



2007

ANNUAL REPORT

Fighting Vascular Disease...Improving Vascular Health

Vascular Disease
Foundation



INSIDE: Vascular Disease Foundation Annual Report, P.A.D. Coalition Milestones, and Venous Disease Coalition Milestones.

MESSAGE FROM DENNIS NEWMAN



“For ten years, I have watched with pride as VDF grew from a small, Colorado-based non-profit group to a well-known national organization that provides trustworthy information to the general public all over the United States and Canada.”—Dennis Newman

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Dear Friend and Supporter:

I am pleased to present the Vascular Disease Foundation's 2007 Annual Report. Founded in 1998, VDF continues to provide trustworthy educational material on vascular disease. I thank you for your continued support of VDF. 2008 marks our tenth anniversary, which we will celebrate with a special fundraising gala on September 14 in Washington, D.C. I invite you to join us and help us launch our next ten years.

While 2007 was a great year and we look ahead to even greater achievements in the future, it is with sadness that I write to let you know that 2007 was my last year with VDF. I have recently retired my tenure as Chairman of the Vascular Disease Foundation.

I founded VDF in 1998 after the unfortunate experience of a family member who had an amputation due to peripheral arterial disease (PAD). I searched for information about PAD but found very little unbiased medical material available to the public; thus VDF was born out of tragedy and necessity. For ten years, I have watched with pride as VDF grew from a small, Colorado-based non-profit group to a well-known national organization that provides trustworthy information to the general public all over the United States and Canada.

I am confident that VDF will continue to grow, and you can read about all of the great things you have helped VDF accomplish in 2007 in the pages of this report. I strongly encourage you to continue to support VDF and our important work. We have achieved our stated goal to increase public awareness of vascular disease, and will certainly strive to increase our online readership in the 21st century.

Despite our continued growth, our overhead continues to be very low - 91 percent of our expenses go directly to program services. I know you value the work of the Vascular Disease Foundation because you have supported us in the past, and people only support what they believe in.

I realize that the financial strain of the economy has affected us all. Nevertheless, I strongly encourage you to continue your support of VDF today. Now more than ever, your support is needed to help us continue to provide educational materials to those who need them. Please use the enclosed envelope and make a tax-deductible donation today. While I realize that expenses are high for everyone, even a small donation of \$10 or \$25 dollars helps our important work to continue.

I would like to take this opportunity to thank you personally for supporting the organization that I started ten years ago. Together we have made a difference!

Sincerely,

A handwritten signature in blue ink that reads "Dennis Newman".

Dennis Newman
Founder and Former Chairman

2007 HIGHLIGHTS

The Vascular Disease Foundation (VDF), founded in 1998, is proud to call itself the most trustworthy resource for public information about vascular disease. It is our mission to reduce death and disability from vascular disease and improve vascular health for all Americans. This has been accomplished in a number of ways over the past ten years, and we are pleased to share our milestones from 2007 with our partners and supporters.

VDF is proud to continue to offer trustworthy, science-based, and peer-reviewed information to the public. In 2007, our group showed remarkable growth in a number of areas. This report outlines VDF's accomplishments as well as the accomplishments of our two program organizations.

VDF created two coalitions dedicated to educating the general public and health-care providers about specific vascular diseases. Thus far, the following coalitions have been created:

The P.A.D. Coalition—www.PADCoalition.org



The P.A.D. Coalition leads with over 70 organizations to focus attention, increase awareness, and educate the public and health-care professionals about peripheral arterial disease (PAD).

The Venous Disease Coalition—www.VenousDiseaseCoalition.org



The Venous Disease Coalition (VDC) is a collaborative network of 20 professional and public organizations united by one mission to increase both public and health-care professional awareness of venous disease.

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Throughout the past ten years, VDF has expanded its communications outreach to include many interactive features, while maintaining our more traditional communications efforts including our free quarterly newsletter and educational pamphlets.



VDF's Web Site—www.VDF.org

VDF has greatly expanded its interactive outreach in 2007. The Web site was updated and improved to offer more interactive information for the public and health-care providers. In 2007, the site averaged approximately 26,000 visitors per month. New additions to the site include:

- Additional disease sections
- “Ask the Doctor” live chat
- Bulletin board
- Interactive resources section
- Online store
- Press Room section
- Resources for health-care professionals

Since 2005, VDF has seen substantial growth in its Web traffic, receiving a total of 309,563 visitors in 2007, which is an increase of 46% percent over 2006.

