

# VEIN

www.veindirectory.org

## Education

Call to Action -  
Benchmarking  
Phlebology

## EMR

Timelines for  
Meaningful Use

## Marketing

Do's & Don'ts  
of Web Design

## Events

ACP, VIVA,  
VEITH Diaries,  
IVC & VSNY Preview



## American Venous Registry

Improving Tomorrow's Venous Health With Today's Technology

# Putting the Pieces Together to Treat Venous Disease

The Launch of the American Venous Registry

## Style-Savvy Women Go Nude in New SIGVARIS Soft Opaque Graduated Compression Hosiery

PEACHTREE CITY, GA – Women everywhere have fallen in love with the microfiber softness and comfort of Soft Opaque. Since the product launched in September, the demand for this product has been astounding. SIGVARIS is now manufacturing a skin-toned shade to keep up with the demands of customers that love this new product.



The nude shade is perfect for masking problem areas women don't want others to see. Soft Opaque is also available in midnight blue, black, espresso and graphite shades. Styles include calf-length, thigh-highs and pantyhose. Soft Opaque is popular because it has the luxurious look and feel of products found at high-end department stores with all the benefits of medical compression hosiery.

SIGVARIS medical compression hosiery promotes leg health and is universally recommended for both the surgical and non-surgical treatment of venous disorders. The product may also be worn to alleviate heavy, tired legs for women during pregnancy. To learn more about keeping your legs healthy, visit [www.sigvarisusa.com](http://www.sigvarisusa.com). Learn more about Soft Opaque at [www.SoftOpaque.com](http://www.SoftOpaque.com), and watch a video on Soft Opaque at: [http://www.youtube.com/watch?v=f\\_oInQZo8c8&feature=youtube\\_gdata\\_player](http://www.youtube.com/watch?v=f_oInQZo8c8&feature=youtube_gdata_player).

### Help Patients Accept Treatment

COSTA MESA, CA — With trends in reimbursement continuing to widen the gap between insurance coverage and the cost of care, many vascular surgery practices have found a way to help patients manage self-pay portions by adding CareCredit Patient Payment Plans.



CareCredit offers a comprehensive range of convenient monthly payment plans that fit comfortably into a patient's budget.

In addition to helping patients obtain treatment, practices that offer CareCredit also enjoy immediate payment, reducing their billing and A/R costs while improving cash flow.

A part of GE Capital, and the nation's leading provider of patient financing, CareCredit has helped more than 7 million patients get care and is offered in over 140,000 healthcare practices nationwide. For more information on how to increase treatment acceptance with CareCredit, call 800-300-3046, ext. 4519 or visit [www.carecredit.com](http://www.carecredit.com).

### The Center for Venous Disease "Wrote the Book" on Varicose Veins

Renowned Expert from Nationally-Recognized Medical Center Writes Patient's Reference Guide on Venous Disease.

GLENDALE, AZ — While venous disease affects 50-80 million people in the United States, and the treatment of varicose veins by doctors in the US is growing at over 30% a year, this is a great indication that patients are finally seeking treatment for a progressive disease.

"Varicose Veins...A Patient's Reference" is the first reference guide developed specifically to enhance a patient's understanding of the causes, symptoms and treatment options for venous disorders. It is written for potential vein patients in a language they can understand and provides insight that they can apply on their first visit with the doctor of their choice. The content of the book encompasses all treatments of venous disease in various stages, with a variety of medical treatment. This book offers patients with venous disease an insight into newer treatments available with commentary from an industry insider.

James Heinz is the founder and managing partner of The Center for Venous Disease, and author of "Varicose Veins...A Patient's



reference". He has worked in healthcare for over 25 years. Before he started CVD, he worked with VNUS Medical Technologies. VNUS designed the first endovenous catheter system for ablating veins. During his career, James brought new technology to many doctors, hospitals, and surgery centers. Most importantly, he brought new vein care technology to the Southwest region of the US through VNUS.

You can take advantage of the opportunity to sell copies in your office, give to your patients, mail to your referral sources and educate your staff. The book sells for \$16.95 to consumers; however physicians and clinicians have the opportunity to purchase for \$14.95. To request an order form at the discounted price, please contact Michelle Parciak at [m.parciak@veinscreening.com](mailto:m.parciak@veinscreening.com).

### BioMedix™ Releases PADnet™ DMS 2.0 Advanced Vascular Program Solution

**BioMedix** VASCULAR SOLUTIONS SAINT PAUL, MN – BioMedix™ Vascular Solutions, Inc. announced today the release of PADnet™ Disease Management System 2.0 (PADnet™ DMS 2.0) – the enriched and redesigned evolution of its original innovative product, PDMS. The new PADnet™ DMS 2.0 features advanced reporting capabilities and a web-based interface that allows Healthcare Administrators to access and analyze network activity, accurately track referral patterns, and easily view and print reports. The seamless network connects patients with the best interventionalist for higher levels of study and intervention, leading to better care and business performance. The comprehensive suite of web-based tools implemented in the continuum of care platform enables hospitals to track clinical and financial outcomes of their vascular labs and interventional suites. For more information about BioMedix™ products, call 877-854-0014 or log on to [www.BioMedix.com](http://www.BioMedix.com).

### Vascular Solutions introduces the SmartNeedle® Vascular Access System

MINNEAPOLIS, MN – Vascular Solutions, Inc. recently acquired the SmartNeedle® Vascular Access system from Escalon Medical. The SmartNeedle system consists of a hand-held monitor and one-time use needles designed to provide auditory ultrasound guided access to arteries and veins during catheterization procedures.



Sterile, single-use SmartNeedles range from 18G to 24G, with bare tip and sheathed IV options. Bare-tipped needles are available in 18G, 20G and 22G sizes, and consist of a detachable Doppler probe that is housed within the lumen of a standard sized introducer needle. IV sheathed needles, used when attempting to access a vessel with the intent of leaving a small catheter in place, are available in 20G, 22G, 24G and 26G sizes. For more information, visit [www.vascularsolutions.com](http://www.vascularsolutions.com) or call 763-656-4300.

### Veinwave™ Celebrates its 10th Anniversary, Offers Discounted Pricing



MIDDLESEX, UK— To celebrate their milestone in achieving 10 years of success, Adam Rubens of Sovereign Medical Health and his counterpart at Medical Innovations, Laurence Newman, are personally subsidizing current sales of the Veinwave device to the tune of \$1,000 for each year its success. In other words, they have agreed to reduce the price from \$25,000 to only \$15,000, a savings of \$10,000. This offer is only available in the USA. For more information go to [www.veinwave.com](http://www.veinwave.com) or call 888-902-7876.

Please send your news and new product releases to [editor@veindirectory.org](mailto:editor@veindirectory.org). Submissions should be sent in a Word document with an accompanying high resolution (300 dpi) image file. Editorial inclusion is at the discretion of the VEIN Magazine staff. VEIN Magazine reserves the right to edit releases for space requirements.