

How to Build a Successful Venous Practice

Robert Coronado, MD, FACC



What defines a successful practice?



- Busy
- Financially lucrative
- Lifestyle
- Professional satisfaction
- Sense of purpose

Why a Venous Practice?

- Busy
- Financially lucrative
- Lifestyle
- Professional satisfaction
- Sense of purpose
- *Appreciative and Happy Patient population*

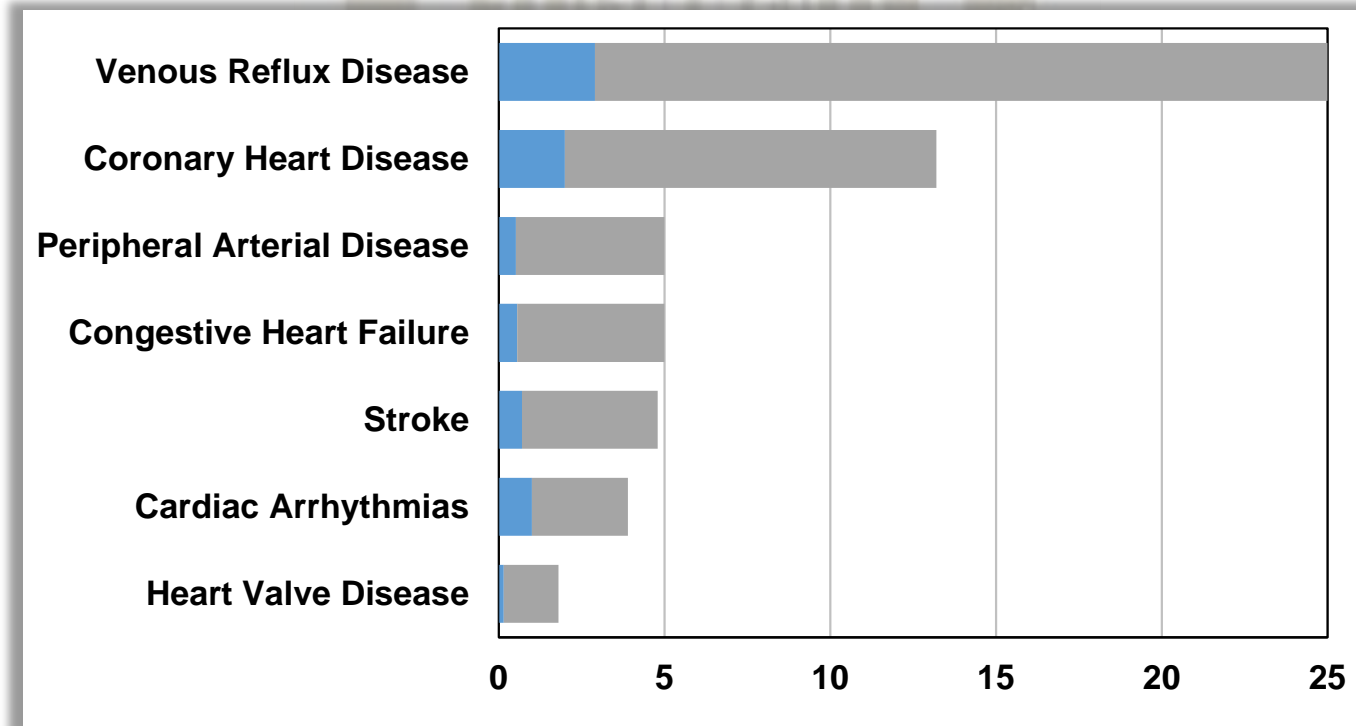
Believe

That your success is based on a **true need** and calling to evaluate and treat patients with this disorder.

- Are there enough patients out there?
- What is the competition for treating these patients?