“In 2007 the VDF Web site was updated and improved to offer more interactive information for the public and health-care providers. During the past year the site averaged approximately 26,000 visitors per month. Since 2005, VDF has seen substantial growth in its Web traffic, receiving a total of 309,563 visitors in 2007, which is an increase of 46% percent over 2006.”

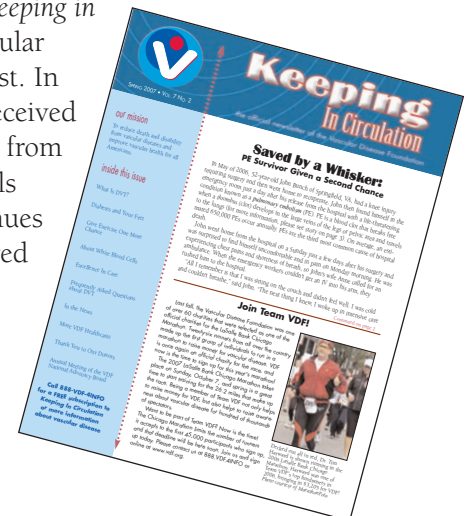
HealthCasts

VDF's online audio podcast program continued to expand in 2007. Twenty-three audio podcasts, or “HealthCasts” were produced in 2007, all of which are available online and by subscription through iTunes, Feedburner, etc. There are currently over 900 subscribers to VDF HealthCasts. All of VDF's HealthCasts were also transcribed in 2007 so that they may down-loaded and printed out.

Keeping in Circulation

VDF's free quarterly newsletter, *Keeping in Circulation*, continues to provide vascular information which the public can trust. In 2007, a total of 64,093 subscribers received *Keeping in Circulation*, a 54% increase from 2006! Requested by both professionals and the public, our circulation continues to grow with each issue. Topics covered during 2007 included:

- Aortic dissection
- Chronic venous insufficiency
- Deep vein thrombosis (DVT)
- PAD and smoking
- Portal hypertension
- The correlation between PAD and neuropathy



Keeping in Circulation Online

VDF's free quarterly newsletter, *Keeping in Circulation*, was made available online in 2007, at www.keepingincirculation.org. The Web site now offers all of VDF's newsletters archived along with a searchable database of back issues by topic. VDF would like to thank the support of *Endovascular Today* for making this new site available!



PUBLIC OUTREACH

Colorado PAD Awareness Program

The seventh annual "Keeping in Circulation" event was held in August 2007 and was expanded to two locations: Denver and Colorado Springs. This free public event provided information and free ABI screening tests for PAD for the general public. Over 120 seniors attended the free programs and screenings. Of those, we discovered 15 (or 6.25%) abnormal or inconclusive limbs.

Run for Your Legs...and Your Life

The second annual "Run for Your Legs...and Your Life" 5K Fun Run and Walk took place at VIVA '07 in Las Vegas on September 26. It was a tremendous success, with over 300 registrants. It was inspiring to see all of these people walking to raise awareness and support VDF and the P.A.D. Coalition.

Team VDF

For the second year, VDF had a team of runners participating in the LaSalle Bank Chicago Marathon in October 2007. Many asked for pledges to help further vascular-disease education and awareness. We received some media publicity; in addition, over 130,000 people walked through the exposition hall where we had set up a display booth with information about vascular disease. We signed up a team of 23 runners from the United States and Canada who did an awesome job helping to promote vascular-disease awareness and raised over \$17,000 to support VDF!



AARP

VDF provided information at a booth at the national AARP annual convention in September 2007 where over 25,000 attendees were able to ask questions and receive information about vascular diseases.

VDF participated in other health fairs and programs across the country throughout 2007 by providing information to attendees.

“The Vascular Disease Foundation partners with 11 professional organizations that support and direct the activities of VDF in a number of ways. The dedicated members of such groups serve on VDF's Board of Directors, volunteer their time on committees to help support the efforts of the Foundation, and share and distribute information with the participating members.”

HEALTH-CARE PROFESSIONAL OUTREACH

Medical Meetings and Conferences

VDF participated in over 20 national medical meetings and health-care professional conferences, with a goal of reaching groups that are not familiar with VDF and its resources.

