# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOALS &amp; ACHIEVEMENTS</td>
<td>1</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>2-5</td>
</tr>
<tr>
<td>ADVOCACY</td>
<td>6</td>
</tr>
<tr>
<td>RESEARCH</td>
<td>7-8</td>
</tr>
<tr>
<td>MEMBER ENGAGEMENT</td>
<td>9-10</td>
</tr>
</tbody>
</table>
ACP Strategic Plan 2013 - 2016 Update

Goals & Achievements:

Three years ago, the ACP Foundation (ACPF) hosted its first Executive Leadership Summit (ELS) in Chicago, IL on August 24-26, 2012. The event offered a unique opportunity for prominent voices in the vein care community—medical professionals as well as industry leaders—to come together in an open-forum and discuss the direction of the ACP, ACPF and the specialty as a whole.

The 2013-2016 ACP Strategic Plan, which laid out the primary goals for the immediate future, was largely influenced by the discussions and proceedings at the inaugural ELS. The issues discussed at the 2013 ELS encouraged the Foundation to fund appropriate projects for the ACP, its committees and its volunteers.

This document provides the objectives discussed in the 2013-2016 Strategic Plan and a brief overview of the achievements that have been made through the initiatives of the ACP and ACPF.
2013-2016 Goals & Updates

Education

The ACP will be the leader in comprehensive, innovative venous education.

OBJECTIVES

1. Increase scope and diversity of education relating to venous and lymphatic disease
   • Implement new formats of CME to broaden educational offerings to membership as well as become a resource to other practitioners for venous disease
     • Distance Learning
       • Live & archived webinars: completed for ICD-10 and Ultrasound. These will be archived in the Online Education Center. More topics are being planned.
       • Archived Live Meetings: completed for Annual Congress and Phlebology Review Courses.
     • Journal CME
       • Third edition of the Core Curriculum for Phlebology Nurses is complete and the associated journal-based nursing CE is in process.
     • Case Study CME
       • Implemented monthly online case study and will continue with regular new content.
     • Self-Assessment Modules
       • Eleven have been completed with plans to increase number/scope.

2. Improve upon the content and method of teaching, resulting in continuous professional development at the beginner, intermediate and advanced levels (both live and online)
   • The ACP has implemented new teaching methods that are active, rather than passive (e.g. didactic lectures), as well as incorporating new teaching methods, such as integrating audience response systems, hands-on workshops, panel discussions with key opinion leaders and Q&A sessions. We also indicate which Congress sessions are appropriate for different skill levels (beginner/intermediate/advanced).
2013-2016 Goals & Updates

Education (cont.)

3. Collaborate with other organizations to provide education that enhances clinical practice
   
   • Foster the development of self-sustaining fellowship programs
     
     • Stony Brook University started hosting the Fellowship Program beginning July, 2015. This year marks the eighth year of the program.
     
     • Medical school phlebology curricula
       
       • An initiative to send the The Fundamentals of Phlebology textbook was completed in 2014 with a letter sent to medical school programs across the country. To date, the book has been added to programs at Dartmouth, Temple University, USC, Ohio State and Mount Sinai Medical Center.
     
     • Work with other medical societies for inclusion in phlebology sessions at their programs (i.e., AAFP, AAD, SIR, etc.)
       
       • The public education committee is working with other medical societies for inclusion of phlebology sessions/topics at their programs such as:
         
         • The Society for Vascular Ultrasound has expanded topics on phlebology/venous disease at their annual meeting.
         
         • The Society for Vascular Medicine has requested a proposal for consideration at their next annual meeting.
         
         • A proposal has been accepted by the American College of Emergency Room Physicians for inclusion of a program at their next annual meeting.
         
         • Society of Diagnostic Medical Sonographers has provided a request for proposal to consider phlebology topics at their next annual meeting.
         
         • The ACP presented at the AVF Annual Meeting in 2014 & 2015.
         
         • The ACP will present at the UIP Chapter meeting in Seoul, South Korea in August, 2015
Education (cont.)

4. Raise the level of expertise in the treatment of venous diseases to improve practice
   
   - Promote the value of ABVLM Certification and support Maintenance of Certification
   - **Self-Assessment Modules:** Eleven have been completed with plans to improve and increase number/scope.
   - **Exam Prep Materials:** The ACP held Phlebology Review Courses in 2014 and 2015 based on the exam provided by ABVLM.
   - Create forums for submission and discussion of current and best practices, difficult and complex cases, and recommendations for patients (such as Focus Groups, Online Discussions, Case Submissions, private forum - HIPAA compliance- and Networking Opportunities).
     - The ACP has implemented new formats, including webinars, case-studies and journal-based CE for nurses. Webinars and case-studies have been implemented, and journal-based nursing CE is in process.
   - **Online Discussions:** A LinkedIn discussion group is monitored by Membership and ACP volunteers - Dr. Thomas Parisi from the Recruitment and Retention Committee, AJ Riviezzo from Coding & Reimbursement and Dr. JJ Guex from the International Affairs Committee.

