

# 2010

Annual Report



Vascular Disease Foundation





## About the Vascular Disease Foundation

Established in 1998, the Vascular Disease Foundation (VDF) is the only multidisciplinary national public 501(c)(3) non-profit organization focused on vascular diseases with the sole purpose of providing public education and improving awareness about vascular diseases.

### Our Mission:

*"To improve health for all by reducing death and disability from vascular disease."*

### Our Impact:

Since 2000, through its outreach, the VDF has served over 14,610,000 individuals in 30 states and Canada.

*"I was diagnosed with PAD a couple of years ago & have gone from walking 5 minutes at a time to now walking 55 minutes per advice on this site. I never thought I would be able to do this. Your online support site is great for advice & encouragement."*

*"Just want to thank the people who started this. Having FMD and trying to live sometimes can be hard. It is nice to have a place where I will have the freedom to share."*

All of VDF's materials are reviewed by a scientific advisory board of professionals that donate their time and expertise to ensure that all of VDF's materials are non-biased, factual and peer-reviewed. VDF is grateful to our scientific advisory board (SAB) for their commitment to our mission.

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Cover Image: DVT Survivor Danielle Leach and her son Mateo

## Letter from the President

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Dear Friends and Supporters:

Every year over 40,000 million Americans are affected by vascular disease in the United States. The need for ongoing education and awareness continues to grow, as does the need for the Vascular Disease Foundation (VDF) to continue its mission to reduce death and disability from vascular disease. We continue our efforts and are making strides towards this goal.

2010 saw the conversion of VDF's patient newsletter to a magazine format with an increased subscription rate of 44 percent. The VDF Web site continues to grow in the number of visitors each month accessing our educational information. With the uncertain health care climate, the need for trustworthy education is paramount. The resources VDF offers are invaluable to those patients and family members who have limited access to resources.

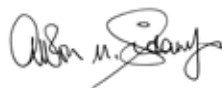
But VDF does not just focus on patient education. We also reach out to professionals to provide them with educational material as well. The PAD Exercise Training Toolkit and the Venous Thromboembolism (VTE) Toolkits have been very successful educational efforts.

While we appreciate your support of VDF, your continued financial contributions help us continue to help others in need. Please consider making a tax deductible donation to VDF online at [www.vdf.org/donate](http://www.vdf.org/donate) or by texting VDF to 50555 to make a \$10 contribution. You can even make a contribution over the phone by calling 888.833.4463. Thank you for your consideration.

On behalf of the Board of Directors, I would like thank you for your continued support of VDF. Together, we continue to make a difference in the lives of millions of Americans in the fight against vascular disease and its complications.

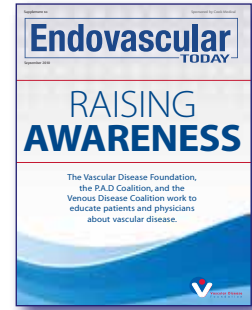
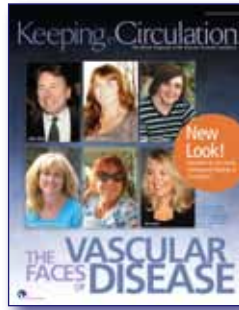
I would like to thank you for your support over the last two years. This will be my last report to you as President. Please join me in congratulating Dr. Robert McLafferty and wishing him the best for the next two years as President of the VDF.