ABI Training Workshops

VDF conducted 18 ankle-brachial-index (ABI) training workshops at regional primary-care, nurse-practitioner, and physician-assistant meetings in 2007. Over 2,000 professionals were provided hands-on ABI training along with educational tools and materials.

VDF Partner Organizations

The Vascular Disease Foundation partners with 11 professional organizations that support and direct the activities of VDF in a number of ways. The dedicated members of such groups serve on VDF's Board of Directors, volunteer their time on committees to help support the efforts of the Foundation, and share and distribute information with the participating members, which are listed below.

The American Association of Cardiovascular and Pulmonary Rehabilitation

The American College of Cardiology

The American Heart Association

The American Society of Hematology

The American Venous Forum

The Society of Interventional Radiology

The Society for Clinical Vascular Surgery

The Society for Vascular Medicine

The Society for Vascular Nursing

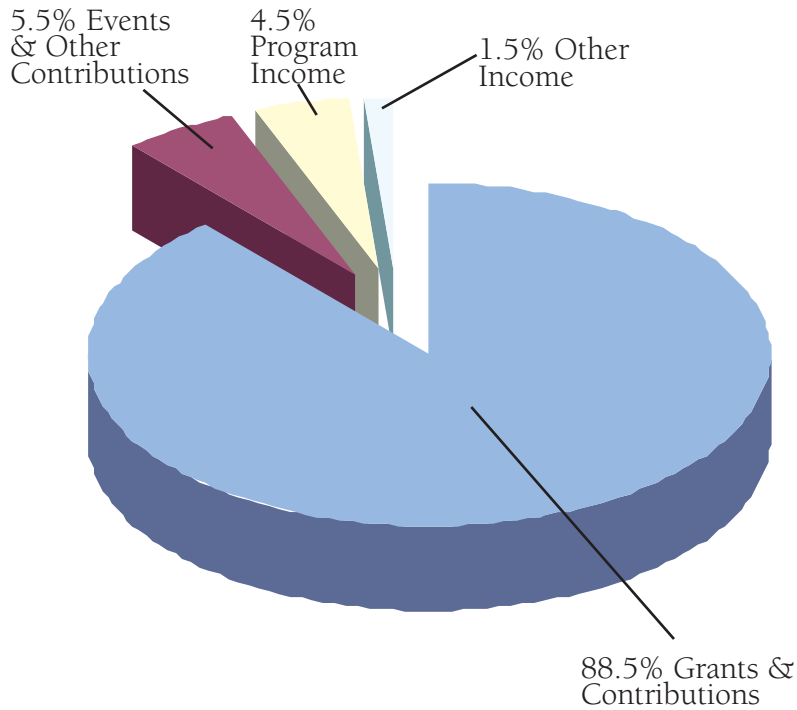
The Society for Vascular Surgery

The Society for Vascular Ultrasound



VDF FINANCIALS

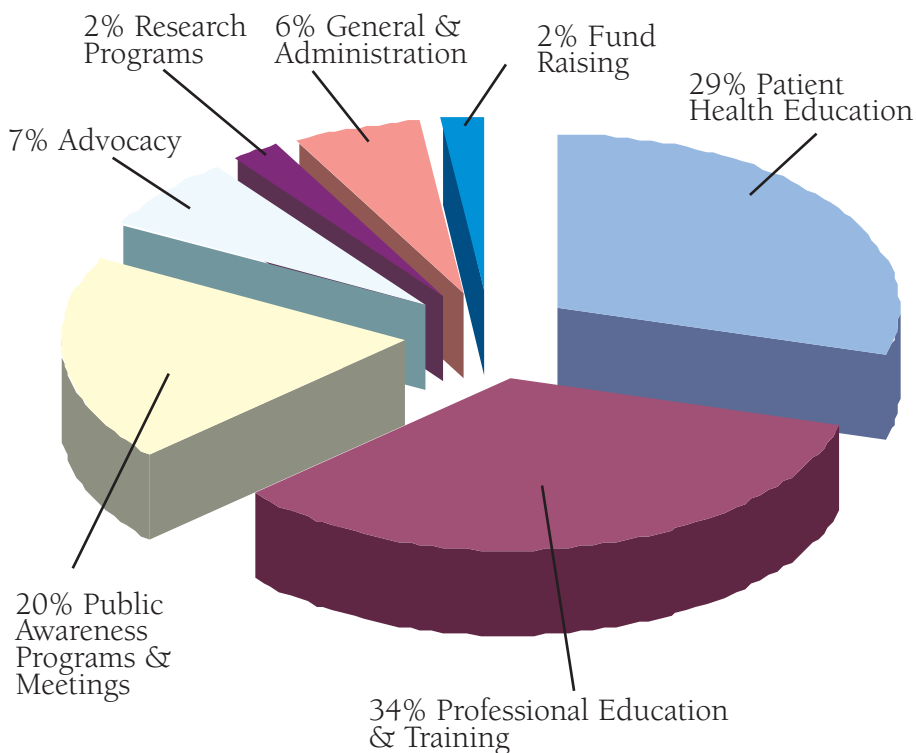
INCOME: PUBLIC SUPPORT & OTHER REVENUE



Public Support & Other Revenue

Grants & Contributions	\$1,275,834
Events & Other Contributions	\$ 79,363
Program Income	\$ 63,816
Other Income	\$ 20,710
Total Income	\$1,439,723

EXPENSES:



Expenses

Patient Health Education	\$ 310,064
Professional Ed & Training	\$ 358,617
Public Awareness Programs	\$ 205,913
Advocacy	\$ 73,871
Research Programs	\$ 22,969
General & Admin	\$ 63,224
Fund Raising	\$ 20,838
Total Expenses	\$1,055,496

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P.A.D. COALITION MILESTONES

Founded in 2004, the P.A.D. Coalition is a national collaboration of federal government agencies, professional and public organizations, and industry partners. It represents an unprecedented opportunity to have a positive impact on the health and well-being of millions of Americans with, or at risk for, PAD.

The national “*Stay in Circulation: Take Steps to Learn about PAD*” campaign was continued in 2007 in conjunction with the National Heart, Lung, and Blood Institute (NHLBI).

The P.A.D. Coalition expanded its membership by adding 16 new members in 2007 for a total of 70 members. The Coalition is now comprised of health organizations, professional societies, government agencies, and corporations that collectively represent more than 940,000 health-care professionals and 500,000 consumers.



INTERACTIVE OUTREACH

