



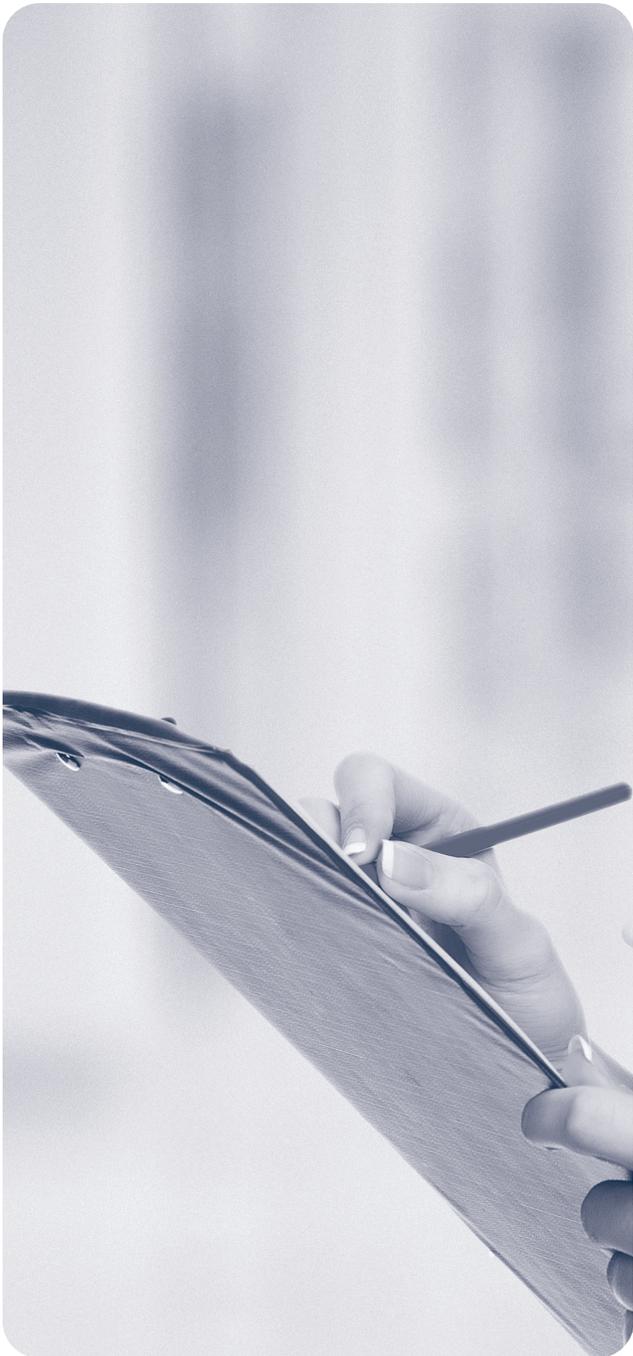
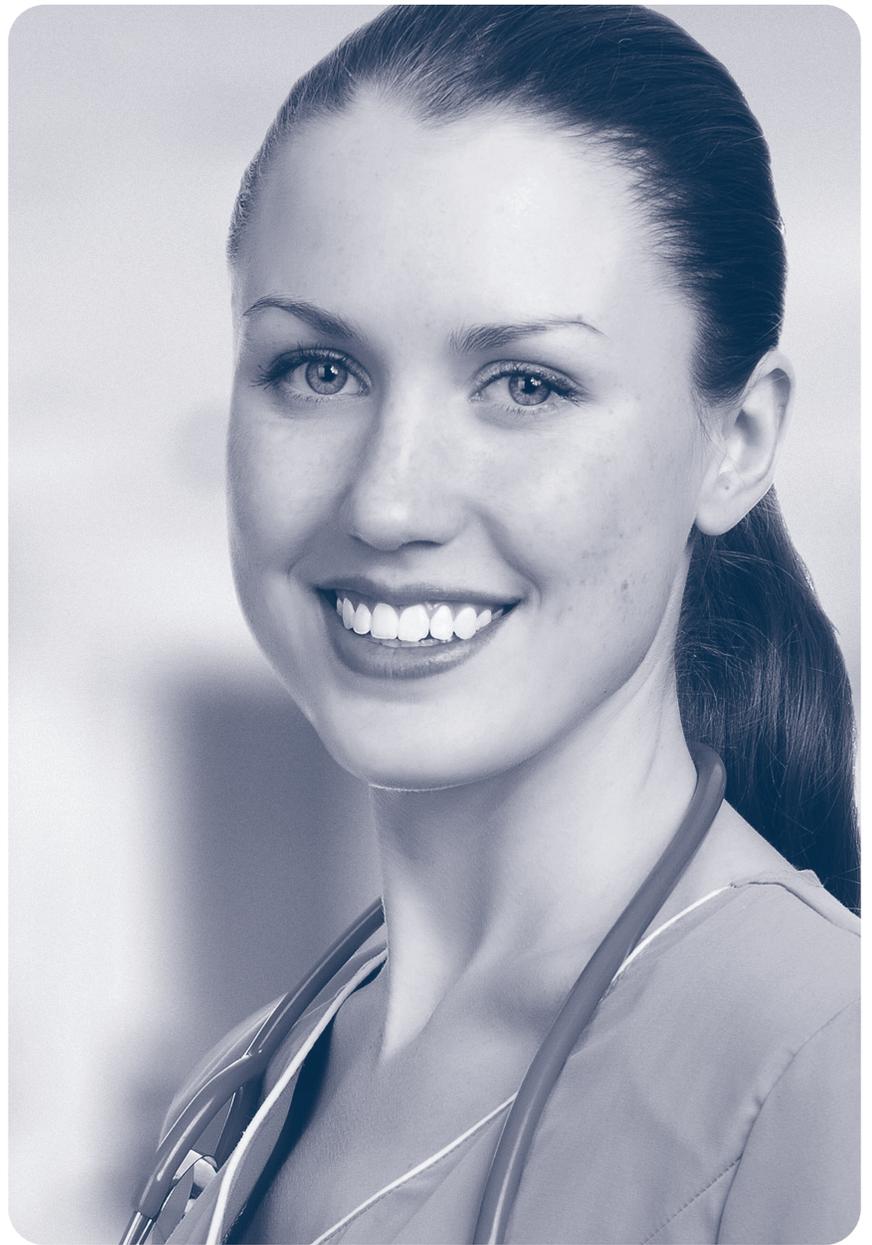
looking back  
on a history of  
looking forward



