



# Industry Partnership Prospectus 2024











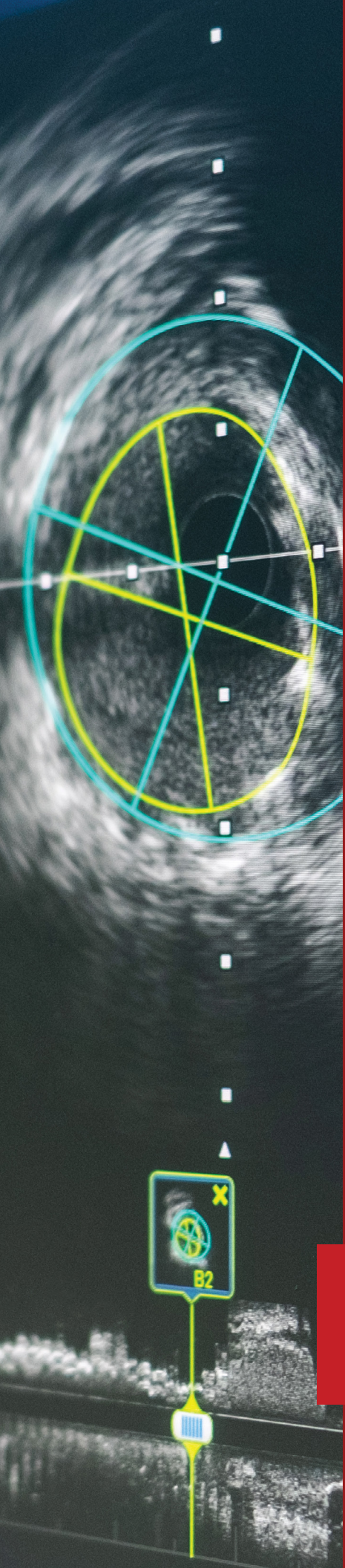
## SVS Industry Relations' Corporate Support Philosophy:

At the SVS, our philosophy around industry support is centered on building collaborative, impactful, and sustainable partnerships that align with our values and mission and is beneficial to both parties. We believe that by working together, we can make a meaningful difference in the outcomes of the vascular community and patient populations we serve through:

### SVS Mission Statement:

The Society for Vascular Surgery® (SVS) seeks to advance excellence and innovation in vascular health through education, advocacy, research, and public awareness. The organization was founded in 1946 and currently has a membership of almost 6,300. SVS membership is recognized in the vascular community as a mark of professional achievement.

- 1. Transparency and Integrity:** We believe in maintaining transparency and integrity in all our industry relations activities. We will operate with the highest ethical standards and ensure that our partnerships align with our values and mission.
- 2. Creative Collaboration:** We recognize that we cannot achieve our mission alone, and therefore seek to collaborate creatively – including innovative problem solving – with corporations, non-profits, and other organizations that share our goals and can bring unique perspectives and resources to the table.
- 3. Impact:** Our industry relations activities will focus on making a meaningful impact on the vascular community we serve. We will prioritize partnerships that have the potential to make a significant difference in the lives of our vascular and allied healthcare professionals and their patients.
- 4. Sustainability:** We aim to build long-term, sustainable alliance partnerships that can endure beyond short-term goals. We believe in building honest rapport and fostering relationships that can continue to grow and evolve over time, delivering continuous value to all parties involved. Our Industry Alliance Program is designed to offer year-round engagement and benefit, beyond the week of the VAM.
- 5. Flexibility and Adaptability:** We recognize that the healthcare landscape is constantly changing, and we must be flexible and adaptable to respond to new challenges and opportunities. We will be proactive in seeking out new partnerships and innovative approaches, including input from our industry allies, to advance our mission.



# Table of Contents

Invest & Align	5
Educational Programs	6
The SVS Branding Campaign	10
Quality and Practice Initiatives	11
Voices of Vascular Campaign	15
SVS Foundation	16
Audible Bleeding Advertising	17
Enhanced Opportunities	18

Learn more about opportunities to support the Society for Vascular Surgery and its mission through meaningful funded support of educational programs, research, quality improvement and clinical practice, DEI, and SVS Foundation initiatives to advance the fight against vascular disease and elevate your company's brand within the field of vascular surgery.

# Invest and align with the preeminent medical society serving the vascular specialty.

The Society for Vascular Surgery (SVS) and its Foundation are well-positioned to help your organization exceed its business objectives. Whether your goal is to increase engagement with our vascular leaders, raise brand awareness, or establish new relationships with our subject matter experts we have many opportunities available to leverage your goals.

**LEVELS OF SUPPORT:**

**PLATINUM: \$250K**

**GOLD: \$150K**

**SILVER: \$100K**

**BRONZE: \$30K**

Our team will listen to your goals and work to understand your target audiences so we may leverage and enhance our engagement together, making the most out of your partnership with the Society for Vascular Surgery and SVS Foundation.