P.A.D. Coalition Web site—www.PADCoalition.org

WWW.PADCoalition.org provides access to clinical-practice tools and updates on Coalition efforts on its Web site. Designed to serve as a clearinghouse for the best PAD educational resources, the site contains downloadable slides, patient-education resources, clinical-practice tools, and professional-education opportunities. A monthly e-newsletter, currently reaching 4,219 subscribers, keeps members informed about Coalition activities.

The Coalition's Web site saw significant growth in 2007, with a 200% increase from 2006. The total number of visitors in 2007 was 75,687. The site added several new sections, including:

- Awareness tools (lapel pin and neck tie)
- Online resources in Spanish
- Online store
- PAD Education Network resources
- Slide library of lower-extremity PAD guidelines

HEALTH-CARE PROFESSIONAL OUTREACH

During 2007, the P.A.D. Coalition participated in 27 major national meetings to reach health-care professionals with information on the diagnosis and medical management of PAD.

In cooperation with the American College of Physicians and the Society for Vascular Nursing, the Coalition piloted a program focused on the detection and treatment of PAD and included hands-on training in performing the ankle-brachial index. Approximately 450 participants attended the programs or received program handouts.

“The P.A.D. Coalition expanded its membership by adding 16 new members in 2007 for a total of 70 members. The Coalition is now comprised of health organizations, professional societies, government agencies, and corporations that collectively represent more than 940,000 health-care professionals and 500,000 consumers.”

P.A.D. Coalition Communications Committee Co-Chair Dennis Milne presents Meg Heim of Spirit of Women with a Community Service Award for incorporating PAD messages into all of their activities.



Throughout the year, the P.A.D. Coalition worked to get PAD clinical-practice tools into the hands of clinicians. Tools included slide sets, CDs with reproducible patient handouts, summary guides of the PAD guidelines, a clinician toolkit and a PAD wall chart. In 2007, The Coalition distributed just over 20,000 materials!

The P.A.D. Education Network

In 2007, the P.A.D. Coalition launched the PAD Education Network, a national program that seeks to improve cardiovascular outcomes for medical practices, hospitals, health systems, and health plans that are committed to the detection and treatment of lower-extremity PAD. Network members receive a variety of new educational materials and practice tools, including reference guides and videos.