5. Develop materials that can be used to increase understanding by the general public of venous disease
   
   - Vein Screenings (live and online)
     - **Online Vein Assessment Program** - An Online Vein Assessment program has been implemented on the ACP website: http://www.phlebology.org/patient-information/online-vein-self-assessment-vein/
     - The release regarding the online vein assessment was featured on 229 websites with an audience of 19,607,000.
2013-2016 Goals & Updates

Education (cont.)

- Public Awareness Programming

- **“Vein Health” PBS Distribution** - The ACP-produced show is currently distributed through the Pacific Mountain Network - a group of 31 PBS stations in the pacific states. Through the efforts of the Public Education Committee, WVIZ-TV in Cleveland, Ohio will air the show this year. In addition, letters have been sent to PBS stations who have positively agreed to play the content.

- **Healthy Veins...Healthy Legs Veins Public Relations Campaign** - Materials were sent, along with the Healthy Veins book to a list of more than 200 identified writers and publications.

- **PR Campaign** - Stories regarding travel and venous issues were placed in publications during the holidays and a story about innovations in vein disease treatment was placed in the winter issue of Health Care Quarterly.

- **Expand online links and encourage others to link to us.**

- **Social Media Campaign** - Dr. Kistner has generously provided files of his radio show for use as a podcast. The committee has used this content to develop short, informative and engaging blog posts to drive conversation.

- **Online Advertising Campaign** - The ACP is promoting the Dr. Kistner podcasts and original ACP content.

- **Separate Facebook and Twitter** accounts were created specifically for the public education content. The content is being used by ACP members for their own social media and awareness, broadening the reach of the campaign.

- **Veincare equals Phlebology** - A new logo was developed (as a Leadership Academy project, Drs. Radhakrishnan and Shields) to equate vein care with phlebology in the minds of the medical community. The logo can be placed on members websites with a link to the ACP. Use of the logo has been encouraged through a survey, as well as an email campaign to the membership. The logo has been downloaded more than 150 times from the website.

- A core element to the link exchange comes from content generated by the ACP online advertising and social media campaigns, which is then shared by members and the general public.
Advocacy

The ACP will be the authoritative voice promoting awareness of phlebology among the public and the medical community, and will provide advocacy resources and support for practitioners in the field.

OBJECTIVES

1. Increase physician and healthcare providers’ awareness of phlebology

   • Identify, publish and adopt ACP-endorsed practice guidelines and white papers.
     
     • Under Dr. Bruce Hoyle, the Coding & Reimbursement Committee completed Guidelines for Superficial Venous Disease. In 2014, guidelines responsibilities were transferred to the new Guidelines Advisory Committee under Dr. Neil Khilnani.
     
     • The newly formed Guidelines Advisory Committee published guidelines for Management of Obstruction of the Femoroiliocaval Venous System.
     
     • Continue advocacy efforts for phlebology recognition and reimbursement.
     
     • The ACP continues representation in the AMA House of Delegates via Drs. Saundra Spruiell and Chris Pittman (Delegate and alternate delegate respectively).
     
     • The AMA MSS meeting to introduce phlebology to young physicians is attended each year during the AMA HOD Annual Meeting.
     
     • Drs. Forrestal and Hoyle are the ACP’s AMA RUC and CPT Advisory Committee representatives.
     
     • Fundamentals of Phlebology Tactical Initiative
     
     • A letter offering the book was mailed to a list of medical schools. To date, the book has been added to programs at Dartmouth, Temple University, USC, Ohio State, and Mount Sinai Medical Centers.
2013-2016 Goals & Updates

Research
The ACP will be the leader in promoting outcomes-based research in clinical practice and continue to nurture basic science research.

OBJECTIVES

1. Implement the database registry to optimize outcomes based data collection

   • The ACP PRO Venous Registry was officially launched at the 2014 ACP Annual Congress. Attendees were given an opportunity to get hands-on with the interface, as well as gain a better understanding of how the database will allow them to benchmark their uploaded EMR data against that of the full database through ancillary events and sessions at the Congress.