Sincerely,



Anton Sidawy, MD, MPH  
President  
Vascular Disease Foundation

## A Year in Review



Two thousand and ten was a year of great success and expansion for the Vascular Disease Foundation® (VDF) and its P.A.D. and Venous Disease Coalitions. Through the generous support of many partners, several new resources were launched and activities conducted that supported the mission of “*reducing death and disability for all from vascular disease.*”

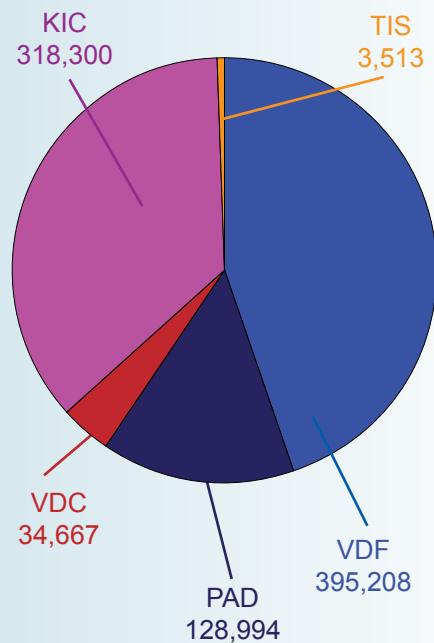
We are proud to report some highlights of our 2010 accomplishments:

- Revamped and released the popular newsletter, *Keeping in Circulation*®, the essential source for patients living with vascular disease, in a new magazine format.
- In partnership with the Centers for Disease Control and Prevention, launched “*This is Serious,*” a national campaign to drive awareness and action around the prevention of deep vein thrombosis (DVT) and pulmonary embolism (PE) in women.
- Developed the VTE Toolkit, a resource to help clinicians educate other providers and patients with or at risk for venous thromboembolism (VTE).
- Launched new patient and professional resources on cancer and DVT.
- Released an online, multimedia workbook on PAD to help patients better manage their disease.
- Developed the PAD Exercise Training Toolkit to enable cardiac rehabilitation and other health care professionals to work within their communities to improve access to supervised exercise programs for people with intermittent claudication.
- Issued a new radio campaign that portrays PAD as a serious disease with devastating consequences. To date, these ads have been aired more than 52,000 times on 350 nationwide radio stations.
- Successfully secured the inclusion of a provision in health care reform legislation that will lead to improved Medicare coverage for ankle-brachial index testing for PAD.

*Thank you for your ongoing support of VDF’s mission and for helping make this programming possible!*

## Patient Education

### VDF Web Site Usage



#### KEY:

VDF: [www.vdf.org](http://www.vdf.org)  
395,208 (monthly average: 32,934)

P.A.D.: [www.PADCoalition.org](http://www.PADCoalition.org)  
128,994 (monthly average 10,750)

VDC:  
[www.VenousDiseaseCoalition.org](http://www.VenousDiseaseCoalition.org)  
34,667 (monthly average 2,889)

KIC: [www.KeepingInCirculation.org](http://www.KeepingInCirculation.org)  
318,300 (monthly average 26,525)

TIS: [www.ThisIsSerious.org](http://www.ThisIsSerious.org)  
(this site launched in August of 2010)  
3,513 (monthly average 293)

The Vascular Disease Foundation (VDF) continued its outreach to patients in a number of ways. VDF's Web sites saw a continued steady trend of growth in 2010. Overall, VDF's Web presence reached 880,682 people in 2010.

2010 saw the creation of a variety of new resources, including an interactive vein and artery map, videos, and social networking outreach. Other successful programs like the "Ask the Expert Live Chats", audio HealthCasts, and an online support group which provides a free community for patients and providers a forum to share information in a safe environment were also continued.

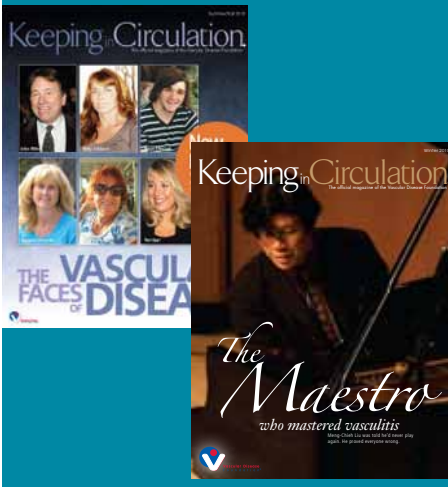
A new interactive workbook on PAD was created in an online multimedia booklet that covers risk factors, symptoms and diagnosis and the key components of disease management to improve cardiovascular health and walking ability. Learn more at [www.MYPADGuide.org](http://www.MYPADGuide.org)

VDF also initiated a new quick and easy way to donate \$10 by simply texting "VDF" at 50555 from a mobile phone. Tax-deductible donations will be itemized on donors' mobile phone bill and will support VDF.