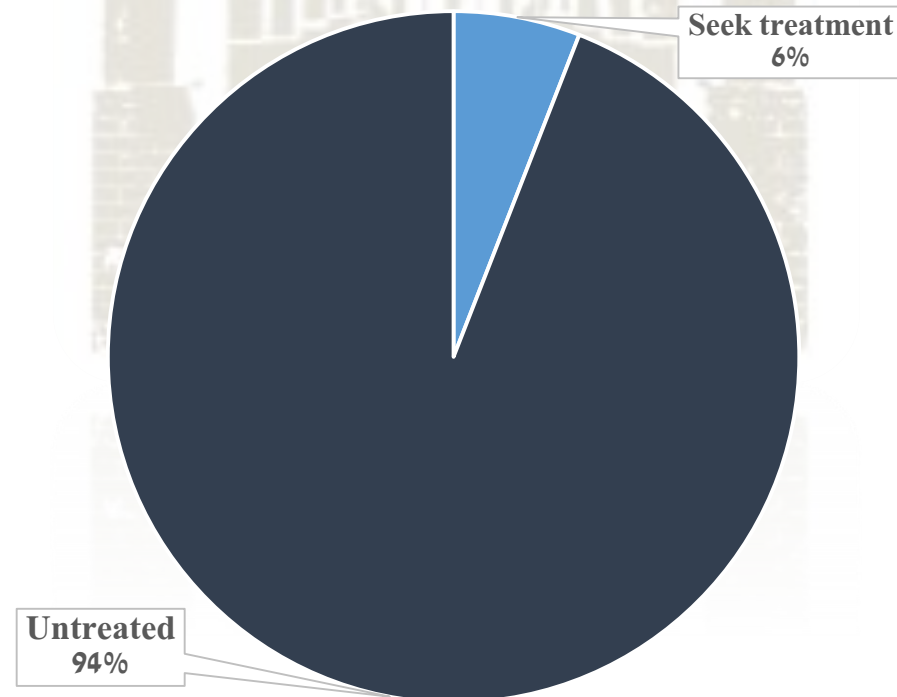
Believe

Venous Reflux disease is **5x** more prevalent than PAD, **2x** more prevalent than CAD



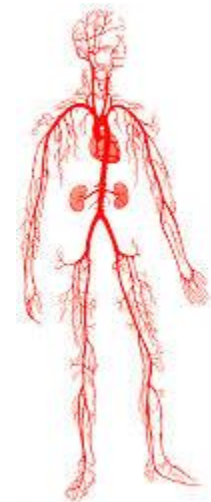
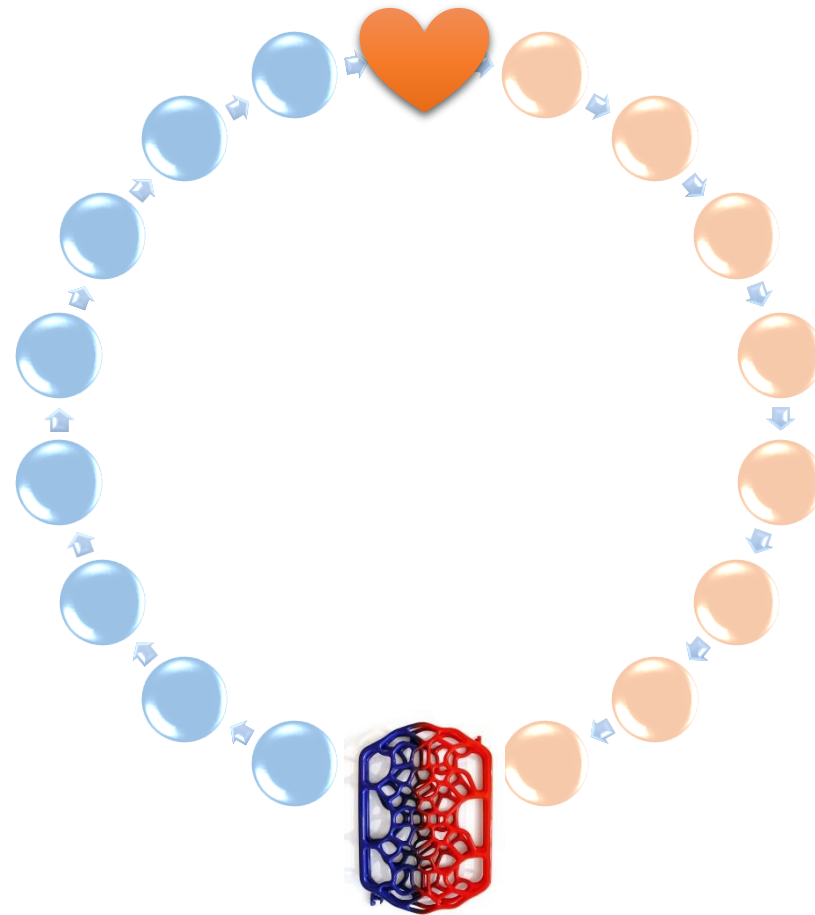
Believe

