target other audiences and increase member retention and recruitment
  - b. Do survey to assess member satisfaction in phlebology

### **Milestones:**

An increase in:

- Member retention and recruitment
- The recognition of vein care as a rewarding specialty
- The recognition of ACP
- Financial resources

The existence of:

- An integrated membership marketing plan for ACP and the specialty
- An ACP task force

## **GOAL E**

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*The ACP will develop an enduring legacy of leaders.*

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### **Strategies:**

1. ***Create a task force to include former ACP Leaders, Committee Chairs, and the Executive Director to develop an action plan to:***
  - a. Provide leadership and volunteer opportunities
  - b. Provide leadership development training
  - c. Identify new leadership

### **Milestones:**

An increase in:

- High quality volunteer leadership and volunteer opportunities

The existence of:

- An ACP task force for leadership development
- Leadership development training
- New and trained leadership