<p><b>GRANT RECOGNITION FOR CONTINUING MEDICAL EDUCATION (CME) PROGRAMS:</b> For supporting our program through a grant the company will be recognized as such: "This CME Activity is supported through an educational grant provided by Company Name."</p>	<p><b>GRANT RECOGNITION FOR NON-CME PROGRAMS:</b> For supporting our program through a grant the company will be recognized as such: "This Non-CME Activity is supported through an educational grant provided by Company Name."</p>	<p><b>NEW BEGINNING WITH VAM 2024:</b> Branding and sponsorship spend at VAM may count towards total SVS support investment for determining Industry Alliance Program recognition level.</p>
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# Educational Programs

SVS offers a wide array of educational programming (both CME and non-CME), including research in vascular disease, leadership development, hands-on skills courses and programs targeted to vascular surgery program directors and residents.

## VASCULAR ANNUAL MEETING (VAM)

The Society for Vascular Surgery seeks to advance excellence and innovation in vascular health through education, advocacy, and research. As the premiere scientific meeting for vascular health, the VAM program presents the most current topics in vascular surgery and is loaded with robust educational content for every member of the vascular surgery team. It is the place to partner with the SVS and share your products and services with key decision makers. Sponsorship, branding and exhibiting opportunities are outlined in a separate prospectus each year.



**Total Need: \$430,000 Shared**

Domain(s): Education

Target Audience: Vascular Surgeons,  
Vascular Nurses, Residents, Fellows,  
Vascular Medicine Physicians

## RESIDENT STUDENT PROGRAM AT VAM

Student and resident scholarship recipients are required to attend a variety of VAM sessions, mock interviews, a mentor match, and visit the exhibit area and pavilions to expose them to the scope of vascular surgery practice and encourage future attendance to the meeting as they pursue a career in vascular surgery. This program, and grant support of it, is critical in helping to engage residents and students in the vascular space.



**Total Need: \$70,000 Shared**

Domain(s): Education

Target Audience: Medical Students and  
General Surgery Residents

## LEADERSHIP DEVELOPMENT PROGRAM (LDP):

The SVS Leadership Development Program is a multi-month interactive learning experience for vascular surgeons who are 5-10 years out of training. Held annually and incorporating both virtual and in-person programming through a series of webinars, mentoring, and in-person workshops. The curriculum helps participants identify and tackle real-life challenges faced by leaders in vascular surgery. The goal is for the participants to reach their full potential as leaders and make a positive impact in the specialty, in their workplace and community, as well as other areas of importance in their lives.

Program content is drawn from the highest quality research on leadership with an intense focus on applying this knowledge to real-life challenges.



**Total Need: \$80,000 Shared**

Domain(s): Education

Target Audience: Vascular Surgeons

## LEADERSHIP RESEARCH INITIATIVE

The SVS Leadership Development Research Initiative seeks to gather and analyze education, outcomes and demographic data to:

- Evolve the Leadership Development Program to meet the needs of Vascular Surgeons.
- Recommend a metrics framework for evaluating success of the LDP on an ongoing basis.
- Increase the number and/or skill set of Vascular and/or Endovascular Surgeons who affect change including through publication.

The goal of publishing the results in paper(s) is so that others both in VS and in the healthcare profession can learn and apply similar principles.



**Total Need: \$25,300**

Domain(s): Education

Target Audience: Vascular Surgeons  
and Trainees



## VASCULAR RESEARCH INITIATIVES CONFERENCE (VRIC)

VRIC is designed to encourage interaction and collaboration between vascular surgeon investigators and scientists from other vascular biology-related disciplines, and emphasizes exchange of basic and translational vascular science that stimulates thoughtful discussion and motivates participants to discover solutions to important problems affecting vascular patients. The one-day meeting carries CME, encourages interactive participation of all attendees and emphasizes emerging vascular science. VRIC presentations feature basic vascular biology including regenerative medicine and wound healing, translational science including device testing, and early or novel clinical science. VRIC precedes the American Heart Association's Vascular Discovery Scientific Sessions held yearly in May.



**Total need: \$51,000**

Domain(s): Education, Research



Target Audience: Vascular Surgeon-Scientists, Basic & Translational Researchers, Trainees and their Principal Investigators, Fellows

## SVSF VRIC TRAINEE AWARD

Award for four trainees to present their research at the annual Vascular Research Initiatives Conference (VRIC). Top-scoring abstracts submitted to VRIC by trainees are considered for the award.



**Total Need: \$4,000**

Domain(s): Research, Foundation



Target Audience: Pre-Med Students, Medical Students, General Surgery Residents, Vascular Residents or Vascular Fellows

## CODING AND REIMBURSEMENT FOR VASCULAR SURGERY + OPTIONAL E/M CODING WORKSHOP

Vascular surgeons and their support staff need to maintain knowledge and competence for appropriate billing and coding procedures. The SVS Coding & Reimbursement Workshop is an intensive program designed to provide a comprehensive review of current coding and reimbursement information, including critical updates vital to anyone who wants to become an expert in vascular coding. The SVS Evaluation and Management (E/M) Coding Workshop is design to support vascular surgeons and their staff to maintain knowledge and competence for one of the most challenging areas for coders. This workshop will focus on coding and documentation rules for choosing a correct E/M category and level of service, specifically for the vascular surgeon. The SVS offers year-round educational content on coding.