2012-2013  
Annual Report



American College of  
**PHLEBOLOGY**  
*advancing vein care* 



# Table of Contents



LETTER FROM THE EXECUTIVE DIRECTOR	1
ORGANIZATIONAL MESSAGE	2
MEMBERSHIP	3
RESEARCH & GRANTS	4
EDUCATION	5-6
FINANCIAL REVIEW	7-9
GOALS AND PLANS FOR 2013-2014	10-11
ROSTER	12
ACKNOWLEDGEMENTS	13-15

# Letter from the Executive Director

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There have been many critical moments and breakthroughs in the 27 year history of the American College of Phlebology (ACP), and each year the ACP makes history with new accomplishments. This year has been no exception, and I believe it will be known as a turning point for the organization. The commitment by the volunteer members, Board of Directors, and staff in advancing the goals of the organization and vein care as a whole have been unprecedented.

Over the course of the last year, the ACP took on several initiatives that will prove to set a standard for patient care, education and innovation in phlebology. Through projects such as the Venous Registry, commitment to Continuing Medical Education, public education, record attendance at the 26th Annual Congress in Hollywood, FL., and as host of the first ever U.S.-based International Union of Phlebology World Meeting, the ACP continues to set the pace as the premier medical association dedicated to the diagnosis and treatment of venous disease, not just in the U.S., but in the world.

All of these efforts were made possible by the dedication and strength of our members. It is their vision and persistence that create the opportunities for the ACP and the specialty to flourish. As we look back on this last year, we can be confident in what is in store for our organization in the future.

A handwritten signature in black ink, appearing to read "Bruce Sanders".

Bruce Sanders, CAE  
Executive Director  
American College of Phlebology

# Organizational Message

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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 2012-2013 fiscal year proved to be a great success for the ACP as presented in this year's annual report to members.

