



Practice Tools

# Practice Tools

## *New! Hot Topics from the SVS*

### Practice Management

- **Branding & Valuation ??**
  - ?We are excited to announce the creation of the **SVS Branding Toolkit**, a robust set of branding tools designed to help you communicate your role in comprehensive vascular care. These tools are available exclusively and at no cost to SVS members.

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### SVS Practice Memos

- **Building Effective Partnerships Between Vascular Surgeons and Podiatrists in the Effective Management of Diabetic Foot Ulcers ?**
  - A collaborative effort between the Young Physicians Programs of the American Podiatric Medical Association (APMA) and the Young Surgeons Committee of the Society for Vascular Surgery (SVS), this memo is intended to aid podiatrists and vascular surgeons in the early years of their respective careers, especially those involved in the care of patients with DFUs. During these formative years, learning how to successfully establish an inter-professional partnership is crucial in order to provide the best possible care to this important patient population.
- **Practice Mergers: Key Business Questions and Decisions**
  - ? Adoption of medical records technology is supported by incentive payments to physicians and hospitals for meaningful use of electronic health records for Medicare and Medicaid patients. This document provides a directory of useful online resources and key definitions.
- **Marketing Your Practice Series, Part 1: Defining Your Competitive Edge**
  - Effectively market a practice. It is critically important to defining the competitive edge when beginning a

practice, moving to a new location, or encountering new competition in an established practice.

- **Marketing Your Practice Series, Part 2: How to Introduce Yourself to a New Community**
  - As a fellowship or integrated residency trained vascular surgeon, your skills in the surgical and nonsurgical treatment of arterial, venous, and lymphatic disorders provide a valuable resource to the community. Referring physicians in your community need to understand that by sending a patient to you, the patient will receive the very best in vascular care, including evaluation, risk modification, endovascular treatment or open surgery, and follow-up.
- **Negotiating a Compensation Plan**
  - Learn how to design a compensation plan, pros and cons of various incentives, financial drivers in formulas, and recent trends in compensation formulas in private practices and hospital employed vascular surgeons, as well as a few negotiation tips.
- **How to Start a Vascular Lab**
  - Start a vascular lab. The combination of practical experience, knowledge of vascular disease, and knowledge of non-invasive vascular testing makes the vascular surgeon uniquely qualified to interpret vascular laboratory testing.