**Total Need: \$15,000**

Domain(s): Education

Target Audience: Vascular Surgeons and their office staff

## COMPLEX PERIPHERAL VASCULAR INTERVENTION (CPVI) SKILLS COURSES

The largest clinical area for vascular surgeons in the United States is the treatment of patients with Peripheral Arterial Disease (PAD). Surgeons must be familiar with the latest treatments and technology so they can provide the best possible patient care. This SVS CPVI Skills Course is comprised of an extensive hands-on program designed by vascular surgeons for vascular surgeons. This 2-day program gives vascular surgeons the chance to practice the latest procedures on cadavers and benchtop models during small-group simulations.



**Total Need: \$150,000 + In-kind donations**

Domain(s): Education

Target Audience: Vascular Surgeons, Vascular Trainees, Allied Health Professionals, Other Specialties

## Educational Programs (Continued)

### WOUND CARE CURRICULUM

New and exciting curriculum in development at SVS. Nearly 7 million Americans are living with chronic or non-healing wounds. 1 in 4 families has a family member with a chronic wound. Wound care education has been provided at the VAM sporadically. However a comprehensive, multidisciplinary, year-round approach to Wound Care education is a pioneering new approach for the SVS. This would be a blended learning format, where participants could take online modules as stand-alone content throughout the year, but also participate in the hands-on portion if they choose, which would potentially launch alongside VAM 2025. This curriculum would be developed in a joint partnership with the **Society for Vascular Nursing (SVN)** and the **American Podiatric Medical Association (APMA)**.



#### **Total Need: \$60,000**

Domain(s): Education

Target Audience: Vascular Surgeons, Vascular Nurses, PAs, Vascular Trainees, Fellows, Podiatrists

### INDUSTRY WEBINARS

SVS Foundation (SVSF) will host the webinars, under its Disease Prevention pillar, and will align these webinars with disease states and national disease awareness months. By aligning this series with the SVSF, we will raise needed funds for the Foundation, increase awareness of the Foundation's mission in disease prevention, and provide you direct access to share the latest on a topic of your choosing aligned with our disease states/mission.



#### **Ranging from \$15,000 each or \$40,000 for Series of 3**

Domain(s): Foundation

Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students, General Surgery Residents

### SVS VASCULEARN

This is SVS's Learning Management System for all online education and learner CME transcript. SVS VascuLearn is the education resource for vascular surgeons, residents, and allied health professionals. Current offerings include SVS Microlearnings for Medical Professionals, bite-sized videos that answer a specific question, or highlight salient points about a specific topic, technique, or technological/new advancement. Also houses all recordings from VAM and past webinars for continued access and learning.



#### **Total Need: \$42,000**

Domain(s): Education

Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students and General Surgery Residents

### INDUSTRY OFFERED LEARNINGS

Bundle of up to 5 links. Have a white paper you want to promote? New company made educational series or materials? Industry Partners may provide us with a hyperlink back to their educational content to be housed under our Industry-Sponsored Content on SVS VascuLearn with a description of the educational content. The link(s) would remain active on our site up to 2 years. May be renewed annually. We will have dedicated advertising of this section of the SVS VascuLearn site via our membership newsletter, *Pulse* (49% open rate) to increase awareness of when new offerings are added and drive traffic to the site.



#### **Cost: \$1,000 per link, \$4,500 for bundle of 5**

Domain(s): Education, Engagement



Target Audience: Vascular Surgeons, Vascular Nurses, Residents, Fellows, Vascular Medicine Physicians, Medical Students and General Surgery Residents



# Educational Programs (Continued)

## WOMEN'S SECTION

The SVS created and approved a Women's Section within the SVS to support women in the field of Vascular Surgery. This section focuses on relevant initiatives and programming for advancing women in vascular surgery. The intent is to provide an SVS-based home for members to address their specific needs, and in turn, allow a pathway for women SVS members to engage and serve the SVS. The Section's mission is to strengthen the communication and collaboration of women in vascular surgery and to enhance development and leadership skills that will permit a more robust presence for women that serve the mission of the SVS, including in leadership roles.



**Total Need: \$10,000**

Domain(s): Organizational Health

Target Audience: Women Vascular Surgeons

## YOUNG SURGEONS SECTION

The SVS created and approved a Young Surgeons Section within the SVS to support vascular surgeons in their early career. This section will focus on relevant initiatives and programming for advancing young surgeons in vascular surgery. Their mission is to foster and accelerate the learning and career development of SVS members within their first ten years in clinical practice. The Section will achieve this by establishing an engaging and interactive forum that will enhance SVS efforts in education, advocacy, quality practice, ethics, research, diversity/equity/inclusion, and member value, with specific focus and attention to the needs of members in the earlier stages of their careers.



**Total Need: \$10,000**

Domain(s): Organizational Health

Target Audience: Young Surgeons (0-10 Years in Practice)

## VASCULAR SURGERY HISTORICAL COLLECTION

The SVS History Digital Archive Task Force is charged with devising a plan to curate and maintain a digital history of SVS and the practice of Vascular Surgery. The task force began its work in early 2023 and has made meaningful progress toward identifying key elements for this digital collection. The vision is to acquire, document, preserve and exhibit the rich history of the specialty, **including innovations and contributions from companies**, for the purposes of research, education, and inspiration. This portal to the past will enable traveling through time on a self-guided journey to experience the innovations, the people, and the events that established our medical specialty of vascular surgery, and the Society itself. The target launch for this archive is mid to late 2025, but we need support now to bring this to fruition, and sponsors will be recognized for their support.

