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<td>15 - 17</td>
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</tbody>
</table>
As the American College of Phlebology (ACP) enters its 26th year, I am pleased to report that the organization continues to gain strength through the tireless work of its volunteer members, Board of Directors and staff. Many of the goals set forth by the strategic plan were accomplished this year and many more are on their way to completion in the near future.

The ACP was founded on the guiding principle of advancing vein care. Through public awareness, medical education and advocacy, the ACP continues to fulfill on its promise. As it celebrated its 25th year, the Annual Congress, held in Los Angeles at L.A. Live, endures as the premier educational meeting dedicated to the diagnosis and treatment of venous disease, providing attendees with the latest techniques and treatment options available, as well as a showcase for exhibitors to demonstrate the newest technologies employed in the field of phlebology. The ACP also launched an Online Education Center to augment its educational offerings, and provide those dedicated to treating vein disease with the ability to earn accredited continuing medical education credit on their schedule and from the comfort of their home or office. In addition, the ACP’s public awareness initiatives yielded a PBS documentary, a comprehensive book on phlebology written for patients, and a campaign, which brings together industry along with several other compatible societies in an effort to raise awareness of chronic venous insufficiency.

All of these efforts were made possible by the strength of our people. And, even as the ACP continues to grow as an organization in numbers and influence, we look to the future at the possibilities to come and know that it will be through the dedication and hard work of these people that we will be able to achieve our goals.

Bruce Sanders, CAE
Executive Director
American College of Phlebology.
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 2011-2012 fiscal year proved to be a great success for the ACP as presented in this year’s annual report to members.
The American College of Phlebology maintained steady membership, despite a challenging economy and a market trend of declining membership rates amongst similar organizations. The ACP is made up of healthcare providers from a wide variety of primary specialties, most retaining their representation year to year. The following chart demonstrates a breakdown of ACP membership by specialty:

### ACP Membership by Specialty 2012

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Number of Members</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Phlebology</td>
<td>691</td>
<td>35</td>
</tr>
<tr>
<td>Vascular Surgery</td>
<td>354</td>
<td>18</td>
</tr>
<tr>
<td>Other</td>
<td>272</td>
<td>13</td>
</tr>
<tr>
<td>General Surgery</td>
<td>211</td>
<td>11</td>
</tr>
<tr>
<td>Interventional Radiology</td>
<td>172</td>
<td>9</td>
</tr>
<tr>
<td>Cardiology/Interventional Cardiology</td>
<td>101</td>
<td>5</td>
</tr>
<tr>
<td>Dermatology/Dermatological Surgery</td>
<td>77</td>
<td>4</td>
</tr>
<tr>
<td>General/Family Practice</td>
<td>66</td>
<td>3</td>
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<tr>
<td>OB/Gynecology</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Plastic/Cosmetic Surgery</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,986</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Education

2011 ANNUAL CONGRESS
The 25th Annual Congress was held in Los Angeles at the JW Marriott at L.A. Live from November 3-6, 2011. 842 registrants attended the event, with 72% comprised of ACP members.

The ACP Congress continues to attract both national and international recognition for its outstanding educational programs. It is known as one of the best avenues in the U.S. for physicians and medical professionals of all skill levels who are seeking a higher level of understanding of venous disease and desiring to deliver improved patient care.

The 2011 Congress Planning Committee, under the experienced direction of Dr. Marlin Schul, developed a program that provided something for every level of training. The rigors of ACCME regulations also led to more advanced content for experienced phlebologists. Included in the program this year were two keynote presentations, which covered venous ulcers and topics related to the health care debate.

REGIONAL EDUCATION PROGRAMS - ULTRASOUND & SCLEROTHERAPY
The ACP hosted three live courses - Ultrasound Review, Advanced Ultrasound Skills and Nursing Sclerotherapy - March 23 & 24, 2012 at the Union Square Marriott in San Francisco, CA. 130 registrants participated over the two-days.