   • Marketing efforts for the ACP PRO Venous Registry include direct marketing to membership through the following avenues:

     • Article about the registry launch in VeinLine (Spring 2014)
     • Article about the registry launch in the ACP Foundation Newsletter (Fall 2014)
     • Article about the registry in the 2013-14 ACP and ACPF Annual Reports (Nov. 2014)
     • Informational table during Annual Congress in Phoenix, AZ (Nov. 2014)
     • Flyer, listing research & registry sessions at the Annual Congress inserted in attendee bags (Nov. 2014)
     • Registry brochure created & made available at informational table during Annual Congress (Nov. 2014)
     • Co-sponsored ancillary meeting with StreamlineMD during Annual Congress (Nov. 2014)
     • Created informational page on the ACP Website (Nov. 2014)
     • Lead article in the ACP Foundation Newsletter (Winter, 2015)
     • Lead article about the registry in In The Vein (Mar. 2015)
     • Launched veinstats.org to ACP membership via email blast (May 2015)
     • Lead article about veinstats.org in In The Vein (May 2015)
     • Added FAQ section to the ACP Website (Jun. 2015)
2013-2016 Goals & Updates

Research (cont.)

2. Revamp research grant process
   - Increase awareness of available grants and funding from ACP
     - The ACP staff is in regular communication with university contacts regarding grants and scholarship opportunities.
     - New grant submission process and review have been implemented and posted to website. The registry grant was added, while In-Practice grant was removed.
     - Increase awareness of available grants and funding for phlebology-related research from other sources.
       - Funding topics have been added to the ACP website
       - ACP staff is identifying collaborative research and funding opportunities, including re-application for a Patient-Centered Outcomes Research Institute (PCORI) grant.
   - Establish comprehensive and enduring research program
     - ACP Pro Venous registry launched in November, 2014
     - Drs. Chi and Schul presented topics related to research and registry at the ACP Annual Congress.

3. Increase interest in vein research
   - After 18 months of development, the ACP PRO Venous Registry was officially launched in November 2014 at the Annual Congress in Phoenix, AZ. Since the launch, the registry has gained 15 physician participants with 5,983 unique patients and 18,115 encounters. Two EMR vendors are ACP certified and Vein Clinics of America will provide data from 55 sites in 2016.
2013-2016 Goals & Updates

Member Engagement
The ACP will be a thriving organization of interdisciplinary leaders in advancing vein care.

OBJECTIVES

1. Provide Volunteer and Leadership Opportunities

   • The Recruitment and Retention committee implemented an Ambassador program at the Annual Congress.
   • The ACP developed the ACP Leadership Academy, Professional Development Pathways, Core Competencies document and an ABVLM, RVT/RPhS & IAC Vein Center Path for Premier Active Membership Category.
   • The Volunteer Process was revamped.
   • The Recruitment and Retention committee reviewed volunteer and leadership programs:
     • Changes to the Fellow application will be recommended
     • The DeGroot award was renewed
     • 20 Scholarships to the ACP Annual Congress will be awarded in 2015.
     • 25-year members will be recognized at the 2015 Annual Congress (with honorable mention to those who are past the 25 year mark).
2013-2016 Goals & Updates

Member Engagement (cont.)

2. Groom Potential ACP Leaders

   - ACP Leadership Academy for leadership training and continuing education

      - Eight Candidates were selected and will complete their one-year training program in November of 2015. Four Mentors were each paired with two candidates to provide guidance and advice.

      - Leadership Academy Participants have produced the following projects that fall into the ACP’s Strategic Goals:

         - **Veincast Podcast** - The podcast is for ACP members and medical practitioners with interest in phlebology. Drs. Malvehy and Hansen recorded their first podcast in June and Marketing has produced and edited a version on the website at www.phlebology.org/veincast.

         - **PowerPoint Presentations for Physicians** - Drs. Basile and Wright have sent several versions of independent, targeted PowerPoint presentations, which can be distributed via flash drive to other clinicians for educational purposes.

         - **Case of the Month** - Drs. Jenkins and Delorio developed an online case of the month program exclusively for ACP members. They have completed their first two and intend to continue with regular new content.

         - **Public Education** - Drs. Radhakrishnan and Shields developed a new logo Veincare=Phlebology which is intended to equate vein care with phlebology in the minds of the medical community. The logo can be placed on member websites with a link to the ACP. Use of the logo has been encouraged through a survey, as well as an email campaign to the membership. The logo has been downloaded more than 150 times from the website.