VDF stepped into the social network arena in 2010 with a Facebook page, Twitter account and YouTube page, increasing VDF's ability to reach more individuals, as well as their families, with vascular disease.

A tracking widget was added to the VDF and Venous Disease Coalition Web sites to track the horrific toll of DVT on the American public. Visitors to the sites can see how many have died from DVT since the beginning of the year. It is hoped it will inspire people to help create awareness and prevent these deaths.

## Patient Education



### Keeping in Circulation

Since 2001 VDF has published a patient-friendly newsletter, *Keeping in Circulation*<sup>®</sup>, that has included educational articles on vascular disease, patient stories, news, recipes, events and other exciting features. In the fall of 2010, VDF upgraded the newsletter to a magazine format, and the response has been overwhelmingly positive!

The subscriber list increased by 44 percent in 2010. A total of 98,098 issues were distributed.

### Educational Brochures

Two new brochures were created and published on the relationship between cancer and DVT, one geared toward a public audience and another to professionals. These have been distributed at conferences and are available online for download.

### PAD Screening Events

In response to requests from hospitals and clinicians, the P.A.D. Coalition and the Society for Vascular Nursing (SVN) developed a new library of screening resources. The resources include guidelines for implementing screening events, a planning time line, sample forms, promotional materials and more.

The new materials were piloted in four screening events coordinated by select hospitals in partnership with the P.A.D. Coalition and SVN. More than 520 high-risk individuals were screened.

### CDC Grant

The VDF and its Venous Disease Coalition successfully completed the first year of the 5-year cooperative agreement with the Centers for Disease Control and Prevention (CDC). Year one focused on the development of "*This is Serious*," a national campaign to drive awareness and action around the prevention of deep vein thrombosis (DVT) and pulmonary embolism (PE) in women. The VDF/VDC, along with the CDC and the Spirit of Women Health Network, created content and materials that were piloted in 24 Spirit member hospitals in September and October of 2010 at Spirit Girls' Night Out events with over 9,000 attending.



### New Educational Toolkits

*"The PAD Exercise Training Toolkit"* was developed to allow cardiac rehabilitation and other exercise and rehabilitation health care professionals to work within their communities to improve access to supervised exercise programs for people with intermittent claudication resulting from peripheral arterial disease (PAD). Clinical practice guidelines and performance measures for adults with PAD stress the importance of supervised exercise to improve functional capacity, decrease symptoms and achieve systemic risk-reduction benefits.

*"VTE Toolkit: A Guide for Health Care Professionals"* was released in September. It was designed as a summary of some of the key concepts in venous thromboembolism (a common, potentially life-threatening condition that includes two related disorders, deep vein thrombosis and pulmonary embolism) and anticoagulant management. The toolkit is a practical overview for health professionals who care for patients with or who are at risk for, venous thromboembolism (VTE). The content has been carefully selected to reflect current, evidence-based knowledge in the area of VTE.

### New Partnership to Engage Cardiac Rehabilitation Programs and Hospitals

The American Association of Cardiovascular and Pulmonary Rehabilitation, WomenHeart: The National Coalition for Women with Heart Disease, and the P.A.D. Coalition teamed up to educate the public about PAD and support the *"Stay in Circulation: Take Steps to Learn about PAD campaign."*

Funding was received to produce and disseminate a September PAD awareness month kit to cardiac rehabilitation programs and hospitals. The kit included resources from the *"Stay in Circulation"* campaign. More than 700 kits were distributed in 2010 to nationwide hospitals and cardiac rehabilitation programs.

