

Maximizing Societal Impact

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Disclosures

- SVS President Elect
- I have been President of 4 other societies (local, regional, National, International)
- Opinions are my own
- Site PI
 - Gore
 - Penumbra
 - Shape

Types of Societies

	International	National	Regional	Local/Subregional
Size	Very large	Larger/ all encompassing	Smaller/more intimate	smaller/more intimate
Ability to engage	hard	competitive	Relatively Easier	Easiest
Resources	Variable	Most resources	Significant resources	Resource limited
“Feel”	Intimidating Can be difficult to coordinate	Intimidating	Friendly	Very friendly
Impact	Significant potential-sharing best practices	Significant-advocacy/quality /branding/ set standards	Mentors/sponsors-closer relationships	Early opportunity leadership/mentor/ recruitment/ local standards
Samples	AVF, ISWVS, SVS, WVF	SCVS, VESS, APDVS, SVS	EVS, NESVS,MVS, WVS, SAVS	Pacific Northwest, Florida, Delaware Valley, WNY, Gulf Coast, Texas, Michigan, NY, Southern California....

Purposes for Societies

- **Support the Specialty/ Improve Patient Care/ Advocate for members**
 - Create standards/guidelines/evidenced based care/ensure quality of care
- **Advocacy/Health Policy/Branding**
 - Lobby/ engage members to lobby
 - Differentiate specialty to public, referring physicians, administrators
- **Networking: Career opportunities**
 - Collaboration
 - Mentorship/sponsorship
 - Recruitment
 - Promote leadership
- **Education/Professional Development**
 - Share innovative ideas
 - Promote/support research
 - Databases, Journals/textbooks/meetings
- **Advance the field/Research/Innovation**
 - Collaboration and opportunity to share data
 - Promote/support innovation
- **Resources for Members**
 - Provide Tools for members: Branding, Advocacy, Practice building
 - Education/CME opportunities
 - Databases for research

Successful society characteristics

- Common interests/goals
- Clear societal mission
- Provide quality products:
 - Education
 - Resources
 - Networking opportunities
- High engagement of members
- Adaptable

Maximize Advocacy Efforts

- Easy Button:
 - Facilitate interaction between members and lawmakers
 - Standardized letters
 - Arrange visits for groups
 - Educate members on advocacy
- Successfully lobby for “wins”
- **RUC surveys-** Accurate data
- Focus on Key issues for field
- **Joint work with other societies-** increase outreach
- Leverage patient participation in lobbying outreach
- What we can do better:
 - Improve communication/engagement (societal collaboration with outreach)
 - Advocacy Conference- educate AND lobby



Maximizing Branding

- Patient facing websites
- Customizable Toolkits
 - for interaction with referring MD
 - for interactions with media
 - Local/regional conferences for referring MD/ education to patients
- Active social presence featuring members
- “find a Specialist” directories
- Advocate for Patient outcomes/quality
- Create opportunities for Centers of Excellence.★★★

Patient Toolkit

Download our free patient toolkit!

Learn the best ways to maximize vascular health at every age, look for the early warning signs of common vascular conditions, and ask why a vascular surgeon is right for you!

What's Inside:

- What is Vascular Health
- Understanding the Importance of Vascular Health
- Get Diagnosed, Get Treated
- Who is Your Care Team
- Patient Discussion Guide

[Download Toolkit](#)



Maximize Interpersonal Interaction

- **Networking:**
 - Why- personal satisfaction
 - Potential future jobs/hires
 - Mentorship/sponsorship/recruitment
 - Increase your visibility/reputation/brand
- **Leadership Development**
 - Formal courses- non technical skills; negotiation, finances, situational awareness, communication, conflict resolution.
 - Opportunity to lead in society



Leadership Development Program

"This program changed how I view leadership. It not only strengthened my confidence and presence as a leader but also gave me a network of like-minded peers equally committed to the future of our specialty. If you're ready to grow beyond your clinical expertise, this is the program to do it."

Gabriela Velazquez, MD, DESS, FACS, RPMI
LDP Cohort 6 Faculty & LDP Graduate

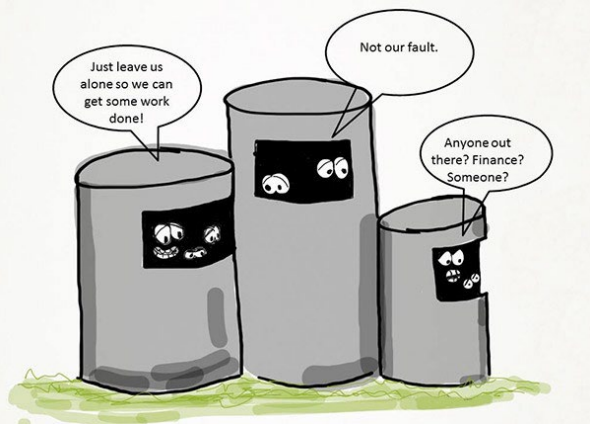
Register Now!

SVS Society for Vascular Surgery

Maximize Collaboration



- Collaboration
 - Between surgeons
 - Between societies- potential for improvement
 - Many vascular societies
 - Assess strength/weaknesses of each group
 - Currently working in Silos
- Silos vs collaboration
 - Decrease work burden
 - Maximize ideas/resources



Types of Silos in Organizations



independent

Structural Silos

Departments operate independently with little interaction



Cultural Silos

Departmental loyalty is stronger than organizational loyalty



Technological Silos

Different departments use incompatible systems or tools



Hierarchical Silos

Top-down communication impedes collaboration

Maximize Education/Professional Development



- High quality programs
 - Translational research
 - Real world issues
 - Meet needs of membership
- Share innovative ideas
 - Technical tips
 - Complex patient reviews
- Focused Courses
 - Vein courses
 - Wound Care courses
 - Complex peripheral Vascular course
 - Simulation within Meetings/ partner with industry
- Provide unique in person education
 - ie simulation, Discussion groups
- Provide alternate education methods outside of meetings:
 - High quality journals/books/LMS- on line education/podcasts/videos/webinars
 - Need better coordination for all
- Databases to increase ability to study infrequent problems- VQI, NSQIP, LFDC



Maximize Advancing the Field: Research/Innovation

- Share innovative knowledge from research
 - Problem: Too many meetings- information not widely disseminated
 - Vascular specialist- highlight key papers
 - Podcasts
 - “best of” papers from other societies
- Innovation task force/Boot camp
 - New program to promote innovation
 - Not taught in medical school
 - Great ideas- unclear how to proceed

Maximize Benefits with Resources

- **Toolkits**

- Patient facing information/customizable
- Branding to referring doctors
- Branding to C-suite
- Quality improvement projects
- Educational products for training residents/fellows/students



- **Education**

- CME
- Learning management systems- enduring content
- Webinars

- **Databases for research/Quality improvement**

Summary

Collaboration is a strategic imperative for our future.

"If you want to go fast, go alone. If you want to go far, go together".

- Understand
 - mission/goals of each organization
 - strength/limitations of each organization
- Collaborate
 - Avoid Silo work
 - Maximize what each does best



QUESTIONS?



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