Attendees of the Advanced Ultrasound Skills learned to review patient history and appraise sonographic findings that merit additional scanning or interventional techniques; differentiate between normal, abnormal and physiologic perforating veins; determine the hemodynamic source of reflux location as it relates to the supra or infrainguinal crease; and identify both truncular and extra-truncular venous malformations.

The Ultrasound Registry Review Course prepared participants for the Cardiovascular Credentialing International (CCI) Registered Phlebology Sonographer (RPhS) examination.

The Nursing Sclerotherapy Course provided attendees with the basics of sclerotherapy and how it is used to treat venous insufficiency in a clinical setting.
Education

ONLINE EDUCATION CENTER
An online education center was launched in 2012, which is designed to provide accredited continuing medical education (CME) content in an easily accessible online format. Drawing from the content captured at the March live activity, 15 courses were initially available for a maximum of 9 AMA PRA Category 1 Credits with 65 more courses under development.

The Online Education Center will aid to increase the scope of educational opportunities relating to venous disease.

ACP ACCREDITATION
The ACP was accredited to provide continuing medical education by the Accreditation Council for Continuing Medical Education (ACCME) in 2010. In order to maintain accreditation, the ACCME conducts an initial review after the first two years to evaluate compliance with their mandated guidelines. The ACP is in the process of preparing for this review by producing a report of accredited activities to prove compliance. In addition, to prepare for the upcoming interview, CME Committee Chair, Dr. Neil Khilnani attended the 2012 ACCME Workshop and re-accreditation session in Chicago.

PHLEBOLOGY FORUM
The ACP launched a new peer-reviewed journal dedicated to important topics in phlebology at the 2011 Annual Congress. Phlebology Forum picks up where Venous Forum left off after the retirement of John Bergan.

The online publication, under the direction of Dr. Nick Morrison as Editor-in-Chief, assembled a distinguished editorial board of volunteers, who choose articles from the phlebologic literature as well as from specialty journals to which many do not have access. Published digitally, each bimonthly issue includes articles across the spectrum of phlebology.

Five issues of Phlebology Forum have been published to a fervent and rapidly increasing readership. Phlebology Forum can be accessed through the ACP website at www.phlebology.org/resources/periodicals.html.
Grants & Awards

**PHLEBOLOGY FELLOWSHIP PROGRAM**
The ACP launched their first fellowship program at New York University in June 2011. Funding, through a generous grant of the ACP Foundation, provides $110,000 for a twelve-month postgraduate training in the AMA self-designated practice specialty of phlebology. Lisa Eden Giammaria was the 2011-2012 recipient of the fellowship.

Negotiations are currently taking place with Harvard and Duke Universities to expand the program for 2013-2014.

**ACP INTERNATIONAL SCHOLARSHIP**
The ACP International Scholarship 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. Four scholarships were awarded in 2011-2012.

**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.

**PRECEPTORSHIP PROGRAM**
The ACP Phlebology Preceptorship Program, now in its third year, was designed to improve public health by facilitating the matching of healthcare providers with phlebologists. This program allows healthcare providers to receive individual training with phlebologists in a clinical setting.

The ACP added two new approved programs in 2011-2012 for a total of 10 preceptorship programs since 2010.

The goal of this engagement is to enhance the provider’s knowledge in specific areas in which the provider identifies a need. The Preceptorship Program is not a substitute for basic knowledge and it does not credential the provider in any manner.
Reaching the Public

PBS SPECIAL
The overwhelming success of “Ask a Vein Care Expert”, which aired on PBS in Arizona catalyzed the Public Education Committee to develop an initiative to produce a more comprehensive documentary on vein disease and treatment.

In a partnership with the American College of Phlebology, KAET, the Phoenix PBS affiliate aired the documentary “Vein Health: Discoveries, New Technologies and Breakthroughs” March 13, 2012 at 7 pm MST as part of their spring pledge drive. Hosted by Dr. Helane Fronek, “Vein Health: Discoveries, New Technologies and Breakthroughs” walks the audience through the basics of how the venous system works, what happens when veins break down and the various treatment options. Dr. Fronek also moderates a panel of distinguished vein care experts from across the country, consisting of Drs. Melvin Rosenblatt, Stephanie Dentoni, Lowell Kabnick, Nick Morrison and Steve Zimmet, who discuss vein health and take questions from a live studio audience.