### Educational Brochures

A new brochure was created and published on DVT and Cancer: *"Venous Thromboembolism: A Brief Guide for Health Professionals."* It offers a guide to the importance of cancer and VTE, clinical features of DVT/PE, risk factors for VTE in cancer patients, diagnosis, treatment and more. It has been distributed at conferences and is available online for download for free on the VDC Web site.



### The Vascular Disease Foundation's Annual Meeting: *"Current Issues in Vascular Disease"*

More than 250 clinicians and organizations, devoted to improving the care of vascular disease patients, participated in the Vascular Disease Foundation and its Coalitions September annual meeting. For the first time, the Foundation offered continuing education credits.

The meeting featured general sessions, networking opportunities and discussions on hot topics. A keynote address was given by Christopher S. Parker, PhD, MPH, Deputy Director, Division of Blood Disorders, Centers for Disease Control and Prevention, titled *"Developing a Public Health Agenda to Improve Venous Disease Outcomes."*

### Advocacy

Advocacy Efforts to increase access to evidence-based diagnostic and treatment strategies have continued. Highlights include:

Letter to US Preventive Services Task Force: As a result of the recent health care reform legislation that calls for more transparency and public involvement in the work of the USPSTF, the Agency for Healthcare Research and Quality recently released a call for nominations for clinical preventive health topics to be considered for review by the USPSTF.

Representatives Support P.A.D. Coalition, urge ABI analysis: Fifteen members of the U.S. House of Representatives sent a letter urging the US Preventive Services Task Force (USPSTF) to make examination of PAD screening a top priority.

PAD Resolution: Representative Erik Paulsen (R-MN) introduced the PAD Resolution (H.Res 1438) in Congress, a "Call to Action" that encourages government agencies, health care organizations, professional societies, health systems, and clinicians to take actions to improve the diagnosis and treatment of PAD.



The Foundation and its Coalitions also honored individuals and organizations that have worked tirelessly to support its mission and celebrated new research in the vascular arena. Awardees included:

**Julius H. Jacobson II MD Award for Physician Excellence:**  
Jack Cronenwett, MD

### **VDF President's Awards:**

Inspiration: Garth Graham, MD, MPH

Leadership: Marge Lovell, RN

Vision: Michael H. Criqui, MD, MPH

Partnership: Division of Blood Disorders/Centers for Disease Control and Prevention National Center on Birth Defects and Developmental Disabilities

### **P.A.D. Coalition Research Awards and Community Service Awards**

Vascular Medicine: Diane Treat-Jacobson, PhD, RN

Epidemiology & Prevention: Professor of Medicine Curt Diehm

Vascular Interventions: Joseph Feinglass, PhD

### **Stay in Circulation Community Service Awards**

National: WomenHeart: The National Coalition for Women with Heart Disease

Local: Parrish Medical Center, Titusville, Florida

### **Venous Disease Research Awards**

Basic Science: Peter J. Pappas, MD

Clinical Outcomes: Alpesh N. Amin, MD, MBA

Quality Improvement and Implementation of Best Practices: Russell D. Hull, MBBS, MSc



### Media Outreach

Through press releases, story pitches and public service announcements, VDF and its Coalitions spread vascular disease messages to the American public. Media placements included:

- The Wall Street Journal
- Dr. Oz Show
- Physician's Weekly
- Doctor Radio, SiriusXM Radio
- Endovascular Today: Raising Awareness
- Medline Plus Fall 2010

Total media impressions for VDF and its Coalitions totaled: 390,908,498.

### Public Service Announcements

Local Transit Authorities supported PAD advertising campaign in five major markets – Atlanta, Miami, Tampa/St. Petersburg, Washington DC and Philadelphia – featured our PAD advertisements in buses and trains. Through 2010, approximately 1,125 buses posted our ad boards for an estimated reach of nearly 14 million riders.