# Membership

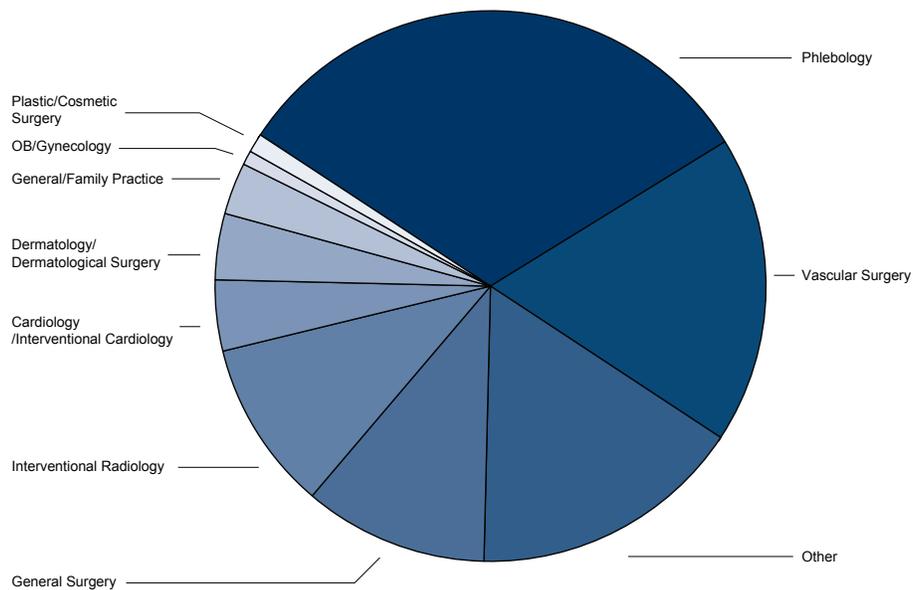


## ACP Membership Continues to Grow

The American College of Phlebology has been able to grow its membership year over year, despite continuing challenges in the economy, health care

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 a breakdown of ACP membership by specialty:

**ACP MEMBERSHIP BY SPECIALTY 2013**



SPECIALTY	NUMBER OF MEMBERS	PERCENTAGE
Phlebology	732	35
Vascular Surgery	354	18
Other	272	13
General Surgery	211	11
Interventional Radiology	172	9
Cardiology/Interventional Cardiology	101	5
Dermatology/Dermatological Surgery	77	4
General/Family Practice	66	3
OB/Gynecology	25	1
Plastic/Cosmetic Surgery	17	1
<b>TOTAL</b>	<b>2,027</b>	<b>100</b>

# Research & Grants

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## Phlebology Fellowship Program

The ACP's fellowship program is now in its third year at New York University. Funding, through a generous grant of the ACP Foundation, provides \$120,000 for a twelve-month postgraduate training in the AMA self-designated practice specialty of phlebology.

Dr. Hama Rana completed his 2012-2013 fellowship under the direction of Dr. Lowell Kabnick. Negotiations are also taking place with Harvard to expand the program for 2013-2014.

## 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 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.

## Walter P. de Groot 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.

**The ACP's fellowship program is now in its third year at New York University.**

## 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.

# Education

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## Annual Congress Breaks Attendance Records

The 2012 Annual Congress held at the Westin Diplomat in Hollywood, FL November 15-18, 2012 not only broke with convention, but broke records as well. The scientific program, under the leadership of Program Committee Co-Chairs Diana Neuhardt, RVT, RPhS and Julianne Stoughton, MD, FACS, featured exceptional opportunities for hands-on learning, live scanning and participation with renowned faculty, not to mention interaction with respected colleagues from around the world.

The four-day conference saw more than 150 unique educational sessions, 80 trade show exhibitors, and nearly 1,000 attendees, making it the best attended and most comprehensive program in the Annual Congress' 26 year history.

## Regional Education Programs

The ACP hosted a live "Comprehensive Sclerotherapy Course" May 18, 2013 at the Renaissance Dallas Hotel in Dallas, TX.

138 health care professionals attended the comprehensive, one-day activity, which combined lectures and hands-on demonstrations focused on basic

through advanced sclerotherapy essentials, indications, and complication prevention. The symposium was designed for both the beginner and advanced phlebologist to ensure each participant is better prepared for optimal patient outcomes.

## Online Education Center

Launched in 2012, the Online Education Center continues to add content with nearly 100 courses available, of which 52 courses are available for **AMA PRA Category 1 Credits™**. The Online Education Center is designed to provide accredited continuing medical education (CME) content in an easily accessible online format. Drawing from the content captured at live meetings, the Online Education Center is a valuable resource for busy professionals who need to stay up to date with the latest procedures.

The Online Education Center also aids to increase the scope of educational opportunities relating to venous disease through such CME activities as Internet Point of Care, Case Study & Performance Improvement CME, self assessment modules, live and archived webinars and meetings.

# Education



## 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 2013, and will continue to provide accredited continuing medical education for its educational activities.

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## Overhaul of the CME Committees

Work was undertaken to improve and expand the Continuing Medical Education

committees. The addition of new working groups and a reorganization of other committees will assure increased efficiency and better over-all educational offerings.

## 2013-2016 Strategic Plan

The ACP Board of Directors met in Dallas, TX for three days of planning. Utilizing member survey data, ACP Foundation Leadership Summit results, previous strategic plan successes and environmental scan data, the board developed strategic goals, action items and priorities for the Standing Committees to work on for the next three years.

The 2013-2016 ACP Strategic Plan can be accessed at: [www.phlebology.org/aboutus/vision.html](http://www.phlebology.org/aboutus/vision.html)

## Outreach

The ACP continued efforts to educate the medical community about phlebology and the organization by participating in a number of educational conferences and exhibit functions hosted by ancillary societies in 2012-2013. The ACP exhibited at the annual meetings of the Society for Vascular Medicine (SVM), Venous Symposium, the International Vein Conference (IVC) and the American Venous Forum (AVF). The ACP continued outreach efforts to the academic and medical school communities by exhibiting at the Duke University program, From Foam to Filters: What's new in Venous Disease. In addition, several ACP experts and leaders presented at the AVF, SVU, AMA and IVC meetings on topics related to venous disease.