Response to the show was overwhelming and an edited version is being produced for distribution through PBS nationally. The show will begin to air in markets around the country in early 2013.

HEALTHY VEINS...HEALTHY LEGS: A PATIENT’S GUIDE TO PHLEBOLOGY
As a direct result of the PBS documentary, a group of authors from the ACP Public Education Committee put together an extensive, easy to understand book dealing with the causes, symptoms and treatments of vein disease, as well as practical guidelines for prevention and management. “Healthy Veins...Healthy Legs: A Patient’s Guide to Phlebology” should be an essential read for patients and anyone looking to effectively navigate through a complex medical specialty and variety of treatment options.

HEALTHYVEINS.ORG REDESIGN
The redesign of the ACP’s public education website, www.healthyveins.org launched in March to coincide with the airing of the PBS Special, “Vein Health: Discoveries, New Technologies and Breakthroughs”.

The new site has been redesigned to serve
as a comprehensive resource for the general public seeking information about vein disorders, treatment options and ACP member providers in their area.

RETHINK VARICOSE VEINS CAMPAIGN
The ACP partnered with Covidien, the Society for Vascular Surgery (SVS) and the American Venous Forum (AVF) to launch the Rethink Varicose Veins campaign in October. Swimming legend and Olympic medalist, Summer Sanders, joined the campaign as the official spokesperson in April to bring attention to varicose veins and chronic venous insufficiency.

The non-branded, educational campaign encourages those suffering from varicose veins to learn more about their condition and speak to a vein specialist about treatment options.

A separate website was set up (rethinkvaricoseveins.org) so individuals can learn more about varicose veins and CVI, assess self-risk with an online tool and find vein specialists trained in diagnosis and treatment. They can also share an e-card with friends or family to encourage them to learn more about the condition. Throughout 2012, the Rethink Varicose Veins campaign engaged consumers with a series of educational activities and materials through the national media campaign.

CO-SPONSORSHIP OF DUKE UNIVERSITY’S CME ACTIVITY
In 2011 the ACP and Duke University entered into a partnership to co-sponsor the continuing medical education (CME) activity “From Foam to Filters: What’s New in Venous Disease” at Duke University. The activity was held February 2-4, 2012, furthering the mission of the ACP of advancing vein care and to provide exposure for both organizations.

Only 1.9 million of the more than 30 million Americans suffering from vein disease seek treatment

Reaching the Public
Financial Review

The 2011-2012 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, 2012.

STATEMENT OF FINANCIAL POSITION

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<td>Cash and Cash Equivalents¹</td>
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<td>Accounts Receivable</td>
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<td>Prepaid Expenses:</td>
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<td>Annual Congress &amp; Symposia</td>
<td>144,523</td>
<td>184,432</td>
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<td>Supplies</td>
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<td>Other</td>
<td>14,890</td>
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<td>Equipment and Leasehold Improvements³</td>
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<td>Due (to) From Other Funds</td>
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<td>TOTAL ASSETS</td>
<td>$1,363,585</td>
<td>$1,206,997</td>
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LIABILITIES AND NET ASSETS

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<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$95,366</td>
<td>$93,797</td>
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<td>Deferred Income:</td>
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<tr>
<td>Annual Congress</td>
<td>317,590</td>
<td>302,080</td>
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<td>Membership Dues</td>
<td>364,460</td>
<td>122,851</td>
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<td>TOTAL LIABILITIES</td>
<td>777,416</td>
<td>518,728</td>
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<tr>
<td>NET ASSETS</td>
<td>586,169</td>
<td>688,269</td>
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<td>TOTAL LIABILITIES &amp; NET ASSETS</td>
<td>$1,363,585</td>
<td>$1,206,997</td>
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# Financial Review