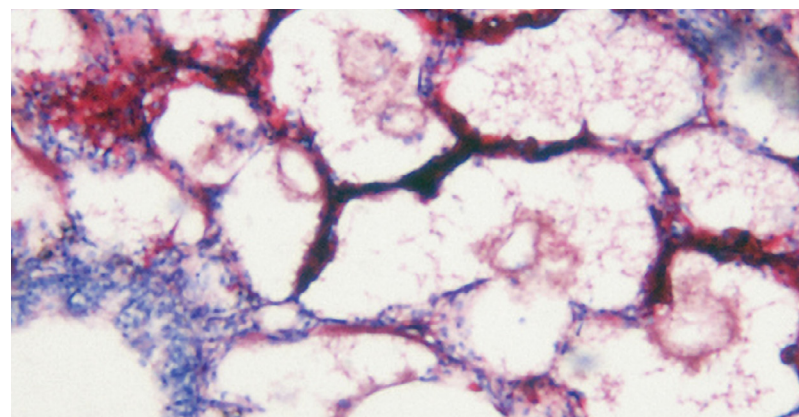


**Total Need: \$25,000**

Domains: Education, Organizational Health, Research, Quality, Practice, Engagement



Target Audience: Vascular Surgeons, Vascular Trainees, Fellows, Vascular Nurses, public audiences



## Educational Programs (Continued)

### INNOVATION TASK FORCE

This new task force of the SVS will work to identify and support the unique needs of vascular surgeon innovators involved in device development, including animal testing and refinement. It will encourage, foster, and support innovation in vascular surgery through grants, mentorship, and education.



Domains: Research

Target Audience: Vascular Surgeons

### CLINICAL TRIALS TASK FORCE

This new task force of the SVS will work to provide support and mentorship of clinical trialists in developing large, multicenter studies aimed at addressing significant unanswered questions in vascular surgery. A goal is to maximize participation of SVS members in the conduct of this research. Working with the SVS PSO it will explore the utilization of VQI infrastructure in the execution of large clinical trials.



Domains: Research

Target Audience: Vascular Surgeons

## The SVS Branding Initiative

The SVS Branding Initiative is a pivotal multi-year effort aimed at raising the national profile and awareness of vascular disease and the unique training, talent and expertise of Vascular Surgeons in delivering high-quality care across the full spectrum of patient needs. This campaign will provide a unique opportunity for the industry to work with SVS in reaching patients and their caregivers, referring physicians and providers, healthcare executives, and medical students and medical student educators, with customized platforms for messaging that will heighten vascular health, disease management, and understanding of the contributions of Vascular Surgery. As one example, SVS plans to launch a new patient-focused microsite, [YourVascularHealth.org](http://YourVascularHealth.org), in Summer, 2024. By partnering with us, your organization will be able to reach patients/caregivers searching for credible information and pathways for finding the diagnostic and therapeutic care they need. This is a unique opportunity for you to be recognized for helping SVS reach millions with life and limb-saving information.



Domain(s): Education, Practice, Advocacy, Engagement, Organizational Health



Target Audience: Patients & Caregivers, Vascular Surgeons & Trainees, Medical Students & Residents, Referring Physicians (Primary Care, Family Practice, Internal Medicine, Geriatrics, Preventive Medicine, Podiatrist, PAs, Nurses, etc.), Medical School Educators, and C-Suite Leaders






# Quality and Practice Initiatives

The SVS facilitates many initiatives around quality improvement and clinical practice, including review and implementation of Clinical Practice Guidelines, a vascular surgeon wellness coaching program, quality practice study survey, quality measures reporting and population health initiatives. In addition, the SVS also supports the VCVQI (Vascular Center Verification and Quality Improvement) Program.

## CLINICAL PRACTICE GUIDELINES APP/POCKET GUIDES TOOLS

The SVS publishes clinical guideline updates each year, based on the update timelines of each guideline. The Guideline app (SVS iPG) and Pocket Guides have evidence-based SVS guidelines recommendations and risk calculators to use in daily practice, and serve as a clinical educational tool addressing current gaps in knowledge and patient care.




Support is needed to assist in the production and printing of the pocket-sized guides for each guideline. The guidelines are also made available as digital downloads.

-  **Total Need: \$50,000**
-  Domain(s): Quality, Practice
-  Target Audience: Vascular Surgeons, Interventionalists (Radiologists, Cardiologists)

## VASCULAR SURGEON WELLNESS COACHING PROGRAM




The SVS Wellness Committee has partnered with the Academy for Surgical Coaching to design a 3-month holistic program that aims to improve the skills, wellness, decision-making, teamwork

and self-awareness of the vascular surgeon participants at different career levels. A follow up burnout survey will be conducted to screen active membership for depersonalization, emotional exhaustion, depression and suicidal ideation using validated tools. This is to compare the data from 2018 and ascertain new trends and how COVID-19 has impacted vascular surgeons. The results will be used to guide future SVS response and interventions with regard to policy, advocacy and member programs.

