advancing vein care

A driving force in the advancement of vein care

2014-2015 Annual Report

American College of Phlebology
advancing vein care
Table of Contents

Letter from the Executive Director ................................................................. 2
Organizational Message .................................................................................. 3
Membership ........................................................................................................ 4-5
Research & Grants ............................................................................................ 6-7
Scholarships ...................................................................................................... 8
Education ........................................................................................................... 9-12
Goals and Plans for 2016 ................................................................................ 13-14
Financial Review .............................................................................................. 15-17
Roster ............................................................................................................... 18
Acknowledgments ............................................................................................ 19-21
Letter from the Executive Director

As we enter our 29th year as an organization dedicated to advancing vein care, the American College of Phlebology continues to set the standard for the specialty.

The important work of ACP leadership, committee volunteers and staff has been transformative for the practitioners and public alike. These accomplishments truly mark the beginning of a much greater process and will set the standard for years to come.

With the establishment of the ACP PRO Venous Registry, which compiles not just physician data, but patient quality of Life (Qol) data as well, providers will finally have access to verifiable information. This will allow for greater physician engagement with payers, insurers and policy-makers, as well as bolstering efforts to establish phlebology as an ABMS certified specialty.

Focus isn’t limited to the medical community, though. Educating the public of the health risks associated with venous disease has always been a core function of the ACP. To address this, the ACP Public Education Committee continued their work on a comprehensive initiative to reach patients with venous disease using traditional broadcast channels, public relations and the web through social media, podcasts and an online vein assessment. These efforts will serve to drive the conversation from the patient side of the equation, leading to greater engagement with physicians and industry.

These are just a few of the accomplishments made by the ACP in 2014-2015. The ACP is setting the standard for vein care on all fronts and will continue to build on the achievements of the past, leading to new opportunities as we move forward.

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 2014-2015 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 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 2015

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<tr>
<th>Specialty</th>
<th>Physician</th>
<th>Allied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology/Int.Cardio</td>
<td>123</td>
<td>15</td>
<td>138</td>
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<tr>
<td>Cardiothoracic</td>
<td>14</td>
<td>2</td>
<td>16</td>
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<tr>
<td>Cosmetic Surgery</td>
<td>15</td>
<td>4</td>
<td>19</td>
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<tr>
<td>Dermatology/Derm.Surgery</td>
<td>66</td>
<td>9</td>
<td>75</td>
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<tr>
<td>Family/General Practice</td>
<td>61</td>
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<td>General Surgery</td>
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<td>9</td>
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<tr>
<td>Inter. Radiology</td>
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<td>178</td>
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<tr>
<td>OB/Gynecology</td>
<td>18</td>
<td>1</td>
<td>19</td>
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<tr>
<td>Other</td>
<td>123</td>
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<tr>
<td>Phlebology</td>
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<tr>
<td>Plastic Surgery</td>
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<tr>
<td>Ultrasound</td>
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<td>20</td>
<td>20</td>
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<tr>
<td>Vascular Surgery</td>
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<td>45</td>
<td>329</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1755</strong></td>
<td><strong>305</strong></td>
<td><strong>2055</strong></td>
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</table>
Fellowship in Phlebology Trains Future Phlebologist

Completing its fourth year at the Langone Medical Center at NYU, the ACP fellowship program also secured a new fellowship at Stony Brook University. 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 exposure to venous malformations as well.

Omar L. Esponda, MD, RPVI, RPhS completed his 2014-2015 fellowship under the direction of Dr. Lowell Kabnick at NYU and at Stony Brook University, Pamela Kim, MD will begin her fellowship under the direction of Antonios Gasparis, MD.

The ACP PRO Venous Registry Starts Accepting Data

The highly anticipated ACP PRO Venous Registry officially launched during the 2014 ACP Annual Congress this past November in Phoenix, AZ. The Registry is a robust database, and unique in that it incorporates both physician and patient reported outcome (PRO) data through the use of ACP certified EMR systems, allowing users to benchmark their uploaded EMR data against that of the full database.

Compliant with all medical and professional standards (HIPPA, ACA, ABVLM), data from vein clinics or individual practices is now being accepted. This record consolidation presents an exciting opportunity for participants and ACP members to engage insurers, policymakers and the public about vein disease using real-time, comprehensive data.
Real World Training through the ACP Preceptorship Program

The ACP Phlebology Preceptorship Program, now in its fifth 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.

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.
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 40 scholarships to the 28th Annual Congress in Phoenix AZ.

A complete list of recipients are available upon request from the ACPF 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 28th Annual Congress in Phoenix, AZ:

Dr. Wang
Hangzhou, Zhejiang, China

Dr. van der Velden
Rotterdam, Netherlands

Dr. Bootun
London, United Kingdom

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 28th ACP Annual Congress, November 6-9, 2014 in Phoenix, AZ

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 Chair Sandra Spruiell, DO, FACPh, RPVI, 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. The 2014 Annual Congress drew 1,410 total attendees, which includes 1,008 registrants, more than 100 faculty and 79 exhibiting companies and organizations.