# Financial Review



The 2012-2013 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, 2013.

## Statement of Financial Position

ASSETS	AS OF JUNE 30, 2012		AS OF JUNE 30, 2013	
Cash and Cash Equivalents	\$	645,083	\$	3,015,296
Accounts Receivable		252,032		133,093
Due from Affiliated Organization		25,175		32,753
Promissory Note Receivable		20,000		20,000
Prepaid Expenses:				
UIP		84,320		453,144
Annual Congress		100,112		2,522
Supplies		28,647		19,908
Security Deposits		9,224		9,224
Other		12,669		14,897
Equipment and Leasehold Improvements		29,735		39,824
Due (To) From Other Funds		-		-
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>1,206,997</b>	<b>\$</b>	<b>3,740,661</b>
<b>LIABILITIES AND NET ASSETS</b>				
Liabilities:				
Accounts Payable & Accrued Expenses	\$	93,797	\$	153,930
Deferred Income				
Annual Congress and UIP		302,080		1,738,094
Membership Dues		122,851		243,955
<b>TOTAL LIABILITIES</b>		<b>518,728</b>		<b>2,135,979</b>
<b>NET ASSETS</b>		<b>688,269</b>		<b>1,604,682</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$</b>	<b>1,206,997</b>	<b>\$</b>	<b>3,740,661</b>

# Financial Review



## Statement of Activities

<b>SUPPORT &amp; REVENUE</b>	<b>AS OF JUNE 30, 2012</b>		<b>AS OF JUNE 30, 2013</b>	
Membership Dues and Application Fees	\$	726,927	\$	761,657
Annual Congress				
Registration		743,016		901,013
Exhibits		326,050		366,600
Grants & Contributions		317,500		123,000
UIP - Grants and Contributions		245,000		950,350
Regional Symposia				
Registration & Exhibits		57,285		86,475
Grants & Contributions		1,500		15,000
Distance Learning		47,207		20,994
Brochures and Educational Materials		62,041		53,347
Foundation Projects		8,379		6,933
Unallocated Grants and Contributions		-		400
Investment Income		872		1,034
Media Kit & Branding		8,560		600
Journal & Periodicals		12,189		6,995
Miscellaneous		865		5,083
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$</b>	<b>2,312,391</b>	<b>\$</b>	<b>3,299,481</b>

# Financial Review



## Statement of Activities (Continued)

EXPENSES	AS OF JUNE 30, 2012	AS OF JUNE 30, 2013
Program Services		
Communications:		
Online Newsletters	18,300	15,346
Member Services:		
Professional Journals	102,679	117,583
Grants & Awards	-	7,500
Education		
Annual Congress	\$ 726,936	\$ 896,738
Brochures & Educational Materials	35,016	29,510
Distance Learning	125,432	65,727
Regional Symposia	65,991	44,543
Public and Other Education	18,050	6,326
Operations & Development		
Foundation Projects	8,379	6,933
Other	344	130
DeGroot Fellowship	10,000	5,000
Cancelled Research Grant	(18,000)	-
<b>TOTAL PROGRAM SERVICES EXPENSE</b>	<b>\$ 1,093,0127</b>	<b>\$ 1,195,336</b>
Supporting Services		
Board of Directors	\$ 38,861	\$ 44,841
Strategic Planning	-	46,068
Membership	69,247	73,642
Headquarters & Administration	1,005,670	1,018,648
Media Kit	3,359	4,533
<b>TOTAL SUPPORTING SERVICES</b>	<b>\$ 1,117,164</b>	<b>\$ 1,187,732</b>
<b>TOTAL EXPENSES</b>	<b>\$ 2,210,291</b>	<b>\$ 2,383,068</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>102,100</b>	<b>916,413</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>586,169</b>	<b>688,269</b>
<b>NET ASSETS, END OF YEAR</b>	<b>688,269</b>	<b>1,604,682</b>

# Goals and Plans for 2013-2014



The ACP Board of Directors is committed to pursuing the vision of the 2013-2016 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 2013-14:

## Education

### COLLABORATION WITH OTHER ORGANIZATIONS

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 ([www.phlebology.org](http://www.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.

**The ACP will continue 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.**

# Goals and Plans for 2013-2014



## Research

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

**A venous registry that will be open to everyone who is working to improve patient care, will allow researchers vital data to improve patient outcomes.**

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# Acknowledgements



The American College of Phlebology would like to acknowledge the following volunteers who committed their time and resources during the 2012-2013 fiscal year to bring progress and success to the organization and the field of phlebology.

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