-  **Total Need: \$40,000**
-  Domain(s): Quality, Practice
-  Target Audience: Vascular Surgeons

## QUALITY PRACTICE STUDY SURVEY

This quality practice survey of SVS members is conducted bi-annually. The last SVS practice survey was conducted in 2021. The next practice survey will be conducted this year to help the SVS understand the changing demographics and practice characteristics of our membership. Also to compare the data and ascertain new trends in vascular practices. The results of the survey will be helpful to see if the current SVS priorities are aligned. Furthermore, to develop data driven SVS initiative and tools to support physicians in their practices.

-  **Total Need: \$30,000**
-  Domain(s): Quality, Practice
-  Target Audience: Vascular Surgeons



## Quality and Practice Initiatives (Continued)

### QUALITY MEASURES REPORTING

SVS continuously monitors the Quality Payment Program (QPP) and CMS (Centers for Medicare & Medicaid Services) changes, and incorporates changes in quality and performance measurement according to CMS and develops MVP (MIPS Value Payment) measures according to CMS requirements. SVS provides our membership with information to support quality measure reporting, including revising current quality measures, re-evaluating and revising measures that were removed by CMS, creating new Merit-Based Incentive Payment System (MIPS) Value Payment (MVP) measures and developing new quality measures to submit for evaluation to National Quality Forum (NQF) first before submitting to CMS. Additionally, SVS develops a methodology to design and analyze vascular-specific quality measures for providers and patients that will assist in improving quality of care in the different vascular practice settings, and conducts analysis and validation studies for vascular-specific outcome and process measures.



**Total Need: \$100,000**

Domain(s): Quality

Target Audience: Vascular Surgeons

### OBL (OUTPATIENT-BASED LABS)

Vascular disease is on the rise, and the number of patients receiving vascular care in the OBL is also on the rise. Research suggests the number of OBLs will increase at an annual growth rate of 7% through 2027. OBLs benefit the healthcare system, patients and payors. The SVS now has a Section on Outpatient and Office Vascular Care (SOOVC/OBL Section). In addition to section support, the SVS plans to develop an OBL Research Network and to offer a series of webinars to the OBL section members.

### OBL HANDBOOK AND WEBINAR

The SVS Sub-Section on Outpatient and Office Vascular Care developed this handbook to assist with running and opening an OBL. The authors are leaders in this field and have used a variety of techniques and styles to write short and direct-to-the-point chapters, each addressing a specific focus like Building a Business plan, OBL design, accreditation and more. This handbook is meant to be a live document that will be revised as needed. We will also have a webinar around the various topics from the book.



**Total Need: \$15,000**

Domain(s): Practice

Target Audience: Vascular Surgeons,  
Interventionalists (Radiologists, Cardiologists)

### OBL SYMPOSIUM

The OBL Symposium will highlight the future of OBL's through the following topics: market size; future trends; progression of outpatient spaces and procedures for patient needs; and how OBLs will continue to shape vascular care. We need to collect data and present the findings.



**Total Need: \$5,000**

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons,  
Interventionalists (Radiologists, Cardiologists)

### OBL RESEARCH

The goal of the OBL Research Work Group is to promote OBL-based research, strengthen the infrastructure to conduct research, foster collaboration, and generate new knowledge related to outpatient vascular care. The work group will review gaps in literature, develop research questions, and select research topics. The Section on Outpatient and Office Vascular Care (SOOVC), through an OBL Research Network, will share and distribute its research findings to the broader vascular community.



## Quality and Practice Initiatives (Continued)

To encourage and promote research in the OBL setting there are awards that have collected data not published or presented, and also to start collection of data and analysis.



**Total Need: \$60,000**

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons

### TRANSLATING GUIDELINES INTO PRACTICE WEBINARS

The goal of this series is to educate vascular surgeons and the entire vascular team on how to translate the SVS Clinical Practice Guidelines into their practice. The translating guidelines sessions will be helpful in expanding physician knowledge base and improving clinical confidence and effectiveness based on the guideline's topics. Case vignettes presentation will illustrate how to practically use the guideline recommendations in specific clinical scenarios. The sessions will help physicians implement the guidelines recommendations into their daily practice.



**Total Need: \$40,000**

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Interventionalists (Radiologists, Cardiologists)

### REPORTING STANDARDS ON ECONOMICS/ BUSINESS OF VASCULAR CARE STUDY

This study will lay the framework for future publications to ensure members are well informed on the business of vascular care. Look at all data sources. It will address differences and similarities between payors, geographical regions, site of service, and limitation in data.



**Total Need: \$20,000**

Domain(s): Practice

Target Audience: Vascular Surgeons

### DEVELOPMENT OF VASCULAR SERVICE LINE/ SCOPE OF WORK POSITION PAPER

Since the vascular surgeons and their care team's role, skills, and expectations are not currently clearly well-defined, the vascular scope of work position paper will develop guidelines pertaining to the scope of work of vascular surgery practice in diagnosing and treating vascular disease.