Only 1.7 million seek treatment, **over 23 million go untreated!**



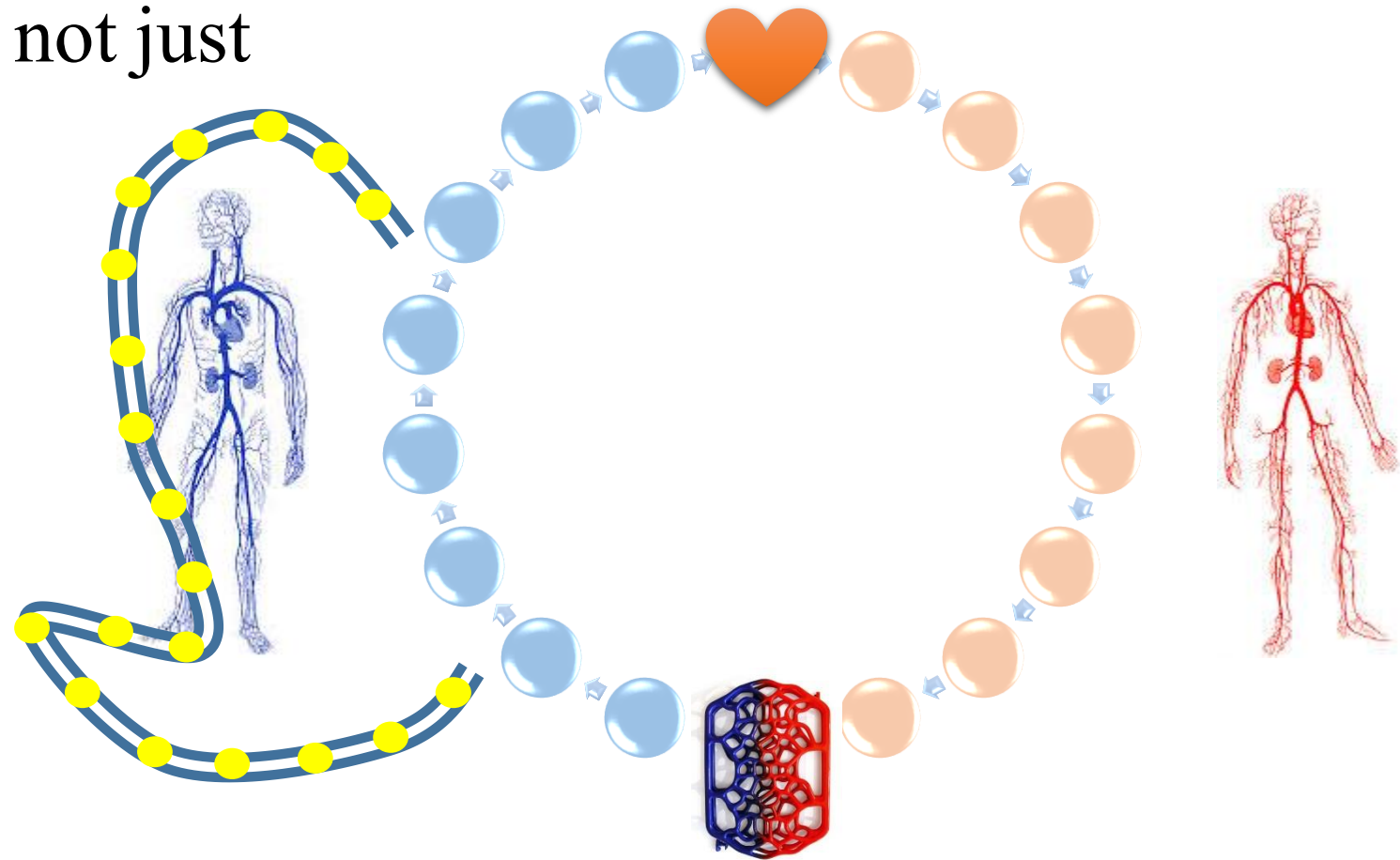
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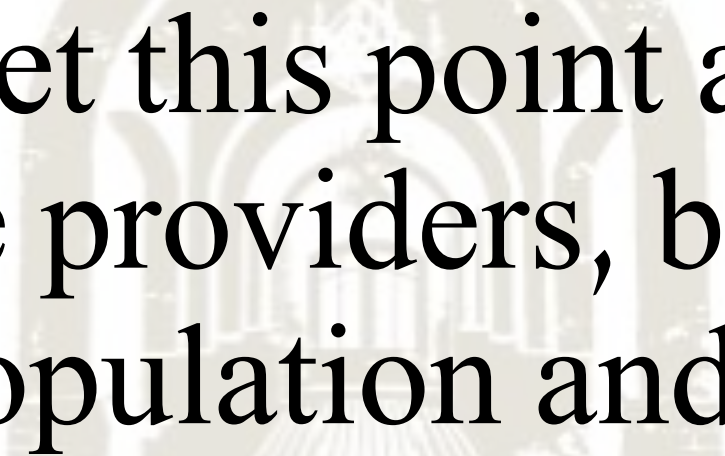
Venous insufficiency is a true vascular abnormality, not just a cosmetic disorder



