



YOUR SVS: Rosemont Move Offers Room to Grow Programming, Value

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A new Quality Council. A new Appropriateness Committee. Task forces exploring workforce shortages in vascular surgery, burnout and wellness, and a vascular center verification program for inpatient and outpatient settings. A new Section within the Society for Vascular Surgery for physician assistants and another in process for Outpatient Vascular Care. A member engagement and networking site. A management home for the Society for Vascular Nursing, Delaware County Vascular Society and Association for Program Directors in Vascular Surgery. An expanded SVS Foundation mission.

These are just a handful of the new initiatives launched recently, aimed at building and sustaining additional value for SVS members and the specialty.

"We are in a time of significant programmatic expansion and outreach to offer more services to our members," said SVS President Dr. Michel S. Makaroun. "We are expanding our Vascular Quality Initiative with new registries, introducing a revolutionary verification program for vascular centers and looking at tackling appropriateness of care, just to name a few endeavors."

Programming, of course, means people to help run them on the SVS side. That's just one impetus for the Society's upcoming move in February to a new and larger headquarters in Rosemont, Ill., near O'Hare International Airport.

"We're a growing, thriving organization, evolving to keep pace with the specialty," said SVS Executive Director Kenneth M. Slaw, PhD. "So where our members see the need, we are following with the creation of task forces, study of issues and implementation of programs." One such venture, currently in planning and exploration with members, is a revitalized branding initiative. The multi-faceted campaign will include messaging that positions vascular surgeons as comprehensive care experts and creating referral materials for primary care providers and other physicians as well as educating the public about why a vascular surgeon is the logical and perfect choice to provide their care. SVS members involved in the project met earlier this month to begin mapping out an implementation plan.

The new headquarters, at 9400 W. Higgins Road, offers the space and amenities to keep up with both current and future needs, said Dr. Slaw. "It's member-centric; it's only 10 minutes from O'Hare and members will be able to easily drop in and work with staff or hold council and committee meetings.

"It's the start of a whole new chapter in the history of the SVS."

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