**Total Need: \$20,000**

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Vascular Care Team

### HIT MACHINE LEARNING, AI IN VASCULAR PRACTICE HANDBOOK

Machine learning and AI can be used in vascular surgery to predict diseases, which may have gone undiagnosed. As a result, machine learning and AI are crucial for early diagnosis and intervention to prevent severe vascular disease. A handbook will be developed addressing the how to use and the pros and cons of the use of these technologies (will be a living document).



**Total Need: \$10,000**

Domain(s): Quality, Practice



Target Audience: Vascular Surgeons, Vascular Care Team

### SMOKING CESSATION TRAINING PROGRAM

Providing physician directed support to assist patients with tobacco abstinence is a priority of the SVS and Vascular Quality Initiative as tobacco use impacts every vascular surgeon treating patients with vascular disease. This program offers educational assistance and CE credit for practitioners to become a Certified Tobacco Treatment Specialist (CTTS). The multi-day course is available through one of twenty-five Tobacco Treatment Training Programs certified by the Council of Tobacco Treatment Training Program. Throughout the

## Quality and Practice Initiatives (Continued)

Tobacco Treatment Training Program, lectures, role-playing and case presentations (involving a variety of patients medical conditions) will be utilized to discuss pharmacological and counseling interventions with patients interested in tobacco cessation. Alternative nicotine delivery methods, such as the electronic cigarette, smokeless tobacco and more recent products will be discussed. Course tuition ranges from \$550 to \$1,200, dependent on course duration and site. It is estimated that over 800 vascular practice locations would benefit from using a CTTS. Cost reimbursement for program participation will be half the tuition.



**Total need: \$200,000**



Domain(s): Education, Quality, Practice



Target audience: Vascular Surgeons, Vascular Nurses, Respiratory therapists, Social workers, Pharmacists and Addiction Counselors.

### EDUCATIONAL FORUM ON SMOKING IMPACT - QUALITY REPORTING ON SMOKING EFFECTS ON VASCULAR DISEASE

Sponsorship is being sought for a possible VEITH Symposium (or other venue) ½ day, virtual education forum on smoking adverse events of vascular disease and vascular procedures. Content would include long-term survival benefits of nonsmokers compared to smokers, peri-operative mortality and outcome differences, re-intervention and morbidity associated with smoking. Pharmacologic and biochemical impact of smoking products on environmental, occupational, and patient health would also be included. This event is hoped to evolve into an annual all-day session at SVS headquarters if well received for expansion.



**Total virtual event need: \$75,000 virtual;  
All-day event: \$200,000**



Domain(s): Education, Quality, Practice



Target audience: Vascular surgeons, Vascular nurses, Trainees, Principal investigators, Basic and Translational researchers

### SVS/APSA SPECIAL INTEREST NETWORK

The most effective way of addressing this gap in care is for SVS Senior Leadership to collaborate with their counterparts at the American Pediatric Surgery Association to establish an on-going, coordinated process of sharing expertise and information. This will 1) Encourage local/national participation between specialists to optimize the care of patients with pediatric vascular pathology; 2) Offer evidence-based clinical and technical based education to those SVS (and APSA members) interested in providing comprehensive vascular surgery care to pediatric patients; 3) Build community.

The APSA-SVS pediatric vascular surgery task force has identified a vascular surgery interest group as a potential intervention for those interested in learning more.

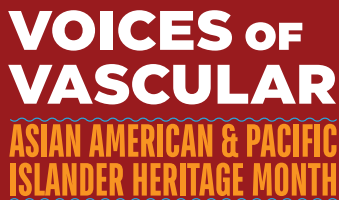


**Total Need: \$5,000**

Domain(s): Practice







# Voices of Vascular Campaign

## SPONSORSHIP OPPORTUNITIES

Please support the SVS Foundation by supporting its Voices of Vascular Campaigns, which won the 2023 American Association of Medical Society Executives' **Profiles of Excellence Award** within the DEI category.

**Become the Voices of Vascular Presenting Sponsor - \$45,000**

### BRAND RECOGNITION:

- Recognition as "Presenting Sponsor" of the Foundation's VoV campaign (12 months) including 5 signature DEI celebratory campaigns (Black History Month, Women's History Month, Asian American & Pacific Islander Heritage Month, Pride Month and Hispanic Heritage Month), plus all other DEI efforts throughout the year
- Sponsorship announcements across SVS social media platforms, *Pulse* (member newsletter) and *Vascular Specialist* (online newspaper)
- Recognition on Voices of Vascular campaign website.
- Feature story (up to 500 words) in SVS Foundation Annual Report

### SOCIAL MEDIA EXPOSURE:

- Your company's logo and name will be featured across SVS social media channels for VoV posts,

including Facebook, X (formerly Twitter), LinkedIn, and Instagram, reaching a diverse and engaged audience of medical professionals, industry leaders, patients, and stakeholders

### EXCLUSIVE CONTENT OPPORTUNITIES:

- Video message (up to 45 seconds) highlighting company's support for and/or program(s) supporting DEI or showcasing a company representative. The Presenting Sponsor will receive one (1) of each of these promotions during the year at the discretion of the SVS Foundation

