

SVS Society for Vascular Surgery

The SVS Public Marketing Initiative:

- Why it Will Help Overcome Vascular Surgery's Clouded Identity
- In View of Cardiology's Initiative to Obtain an Independent Board, Should Vascular Surgery Get One Too?

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VEITH Symposium 2024

No Disclosures

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SVS Current Approach to Address the Question: Should Vascular Surgery Have an Independent Board?

- Dr. Mills outlined the SVS current activities

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In View of Cardiology's Application for an Independent Board – How should we respond?

- This is a great question that has, and will, undergo continued scrutiny as we evaluate our current credentialing pathways
- The Task Force was initiated well before we became aware of the Cardiology Board Application
- In my opinion:
 - We should not be reactionary
 - We should pursue an independent board if, after the analysis is complete, it is in the best interest of vascular surgery – regardless of what cardiology does

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SVS Branding Campaign

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Educating the World About Vascular Disease and Vascular Surgery: BRANDING

- Society and medical community do not know/understand what vascular surgery is and what we offer!
 - We have a very compelling story and set of values to communicate
 - We need a strong media/PR response on defense and offense, aligned to our values
 - We need to differentiate VS from other specialties without denigrating them
 - Vascular Surgery and Vascular Surgeons, across all organizations, must present a unified voice

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Branding Campaign: Phase 1

- Phase 1 Focused on Developing Our Message and Story
 - “Surgery is Only Part of Our Story”
 - “Comprehensive Vascular Disease Specialists”
 - Valuation Study/Report on Vascular Surgery Service/Vascular Surgeons

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Branding Campaign: Phase 2

- Restructure of new Communications and Branding Committee, Chair- SVS Secretary Bill Shutze
- SVSEB-approved allocation of up to \$1.5 million to develop content and disseminate to our target audiences
- SVS will need the help of all of the vascular societies in this process
- Most important, we MUST unify and “Model the Way” to build credibility and trust as a specialty

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Branding Campaign: Phase 2

Focus on Robust Dissemination

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Content Development

- Developing content for several key portals of information to reach target audiences
- Your Vascular Health: New SVS Patient/Public Portal
 - Launched in October
 - “Your Vascular Health.org”

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Vascular Health Community: Patient-Directed Toolkit

Highway Health SVS Society for Vascular Surgery Your Vascular Health

Way to Health Toolkit

What's inside

- PAGE 1: What is Vascular Health?
- PAGE 2: Understanding the importance of Vascular Health
- PAGE 3: Get Diagnosed, Get Treated
- PAGE 4: Who is Your Care Team?
- PAGE 5: Patient Discussion Guide

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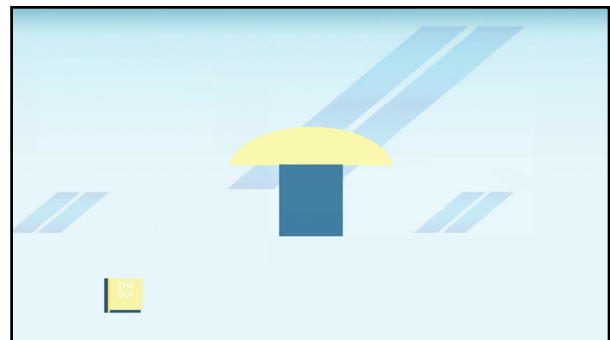
National Media Relations and PR Campaign

- 600 health news outlets
- Generated 3 dozen interviews and radio and TV appearances
- Over 250 million page views

• And this is just the initial launch with plans to sustain a national presence in local markets

• Focus is on

- Quality
- Correcting misinformation
- Ensuring all target audiences have the information they need to optimize care for vascular patients.



As of November 9, 2024:

- 26** Media Interviews
- 946** Media Placements
- 232.1M+** Media Impressions

Check them out!!

DAMAGED BLOOD VESSELS CAN LEAD TO...

- HEART ATTACK
- STROKE
- AMPUTATION
- AND DEATH

<https://next.frame.io/share/4d10188b-99e7-492b-8e09-e37c05f6b28a/view/17186cfa-8d34-4f86-9f3c-1af157152592?r=201745568,d=0&p=1>