### Radio PSAs

New radio PSA spots were developed to portray PAD as a serious disease with devastating consequences. The radio ads were distributed to 1,000 nationwide radio stations in June. In 2010, 350 radio stations aired the ads (total airings: 52,545). This donated advertising airtime is valued at more than \$3.3 million.

### Journal Ads

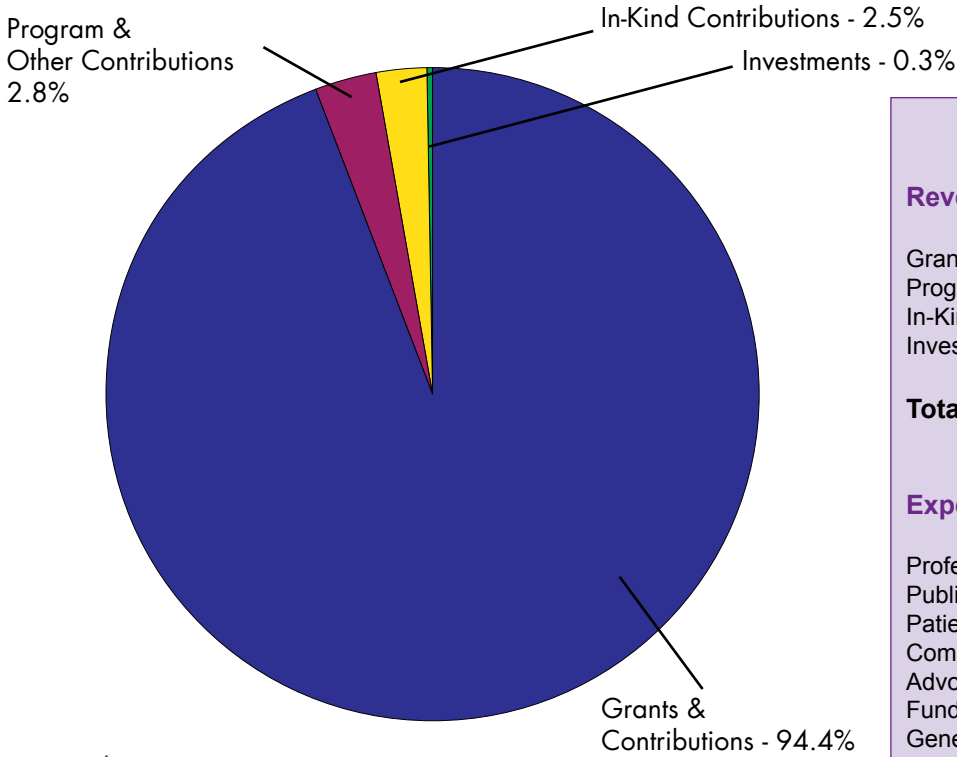
To complement the consumer print and radio advertisements, new health professional ads were developed and distributed to 95 medical trade journals for placement. The ads urge clinicians to identify patients with undiagnosed PAD and initiate treatment to improve patient outcomes.

### March DVT Month Materials

The Venous Disease Coalition created consumer awareness through a set of new materials for distribution, launching in March DVT month. The headline "Blood Clots Kill Quickly" created immediate attention.