### ON-SITE EVENT RECOGNITION:

- Recognition at VAM
- Invitation to have up to 5 company representatives attend "Celebration of Diversity" or similar event for DEI at VAM

### MATCHING SPONSOR RECOGNITION:

- A portion of funds may be used at the discretion of Foundation towards "matching sponsor" campaigns as needed

*\*\*Customizable and lower sponsorship opportunities are available for individual campaigns, starting at \$5,000.*

# SVS Foundation

FUNDING THE FUTURE OF VASCULAR HEALTH



**RESEARCH &  
INNOVATION**



**DISEASE  
PREVENTION**



**COMMUNITY  
VASCULAR  
CARE & PATIENT  
EDUCATION**



**DIVERSITY,  
EQUITY &  
INCLUSION**

## CLINICAL RESEARCH SEED GRANTS

The Clinical Research Seed Grant program encourages the interest and development of clinical investigators among the SVS membership, particularly junior members or those with limited prior experience as Principal Investigators. The grant provides support for pilot clinical projects that have potential to develop into larger studies fundable by industry or governmental sources.



**Total Need: \$35,000**

Domain(s): Foundation, Research



Target Audience: Young Vascular Surgeons  
(0-10 years out of practice)

## SVSF MENTORED RESEARCH CAREER DEVELOPMENT AWARDS

The SVSF Research Career Development Awards Program provides supplemental funding to vascular surgeon scientists who have been awarded a mentored research career development award (K08, K23) from National Institutes of Health (NIH) or the Agency for Healthcare Research and Quality (AHRQ).



**Total Need: \$150,000**

Domain(s): Foundation, Research



Target Audience: Early Career Vascular  
Surgeon Scientist

## SVSF STUDENT RESEARCH FELLOWSHIP AWARDS

The Fellowship is designed to stimulate laboratory and clinical vascular research by undergraduate college students and medical school students in the United States and Canada. The intent is to further the student's education and introduce the student to the application of rigorous scientific methods to clinical problems and underlying biologic processes important to patients with vascular disease.



**Total Need: \$36,000**

Domain(s): Foundation, Research



Target Audience: Undergraduate Students,  
Pre-Med Students, Medical Students

## VOYAGE SCHOLARSHIPS

These scholarships will be for early-career surgeons to help offset the cost to attend medical education programs/career advancement opportunities in vascular. Many in the SVS Community have mentioned the lack of early-career surgeons amongst the audiences, presenters, and leadership of vascular societies. These awards will aid in efforts to diversify these elements of various meetings and professional development events. There will be a pool of programs/meetings from which they can use the funds to attend, from SVS events to regional, and various other society meetings.



**Total Need: \$50,000**

Domain(s): Foundation, Education



Target Audience: Early Career Vascular  
Surgeons



### AUDIBLE BLEEDING ADVERTISING

Audible Bleeding: The Vascular Surgery Podcast has carved its niche as an auditory experience and a formal publication dedicated to shaping the minds of early-career surgeon. At Audible Bleeding, you will find interviews with leaders in the field, education for exam preparation and best clinical practices and an introduction to high-impact innovations in vascular surgery. Pre-roll and mid-roll ads and bundle packages available.



Domain(s): Engagement

AD TYPE BUNDLE	QUANTITY (PER MONTH)	TERM LENGTH	COST	DISCOUNT
Pre-Roll	1	One Quarter	\$1,200	
		Six Months	\$2,040	15%
Mid-Roll	1	One Quarter	\$2,250	
		Six Months	\$3,825	15%
Presenting Sponsor 1 Pre- & 1 Mid-Roll Ad per podcast	2 Minimum*	One Quarter	\$5,000	
		Six Months	\$8,500	15%
		One Year	\$16,000	20%

\*When 4 podcasts air in a month, receive a complimentary 3rd podcast sponsorship that month.



**163,260** total downloads in 2023.



Average of **202** listeners per day.



Average of **578** listeners per episode.



Minimum of **2 episodes** per month.



