Building a Varicose Vein Practice – How and Why?

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I have no financial relationship(s) to disclose.
Why Open A Vein Practice?

- Increase practice revenue
- Divert to a less stressful lifestyle
- Be part of a growing new specialty
- Prepare for possible changes in healthcare delivery

BUT MORE IMPORTANTLY......
Circumvent Obama Care
Facts

• Varicose vein disease affects close to 50% of the population
• Recurrent disease is common
• New modalities allow office based treatment
• Good entry point to aesthetic medicine

BUT MORE IMPORTANTLY......
Everyone Wants to Look Good in Shorts!
Financing Your Vein Practice
Financing Your Vein Practice

• Consider starting slowly
• Considerable initial investment is necessary
• Laser or Radio Frequency (RF)
• Ultrasound (US)
• Equipment/supplies
• May require up to $250,000.00 to start
Initial Order Seen Here
Every Practice Needs Equipment

BEWARE OF LASERS
Be Prepared for the Latest Gadgets
Considerations

How many vein clinics are in your area?

How will you set yourself apart?

What is the population base?
Too Many Weeds Choke the Corn
Considerations

• Will you use your existing office?
• Can you use your existing equipment?
• Do you have partners?
• Do they want a piece of the pie?
• Will you have to leave your practice?
• Will you have to open a new office?

HOPEFULLY NOT......
One like this
Considerations

- The elective patient base has a choice
- Venous/Aesthetic practice is different
- Clinic should be aesthetically pleasing
- Do a honest evaluation of your existing office

BUT MORE IMPORTANTLY......
Have Good Communication Skills
Staff

- Staff must be pleasant & courteous
- Must be able to work independently
- Must be trained with diligence
- Be confident & competent
- Promote patient trust

Remember ......
Your Staff Can Help or Hurt Your Business!
Do You Have a Captive Market?
Will You Have to Find Your Own Patients?
World’s Foremost Venous Expert
Marketing

• Even though you are the best, nobody knows this
• Does he who has the cleverest ad get the most patients?
• Marketing doesn’t equate to quality
• We are all forced to market
• May spend $8-$15,000.00 per month
All Marketing is Not the Same
Knowledge is Not Divinely Given - Nicos is the Exception!
Training

- You are going to have to understand venous disease
- How you were trained in medical school is now obsolete
- You will have to go to conferences, workshops, take further training

OR......
Learn From One of The Top Venous Professionals
Take accredited courses in the comfort of your home or office from Dr. Ronald Bush, MD FACS. Dr. Bush is one of the nations leading specialists in venous diseases. He has contributed extensively to scientific literature on venous disease as well as taught physicians throughout the world.

The Bush Venous Lectures provides a detailed, concise, examination of current topics in venous therapy for health care professionals. Current treatment options as well as new techniques are demonstrated.

These procedures will increase knowledge, skills, and enhance practice performance for practitioners, thereby insuring the optimal care for those patients with venous disease.

Benefits to taking online courses

- Detailed instruction in basic techniques
- Introduction to unusual clinical presentations
- Ability to effectively treat venous ulcers based on hemodynamic principles
- Become proficient in the use of ultrasound for venous disease
- Become proficient in ultrasound guided sclerotherapy, its uses and complications
- Learn how to integrate non-surgical and surgical techniques in the treatment of venous disease

These lectures are intended for vascular surgeons, plastic surgeons, phlebologists, cardiac surgeons, general surgeons, dermatologists, cardiologists, family practice, interventional radiologists, family practice nurses, advance practice nurses, and physician assistants.
Better Yet, Buy My Clinic!
So I Can Travel the World on the SSBWAR!