Building a Venous Practice: Far Beyond Cosmetic Procedures

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Disclosures

Speaker’s Bureau:
• Medtronic

Honorarium:
• Medtronic

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Venous Insufficiency

Inability of the vein in the lower extremities to transport blood back to the heart.
HOTTEST TOPIC IN CARDIOVASCULAR MEDICINE TODAY!!
Why?

• Most prevalent
• Most ignored
• Most misdiagnosed
Nearly 40 Million people suffer from venous reflux disease and varicose veins
Venous Reflux disease is 5x more prevalent than PAD, 2x more prevalent than CAD
THIS IS NOT JUST A COSMETIC DISORDER!!
Why a Venous Practice?

• Busy
• Financially lucrative
• Lifestyle

• Professional satisfaction
• Sense of purpose
• *Appreciative & happy patient population*
Believe

That your success is based on a true patient 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

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Believe

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

Venous insufficiency is a true vascular abnormality, not just a cosmetic disorder.
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True Vascular Disorder

- Pain
- Swelling
- Itching
- Leg cramps
- Heaviness
- Throbbing
- Restless legs
- Ulcerations
- COSTS
Myths

- “This is only a cosmetic disorder”
- “Nobody knows much about this”
- “This is not covered by insurance”
- “The only way to fix it is painful, extensive surgery”
- “My doctor says not to worry about it”
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
- Compression stockings
- Scheduling and reading venous studies
- Insurance authorizations
- Procedure pre- 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 practice:

• 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.
• Phone calls
Direct-to-Consumer Advertising

• Newspaper
• Community magazines
• Radio commercials / programs
• Television commercials / programs
• Health Fairs
• 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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