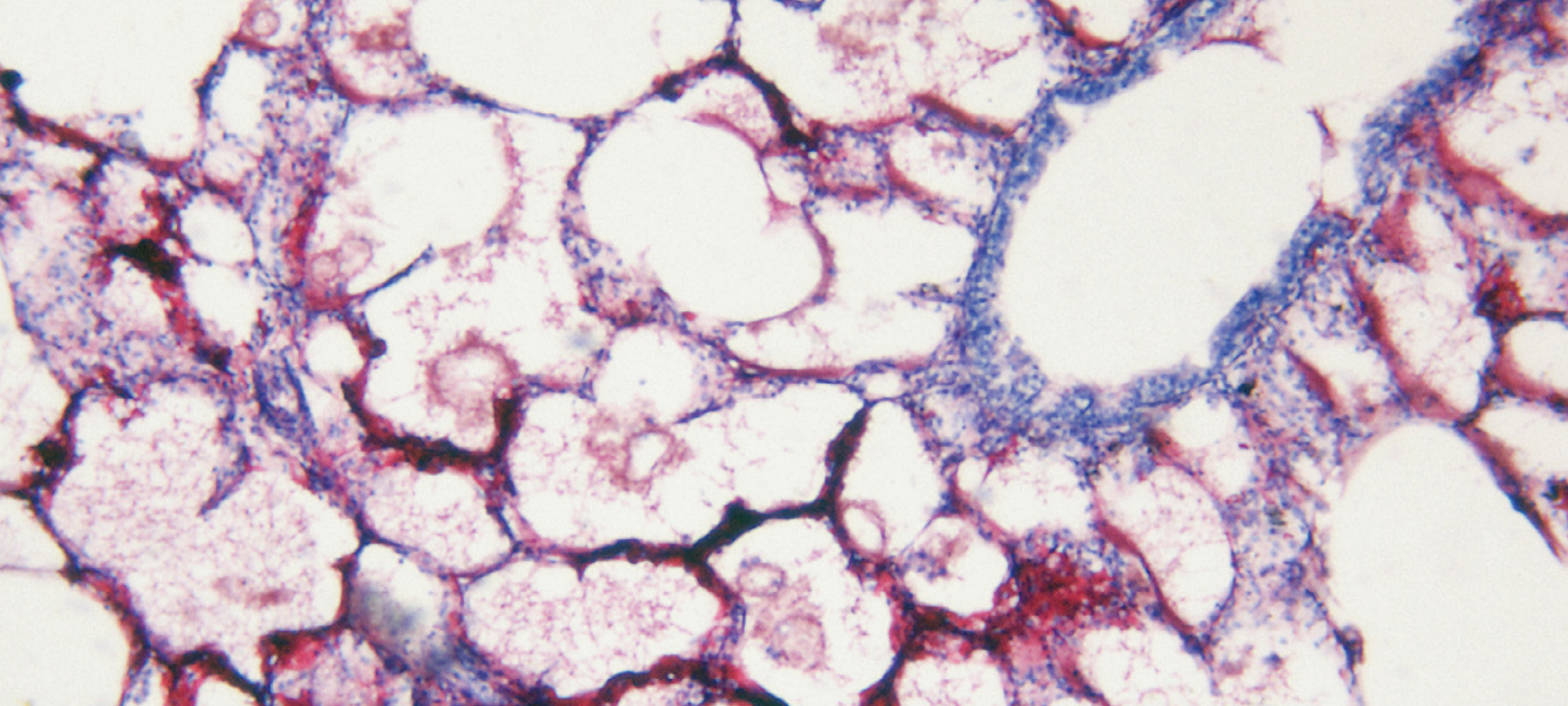
Episodes averaging **45 minutes**.

#### TOP 5 TOPICS

#### TOTAL DOWNLOADS

Exam Prep 2023: Introduction	4905
Exam Prep 2023: Venous Disease	3904
Exam Prep 2023: Cerebrovascular	3508
Exam Prep 2023: Lower Extremity: CLTI	3403
Exam Prep 2023: Vascular Lab	3360





## Enhanced Opportunities

\*Options outside of Industry Alliance Program

### **SPONSORSHIP & BRANDING**



Separate prospectus includes VAM, VQI and SVN meetings  
Domain(s): Engagement

### **VASCULAR SPECIALIST\***



Vascular Specialist reports news articles in the field of vascular surgery. Important topics such as reimbursement, treatments, vascular society news briefs and SVS news are reported monthly.  
Domain(s): Engagement



CELEBRATING 36 YEARS OF THE

**SVS**

Foundation

2023 SVS FOUNDATION  
FISCAL YEAR HIGHLIGHTS:

**\$7,461,963**

Total liabilities  
and equity

**100%** of Board  
Members  
contributed

**26%** of Active  
Members  
contributed

**55%** funds spent  
supporting  
programs

VASCULAR HEALTH  
STEP CHALLENGE:



**45,000** miles walked

**\$100,000** dollars raised

Presenting sponsor: **Advanced Oxygen Technologies, Inc.**

Superior Sponsor: **Gore**

Globetrotter Sponsors: **3M, Medtronic**



**\$611,000** in awards  
and grants in 2023:

- Mentored Clinical Scientist Research Career Development Awards: \$400K
- Clinical Research Seed Grant: \$25K
- Resident Research Award: \$5K
- Student Research Fellowship Awards: \$36K
- Vascular Research Initiatives Conference Trainee Awards: \$4K
- Vascular Care for the Underserved Pilot Project Grants: \$141K

THE GREAT  
GATSBY GALA



**\$200,000** dollars raised



**500** attendees

Watch the 2023 Vascular Superheroes Video and learn how SVS Foundation grants help patients in under-served communities access the care they need from vascular surgeons.

THANK YOU  
TO OUR  
GENEROUS  
SPONSORS:

**Title Sponsor:** Medtronic • **Platinum Sponsor:** Gore

**Gold Sponsors:** Boston Scientific, Baylor Scott & White, The Heart Hospital – Plano, Michael Dalsing, MD and Rosa Dalsing, Medical College of Wisconsin Division of Vascular and Endovascular Surgery, MedStar Health, SVS PSO, Washington University in St. Louis Heart and Vascular Center

**Silver Sponsors:** Abbott, AOTI, Cook Medical



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