## Statement of Activities

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<tbody>
<tr>
<td>Membership Dues and Application fees</td>
<td>$ 693,272</td>
<td>$ 726,927</td>
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<tr>
<td>Annual Congress</td>
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<tr>
<td>Registration</td>
<td>874,532</td>
<td>743,016</td>
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<tr>
<td>Exhibits</td>
<td>322,500</td>
<td>326,050</td>
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<tr>
<td>Grants &amp; Contributions</td>
<td>89,500</td>
<td>317,500</td>
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<tr>
<td>Phlebology Revue Course</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Regional Symposia</td>
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<td></td>
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<tr>
<td>Registration &amp; Exhibits</td>
<td>180,415</td>
<td>57,285</td>
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<td>Grants &amp; Contributions</td>
<td>15,000</td>
<td>1,500</td>
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<tr>
<td>Distance Learning</td>
<td>-</td>
<td>47,207</td>
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<td>Brochures and Educational Materials</td>
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<td>62,041</td>
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<td>Foundation Projects</td>
<td>7,136</td>
<td>8,379</td>
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<tr>
<td>Unallocated Grants and Contributions</td>
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<td>Investment Income</td>
<td>1,413</td>
<td>872</td>
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<tr>
<td>Media Kit &amp; Branding</td>
<td>-</td>
<td>8,560</td>
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<tr>
<td>Journal &amp; Periodicals</td>
<td>4,451</td>
<td>12,189</td>
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<tr>
<td>Miscellaneous</td>
<td>3,273</td>
<td>865</td>
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<tr>
<td><strong>TOTAL SUPPORT &amp; REVENUE</strong></td>
<td><strong>$ 2,268,810</strong></td>
<td><strong>$ 2,312,391</strong></td>
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## Expenses

**Program Services**

**Communications:**
- Online Newsletters: $458, $18,300

**Member Services:**
- Professional Journals: 100,419, 102,679
- Grants & Awards: 15,106, -
## Financial Review

### STATEMENT OF ACTIVITIES (CONT.)

#### EXPENSES

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<tr>
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<td><strong>Education:</strong></td>
<td></td>
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<tr>
<td>Annual Congress</td>
<td>$785,323</td>
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<td>Brochures &amp; Educational Materials</td>
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<tr>
<td>Distance Learning</td>
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<td>Regional Symposia</td>
<td>115,442</td>
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<td>Public and Other Education</td>
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<td>18,050</td>
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<td><strong>Operations &amp; Development:</strong></td>
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<td>Foundation Projects</td>
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<tr>
<td>Other</td>
<td>243</td>
<td>344</td>
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<tr>
<td>DeGroot Fellowship</td>
<td>7,500</td>
<td>10,000</td>
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<td>Cancelled Research Grant</td>
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<td><strong>TOTAL PROGRAM SERVICES EXPENSE</strong></td>
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<td><strong>Supporting Services</strong></td>
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<tr>
<td>Board of Directors</td>
<td>53,039</td>
<td>38,861</td>
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<td>Membership</td>
<td>64,511</td>
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<td>Headquarters &amp; Administrative</td>
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<td>Media Kit</td>
<td>7,473</td>
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<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
<td>$1,081,644</td>
<td>$1,117,164</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$2,152,392</td>
<td>$2,210,291</td>
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**INCREASE (DECREASE) IN NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCORPORATION IN NET ASSETS</strong></td>
<td>$116,418</td>
<td>$102,100</td>
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<tr>
<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
<td>469,751</td>
<td>586,169</td>
</tr>
</tbody>
</table>

**NET ASSETS, END OF YEAR**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$586,169</td>
<td>$688,269</td>
</tr>
</tbody>
</table>
The ACP Board of Directors remains committed to pursuing the vision of the 2011-2015 Strategic Plan to be an indispensable resource for education, knowledge exchange and practice management; a powerful advocate for excellence; and a leader in basic and clinical research in venous care.