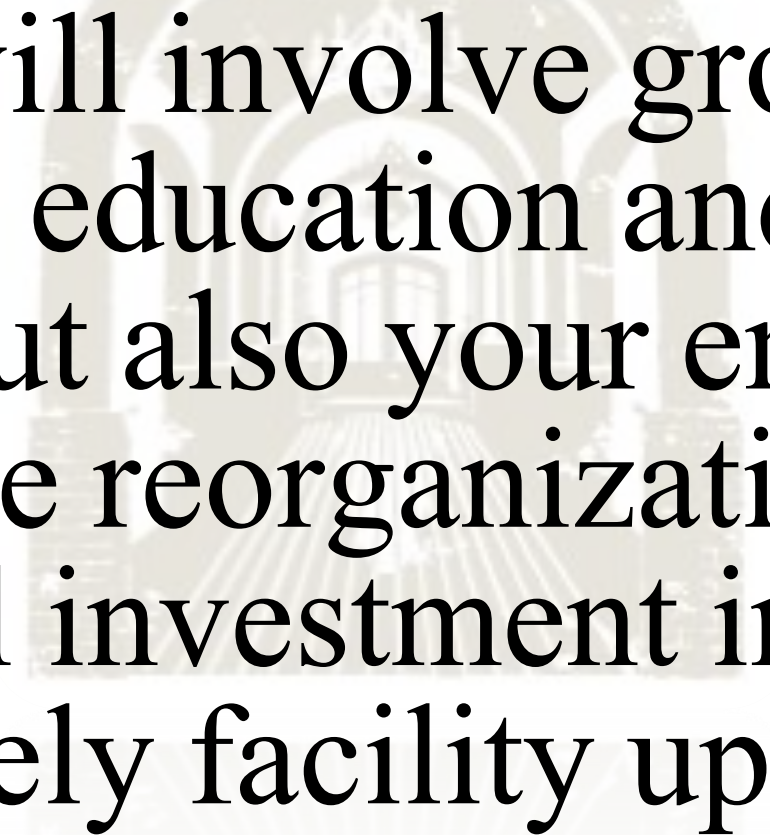
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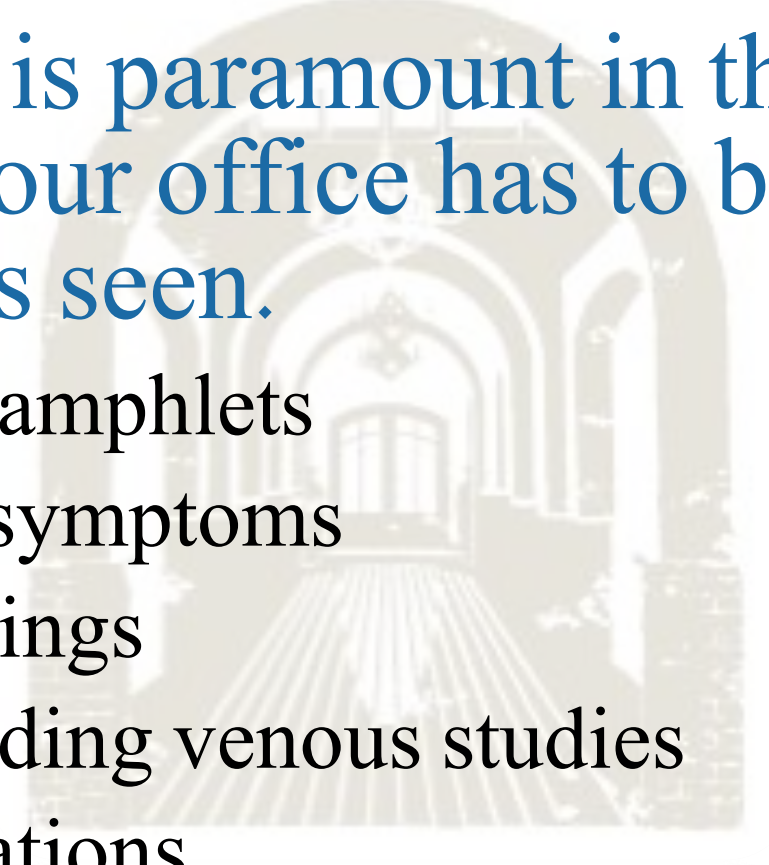