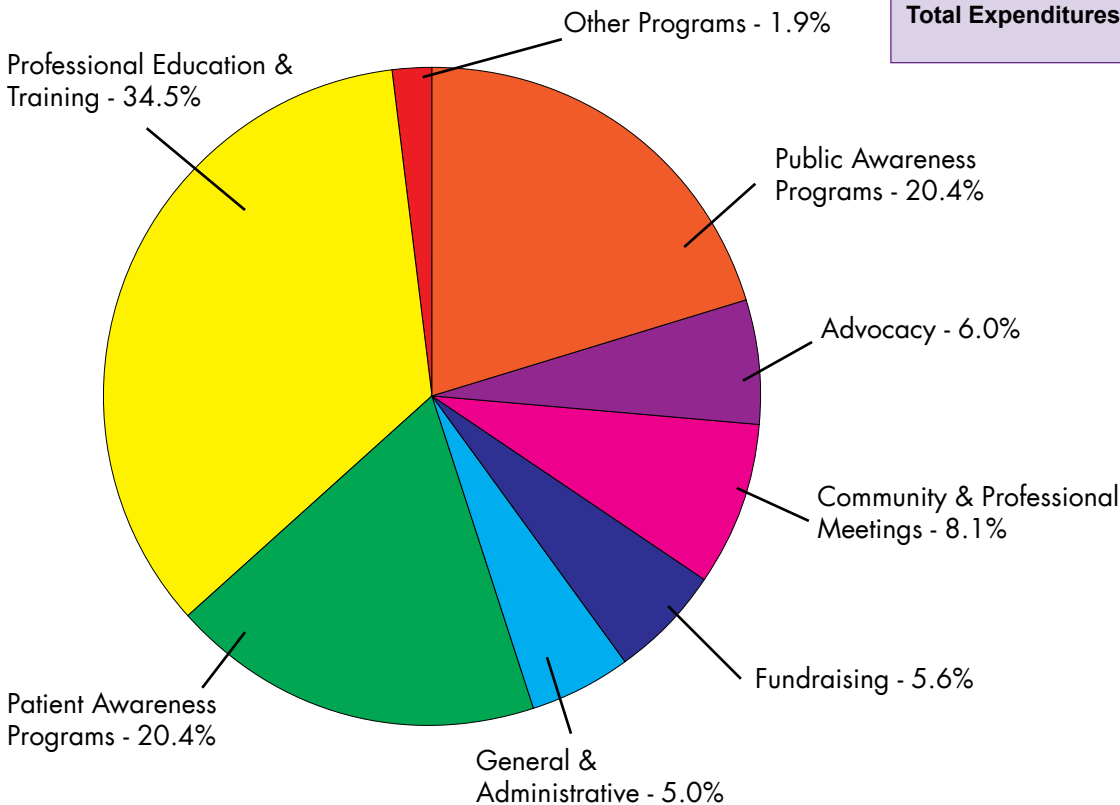
# 2010 Statement of Accounts

## Public Support & Other Revenue



2010 Audited Statement	
<b>Revenues</b>	
Grants & Contributions	\$1,524,130
Program & Other Contributions	\$45,556
In-Kind Contributions	\$40,210
Investments	\$4,245
<b>Total</b>	<b>\$1,614,141</b>
<b>Expenditures</b>	
Professional Education & Training	\$531,670
Public Awareness Programs	\$314,418
Patient Health Education	\$284,388
Community & Professional Meetings	\$125,620
Advocacy	\$93,270
Fundraising	\$87,140
General & Administration	\$76,440
Other Program Expenses	\$29,751
<b>Total Expenditures</b>	<b>\$1,542,697</b>

## Expenditures



## Thanks to our Donors

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The Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership

Bristol-Myers Squibb is a global biopharmaceutical company whose mission is to extend and enhance human life.

Sanofi-aventis, a leading global pharmaceutical company, discovers, develops, and distributes therapeutic solutions to improve the lives of everyone.

### *Diamond*



Eisai Corporation of North America is a wholly-owned subsidiary of Eisai Co., Ltd., a research-based human health care (hhc) company that discovers, develops and markets products throughout the world.

Eisai focuses its efforts in three therapeutic areas: neurology, gastrointestinal disorders and oncology/critical care.

### *Gold Level*



For more than 50 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.

# Thanks to our Corporate Partners/Sponsors

## Silver Level



## Bronze Level



## Contributing Level





## Vascular Disease Foundation

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