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 ICD-10 Webinar aimed at preparing vein-care providers for upcoming changes to insurance and coding practices was held in May. 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 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 2015 Phlebology Review Course, Physician Sclerotherapy Course and Nursing Sclerotherapy Course, 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 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 more than 200 courses, 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, the UIP World Meeting 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

This year the ACP greatly increased efforts to expand public awareness of vein disease. In addition to promotion of the ACP Produced Vein Health PBS show and Healthy Veins book, the ACP launched a PR initiative aimed at health writers, an online vein screening for patients to assess their risk and find an ACP member provider and a social media campaign with podcasts from Dr. Robert Kistner and original content provided by the ACP Public Education Committee.
The 2015 ACP Leadership Academy Cultivates Future Leaders

The first 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. Helane 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 ACP Congress.

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

» Online Case of the Month - informative clinical case studies provided to the ACP membership.

» Veincare equals Phlebology – a logo was designed to visually connect the concept of vein care with phlebology then distributed to members and the medical community.

» PBS Show Distribution - a grassroots campaign was organized to distribute the ACP produced Vein Health: Discoveries, New Technologies & Breakthroughs to PBS stations throughout the country, increasing public awareness of vein disease on a national level.

» Cross-Specialty PowerPoint Presentations – these presentations encourage understanding of the importance of vein care within the greater medical community.

» Veincast Podcast – this informative podcast promotes discourse between vein care providers and medical community at large on important topics.

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 2014-2015.

The ACP exhibited at the annual meetings of:

» American College of Surgeons (ACS)

» American Academy of Dermatology (AAD)

» American Medical Association (AMA)

» American Venous Forum (AVF)

» International Vein Conference (IVC)

» Society for Vascular Surgery (SVS)

The ACP continued outreach efforts to the academic and medical school communities by exhibiting at the American Medical Association. In addition, several ACP experts and leaders presented at the AVF, SVU, SVM, AMA and IVC meetings on topics related to venous disease.
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. During 2014-2015, 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.

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, and Society for Vascular Ultrasound in the U.S. Internationally, the ACP was represented at the UIP Chapter Meeting in Seoul, South Korea.
The ACP Board of Directors is committed to pursuing the vision of the 2013-2016 Strategic Plan to be an indispensable resource for education and practice management; a powerful advocate for the specialty with the medical community, general public and policy-makers; and a leader in basic and clinical research in venous care.

To that end, the ACP will pursue the following initiatives in 2015-2016:

**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 2014-2015, the ACP was able to provide 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 to these programs, the ACP has received support from the American College of Emergency Room Physicians and the Society for Diagnostic Medical Sonographers for their 2015 conferences, as well as securing contacts with the American Institute for Ultrasound in Medicine and the Radiologic Society of North America.

**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.

**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 Public Awareness Initiative, public relations partnerships with similar organizations and industry, promotion of the ACP Online Assessment, robust social media content and constant improvement of online offerings for those seeking answers to their vein related issues.

With an established seat at the table, the ACP will also sustain efforts through organizations such as the American Medical Association to give voice to phlebology and influence healthcare policy.
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 redesigned 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. Implementation 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.
The 2014-2015 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, 2015.

### Statement of Financial Position

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<td>Equipment and Leasehold Improvements</td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td><strong>$2,269,920</strong></td>
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| LIABILITIES AND NET ASSETS                     |                     |                     |
| Liabilities:                                  |                     |                     |
| Accounts Payable & Accrued Expenses            | $251,638             | 128,111             |
| Deferred Income:                               |                     |                     |
| Annual Congress and UIP                       | 432,190              | 477,975             |
| Membership Dues                                | 344,402              | 333,451             |
| Other                                         | -                   | 18,159              |
| **TOTAL LIABILITIES**                         | **1,028,230**        | **957,696**         |
| **NET ASSETS**                                | **1,519,015**        | **1,327,224**       |

| **TOTAL LIABILITIES & NET ASSETS**            | **$2,547,245**       | **$2,284,920**      |
Financial Review

Statement of Activities

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<td>Membership Dues and Application Fees</td>
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<td>743,562</td>
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<td>Annual Congress</td>
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<td>Registration</td>
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<td>Exhibits</td>
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<td>Grants &amp; Contributions</td>
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<td>XVII UIP World Meeting:</td>
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<td>Brochures and Educational Materials</td>
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<td>Foundation Projects</td>
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<td>Investment Income</td>
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<td>Journal &amp; Periodicals</td>
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<td>Miscellaneous</td>
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<td>TOTAL SUPPORT &amp; REVENUE</td>
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<td>2,568,383</td>
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Financial Review

Statement of Activities (Continued)

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<td>Professional Journals</td>
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<td>Grants &amp; Awards</td>
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<td>Education</td>
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<td>Annual Congress</td>
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<td>XVII UIP World Meeting</td>
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<td>Brochures &amp; Educational Materials</td>
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<td>Foundation Projects</td>
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<td>DeGroot Fellowship</td>
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<td>Board of Directors</td>
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<td>Headquarters &amp; Administration</td>
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<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td><strong>INCREASE (DECREASE) IN NET ASSETS</strong></td>
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<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
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<td>1,519,015</td>
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<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>1,519,015</td>
<td>1,327,224</td>
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</table>
Roster

2015 Board of Directors
Mark D. Forrestal, MD, FACPh ~ President
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