Be able to get this point across to not only the care providers, but directly to the patient population and community!



Realize it will involve growing pains and not only education and training on your part, but also your entire staff. It will require reorganization of your staff, capital investment in equipment and likely facility upgrades.



First impression is paramount in the achievement of success and your office has to be ready before the first patient is seen.

- Patient education pamphlets
- Documentation of symptoms
- Compression stockings
- Scheduling and reading venous studies
- Insurance authorizations
- Procedure and post-operative follow-up

Training in all aspects of venous vascular care:

- Learn all of the modalities and their indications- ablation / sclerotherapy / microphlebectomy, etc.
- Always seek up to date information and education
- Always seek to be the best!

Begin to market your services and your practice:

- Inform the community and care providers
- Education of the medical community and care providers
- Direct-to-consumer advertising targeting afflicted patients

Colleagues and Care Providers: Grass Roots Practice Building

- Local conferences
- Grand rounds
- Dinner events, social venues
- NP/PA meetings
- Lunch and learns, etc.

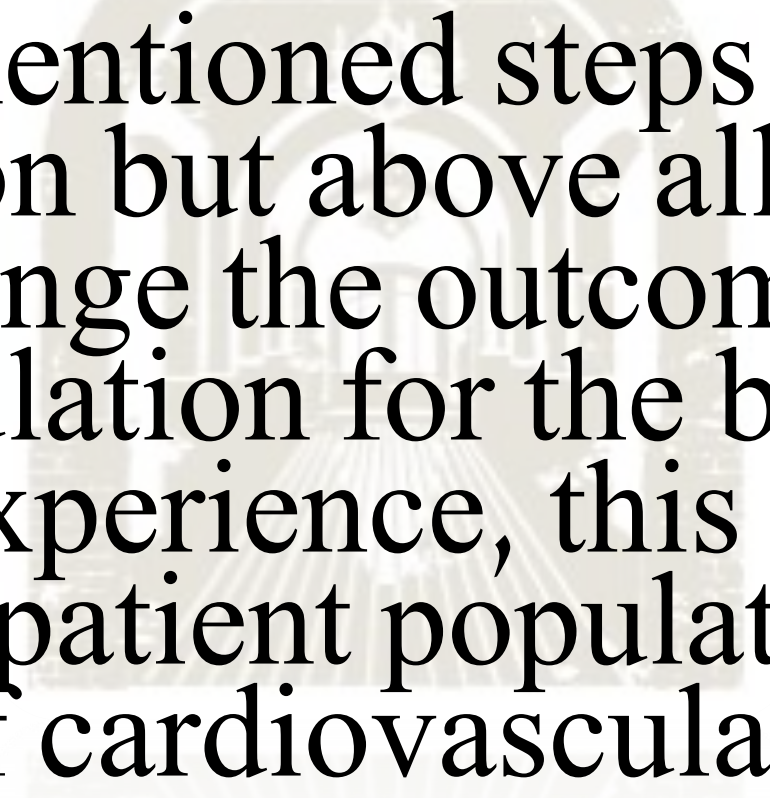
Direct-to-Consumer Advertising

- Newspaper
- Community magazines
- Radio commercials / programs
- Vein Screens
- Website

The most important part of your successful practice building depends on your message content and how it is delivered:

Educate and equally important, dispel myths:

- True disorder—not just cosmetic
- Venous stripping is not the way to treat the disorder
- Covered by most insurance plans
- Recovery or downtime is usually a matter of minutes
- No need for hospitalization or even any sedation



The above-mentioned steps require work and dedication but above all, a belief that you can change the outcome of a large patient population for the better. In my personal experience, this is the most appreciative patient population I've seen in 25 years of cardiovascular experience!



Thank you

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