Awards

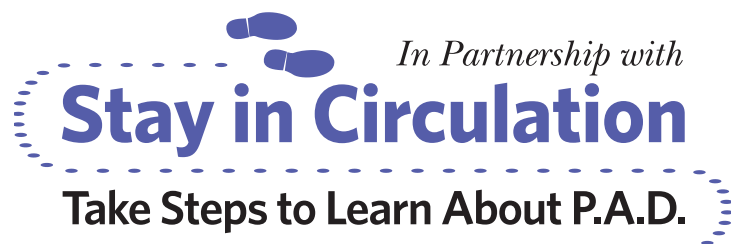
The Coalition initiated the national **Stay in Circulation Community Service Award** to recognize collaborative programs focused on increasing PAD awareness to high-risk populations, patients, and/or the health-care community. The inaugural awards were announced at the Coalition's September 2007 annual meeting and were presented to the American Podiatric Medical Association and Spirit of Women.

To best identify and celebrate the creation of new clinical research relevant to the pathophysiology, prevention, diagnosis, and treatment of PAD, the Coalition initiated the national **Best PAD Research Awards**. The inaugural awards were presented to two research teams at the Coalition's September annual meeting. We are hopeful that this award will be viewed as one of high prestige in the years ahead.

National Public Awareness Campaign

In partnership with the National Heart, Lung, and Blood Institute (NHLBI), the P.A.D. Coalition implemented the national public awareness campaign, "*Stay in Circulation: Take Steps to Learn About PAD.*" Targeted to adults over age 50, the campaign aims to increase awareness of the symptoms, risk factors and consequences of PAD.

Campaign materials include radio and print public service announcements and brochures in both English and Spanish, fact sheets, wallet cards, an educational video featuring patient stories, and a community tool kit to aid partners in spreading the word about PAD at the local level. Since the campaign was launched in September of 2006, over 2,185,000 materials have been distributed.



- Some elements of the 2007 campaign included:
- A direct mail campaign of the Stay in Circulation materials and information to 200,000 health care providers provided by a grant from Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership.
 - A special Stay in Circulation counter stand with accompanying PAD wallet cards to more than 2,000 participating pharmacies for September's PAD Awareness Month.
 - A PAD awareness lapel pin and necktie. (Both tools are promoted to the general public and health care providers at meetings and through our Web site, the online store and other avenues.)

National PAD Awareness Study

Three out of Four Americans Are Not Aware of Peripheral Arterial Disease. In September 2007, the P.A.D. Coalition published its landmark study on the nation's awareness of peripheral arterial disease. The study found that few Americans are aware of this serious, life-threatening disease, and the findings reinforce the need for national educational efforts.

The study was published online on September 17 and in the October 30 print edition of *Circulation: Journal of the American Heart Association*. The Coalition announced the results of the study at its Fourth Annual Meeting held on September 18, 2007, in Washington, D.C. The survey results will serve as a benchmark so that changes in public awareness among Americans can be documented over time.

www.aboutpad.org

The About PAD Web site was launched along with the *Stay in Circulation* campaign in September of 2006. The site offers patient education about peripheral arterial disease as well as campaign materials for partners to use to promote the *Stay in Circulation* campaign and PAD education. In 2007, the site received over 295,000 page views.

National Peripheral Arterial Disease Awareness Month

The Coalition obtained an official resolution from the United States Senate designating September as **National Peripheral Arterial Disease Awareness Month**.

“In 2007, the P.A.D. Coalition published a national awareness study that showed three out of four Americans are not aware of peripheral arterial disease. The results of this landmark study reinforce the need for national educational efforts.”

Department of Health and Human Services - National Institutes of Health - National Heart, Lung, and Blood Institute

National Heart Lung and Blood Institute

Stay in Circulation
Take Steps to Learn About P.A.D.

P.A.D. Home

[About P.A.D.](#) |
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P.A.D. raises your risk for heart attack and stroke

One in every 20 Americans over the age of 50 has peripheral arterial disease, or P.A.D. It develops when arteries in your legs become clogged with plaque — fatty deposits that limit blood flow to your legs. Just like clogged arteries in the heart, clogged arteries in the legs mean you are at risk for having a heart attack or stroke.

You can lower your risk for P.A.D. Timely detection and treatment of P.A.D. can improve the quality of your life; help you keep your independence and mobility; and reduce your risk of heart attack, stroke, leg amputation, and even death. Taking steps to learn about P.A.D., including asking your health care provider to check your risk, can help you stay in circulation longer to enjoy your life.