To that end, the ACP will pursue the following initiatives in 2013:

**EDUCATION**
The ACP will 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.

**BEST PRACTICE GUIDELINES**
In order to define and implement standards for best practices in phlebology, the ACP will establish benchmarks of care through the creation of a research 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.

**ADVOCACY**
As the largest organization in the U.S. dedicated to the diagnosis and treatment of venous disease, the ACP should be the authoritative voice for phlebology among the general public and medical communities.

The ACP will continue to increase public awareness of venous issues through projects such as the PBS special, public relations partnerships with similar organizations and industry, establishment of an ACP screening program and improvement of online offerings for those seeking answers to their vein related issues.

The ACP website phlebology.org will be redesigned and the content will be rewritten to improve the overall experience of those using the site. It will also serve as the authoritative voice on the internet for phlebology. Special attention
will be placed towards design and content that is search engine optimized, so that the simplest of searches through Google, Bing, Yahoo, etc. will deliver the ACP’s online offerings.

RESEARCH
The ACP is dedicated to being a leader in the promotion of basic scientific and clinical research. We believe that 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.

Various grants and awards already exist for phlebology, but it seems few are aware of these programs. A comprehensive marketing plan that will include targeted advertising, public relations and online advocacy will be implemented to increase awareness and use of these grant and award opportunities. Outlets to publicize research, such as a new peer reviewed journal, will be made available to members as they work to improve their understanding of venous disorders.

The best tool the ACP can provide for those conducting research is an open venous registry. Other organizations currently collect EMR/EHR, treatment and patient outcome data, but do not make the information available to those outside of their limited closed group. A venous registry that will be open to everyone who is working to improve patient care, will allow researchers necessary data.

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 an aggressive, targeted marketing campaign, the ACP will communicate a clear value proposition, differentiate itself from competing organizations and establish their position as the “go-to” resource for the treatment of venous disorders within the medical community.
Roster

BOARD OF DIRECTORS
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Batey Cardiovascular Center
Bradenton, FL

Melvin Rosenblatt, MD, FACPh - President-Elect
CT Image Guided Surgery
Fairfield, CT

Neil M. Khilnani, MD, FACPh - Secretary
Cornell Vascular
New York, NY

Marlin W. Schul, MD, MBA, RVT, FACPh - Treasurer
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Lafayette, IN

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New York, NY

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Mark Isaacs, MD, FACPh, FAAFP
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NYU Vein Center
Morristown, NJ

Diana Neuhardt, RVT, RPhS
Compudiagnostics, Inc.
Scottsdale, AZ

Lisa Pavone, MD
Livonia Vein Center
Livonia, MI

Julianne Stoughton, MD, FACS
VeinSolutions
Stoneham, MA

STAFF
Bruce A. Sanders, CAE
Executive Director

Keith Darby
Chief Financial Officer

Mike Armitage
Director of Marketing & Communications

Dana Deponzi-Haas
Director of Meeting Services

Heather Durband
Director of CME

Mary Haro
Executive Assistant

Audrey McFarland
Administrative Assistant

Caryl Tynan
Director of Membership
Acknowledgements

The American College of Phlebology would like to acknowledge the following volunteers who committed their time and resources during the 2011-2012 fiscal year to bring progress and success to the organization and the field of phlebology.

UIP 2013 TASK FORCE
Nick Morrison, MD, FACS, FACP, RPhS - Chair
J.J. Guex, MD, FACP
Lowell Kabnick, MD, FACS, FACP, RPhS
John Mauriello, MD, FACP
Diana Neuhardt, RVT, RPhS
Pauline Raymond-Martimbeau, MD, FACP
Mel Rosenblatt, MD, FACP
Armen Roupenian, MD, FACS
Neil Sadick, MD, FACP, FACP, FAAD, FAACS
Julianne Stoughton, MD, FACS

AMA HOD TASK FORCE
Saundra Spruiell, DO, FACP, FACPh - Chair
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