[Start learning about P.A.D. now](#)

Order Stay in Circulation Materials

Educate your community about P.A.D. with Stay in Circulation materials.

[Download or order materials now](#)

[More about the campaign](#)

[Watch a brief video about living with P.A.D. \(33 seconds\)](#) (need [RealPlayer](#))

Become a Partner

The National Heart, Lung, and Blood Institute developed the campaign in cooperation with the P.A.D. Coalition, an alliance of national organizations and professional societies united to raise awareness of P.A.D.

[More about becoming a partner](#)



Advocacy

On September 18, 2007, the Coalition conducted a PAD briefing for legislators and their staff on Capitol Hill. Joining Coalition experts at this event were actress Phylicia Rashad and Senator Mike Crapo, co-chairperson of the 110th Congressional Heart and Stroke Coalition.

←
Former *Cosby* Show Mom, Phylicia Rashad meets with Congressman Charles Rangel (D-15th/ NY) on Capitol Hill to discuss the need for improved access to evidence-based diagnostic tests for PAD.

VENOUS DISEASE COALITION MILESTONES

“On September 18, 2007, the Venous Disease Coalition (VDC) was launched at the National Press Club in Washington, D.C. The event included a media briefing with some of the nation's top venous physicians and medical professional organizations. Susan Shurin, MD, the Deputy Director of the National Heart, Lung, and Blood Institute, Congressman Ed Perlmutter (D), Colorado's 7th Congressional District, and Massachusetts Representative Michael F. Rush (D) all spoke at the event in support of the need for continued local and national venous thromboembolism (VTE) awareness.”

The Venous Disease Coalition (VDC) is a collaborative network of professional and public organizations united by one mission: to increase public and health-professional awareness of venous disease. Founded in 2007, the VDC is a public, interdisciplinary consortium of 20 organizations dedicated to promoting public and health-professional awareness of venous disease. It is the vision of the VDC to create a society committed to the prevention, early detection, and prompt treatment of venous disease and its complications.

Inauguration and Media Briefing

On September 18, 2007, the Venous Disease Coalition (VDC) was launched at the National Press Club in Washington, D.C. The event included a media briefing with some of the nation's top venous physicians and medical professional organizations. Susan Shurin, MD, the Deputy Director of the National Heart, Lung, and Blood Institute, Congressman Ed Perlmutter (D), Colorado's 7th Congressional District, and Massachusetts Representative Michael F. Rush (D) all spoke at the event in support of the need for continued local and national venous thromboembolism (VTE) awareness.

After the media briefing, the VDC held its inaugural meeting to create an action plan for raising public and health-care professional awareness of venous disease. A patient spokesperson, Michael Hebron, shared his personal experience as a survivor of a pulmonary embolism that resulted from a blood clot after he suffered from a broken foot and a hereditary blood disorder.

VDC Web Site—www.venousdiseasecoalition.org

The VDC Web site was designed and launched in June of 2007.

The content for the site includes factual information on the following diseases:

- Chronic venous insufficiency
- Congenital vascular malformation
- Deep vein thrombosis
- Pulmonary embolism
- Varicose veins

Other content for the site includes a professional resources section which contains materials from our member organizations and a press room.

VDC Fact Sheets

The VDC created and published a series of informational fact sheets for the general public, health-care providers, and the media about venous disease. These science-based and peer-reviewed sheets talk about the dangers of venous disease as well as the popular “Ten Reasons Why” venous-disease education is so important. These fact sheets are currently available for download on the VDC Web site.

“The VDC created and published a series of informational fact sheets for the general public, health-care providers, and the media about venous disease. These science-based and peer-reviewed sheets talk about the dangers of venous disease as well as the popular “Ten Reasons Why” venous-disease education is so important.”





Endovascular

For more than 40 years, Cordis Corporation, a Johnson & Johnson company, has pioneered less invasive treatments for vascular disease. Technological innovation and a deep understanding of the medical marketplace and the needs of patients have made Cordis the world's leading developer and manufacturer of breakthrough products for interventional medicine, minimally invasive computer-based imaging, and electrophysiology. Today, 7,000 Cordis employees worldwide share a strong commitment to continue the Company's groundbreaking work in the fight against vascular disease.



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