

# New Strategies to Educate the Public About VTE



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# Strategies for VTE Public Education

## The Venous Disease Coalition

- **Vision:** To create a society committed to the prevention, early detection, and prompt treatment of venous disease and its complications.
- **Mission:** To promote efforts to improve the survival rates and quality of life for individuals with, or at risk for, venous disease.
- **Vascular Disease Foundation**

# Strategies for VTE Public Education

## VDC: The First Year...2007-2008

- Leadership / Committees empowered
- Creation web site
  - [www.venousdiseasecoalition.org](http://www.venousdiseasecoalition.org)
- Networking
- Public relation firm
  - JohnstonWells
- Industry liaisons
- Creation educational materials



# Strategies for VTE Public Education

## Reaching the Public: The First Year...



Distribution of 60,000 pamphlets to physicians and patients at over 60 Spirit of Women affiliated hospitals during February 2008

**Venous Thromboembolism**  
A Brief Overview for Health Professionals

**What is VTE?**  
Venous thromboembolism (VTE) is a common, potentially life-threatening, but treatable and generally preventable disorder that includes two related conditions:

**1 Deep Vein Thrombosis (DVT)**  
DVT occurs in one or more deep veins, most commonly the veins of the leg or pelvis.

**2 Pulmonary Embolism (PE)**  
PE occurs when a clot embolizes from the leg veins, travels through the heart and lodges in a pulmonary artery.

**How Common is VTE?**

- VTE is very common - it is the third most common vascular disorder after heart disease and stroke
- In the United States DVT occurs in up to one million people every year
- More than 100,000 Americans die from PE each year
- Every year, more people die from blood clots than from breast cancer, AIDS, and traffic accidents combined
- The risk of VTE increases with age
- Without prophylaxis, the risk of VTE is:

**a Clot**  
... need to know.

**clots?**  
... on, potentially life-threatening, but treatable and disorders that include two related conditions:  
... sis (DVT) - This involves abnormal clotting of the ...  
... n. DVT most commonly occurs in one or more veins of ...  
... sm (PE) - This occurs when a DVT breaks free from ...  
... vein and then travels through the bloodstream and

[www.venusdissec](http://www.venusdissec)

# Strategies for VTE Public Education

## Defining the “Public”



- Schools
- Organizations
- Health professionals
- Law makers
- Industry
- Labor
- Veterans
- Focus groups
- Churches
- Press

Freedom From VTE...

# Strategies for VTE Public Education

## About What?

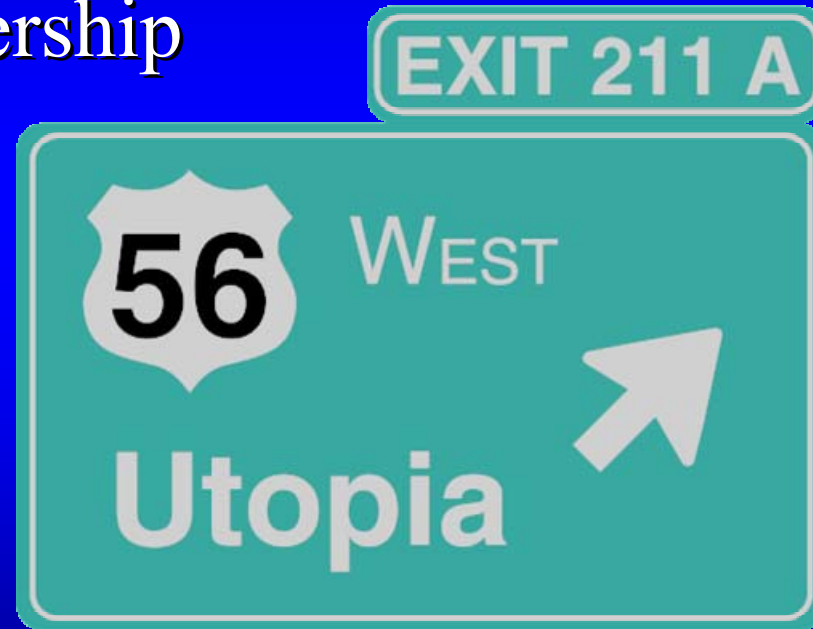
- Risk factors
- Prevention
- Signs and Symptoms
- Treatment
- Natural history
- Resources available
- Providers for Venous Disease



# Strategies for VTE Public Education

## The VDC: A Utopic Vision

- Education
- Broad membership
- Advocacy
- Policy
- Facilitation
- Research
- Guidelines
- Resources



# Strategies for VTE Public Education

## Harnessing the VDC Membership

- 34 Organizations
- Inspire membership outreach
  - Utilizing unique strengths
    - Knowledge
    - Interests
    - Resources



# Strategies for VTE Public Education

## 34 Organizations

- American Academy of Nurse Practitioners
- American Academy of Physician Assistants
- American College of Cardiology
- American College of Chest Physicians
- American College of Phlebology
- American Radiological Nurses Association
- American Society of Health-Systems Pharmacists
- American Society of Hematology
- American Thrombosis and Hemostasis Network
- American Venous Forum
- Anticoagulation Forum
- APS Foundation of America
- Canadian Society of Vascular Surgery
- Case Management Society
- Hemophilia and Thrombosis Research Society
- Institute for Safe Medication Practices
- National Alliance for Thrombosis and Thrombophilia
- North American Thrombosis Forum
- Preventive Cardiovascular Nursing Association
- Society for Clinical Vascular Surgery
- Society of Critical Care Medicine
- Society of Interventional Radiology
- Society for Vascular Medicine
- Society for Vascular Nursing
- Society for Vascular Surgery
- Society for Vascular Ultrasound
- Spirit of Women
- Thrombosis Interest Group of Canada
- Vascular Disease Foundation

# Strategies for VTE Public Education

## American Venous Forum

- Consortium of venous and lymphatic specialists dedicated to improving patient care.
- To promote venous and lymphatic health through innovative research, education and technology.
- [www.veinforum.org](http://www.veinforum.org)



# Strategies for VTE Public Education

## National Venous Screening Program Hx

- AVF National Venous Screening Committee
  - 2005-2006:
    - 17 centers – 476 participants
  - 2006-2007
    - 82 centers – 2234 participants
  - 2007-2008:
    - 98 centers - 5455 participants

# Strategies for VTE Public Education

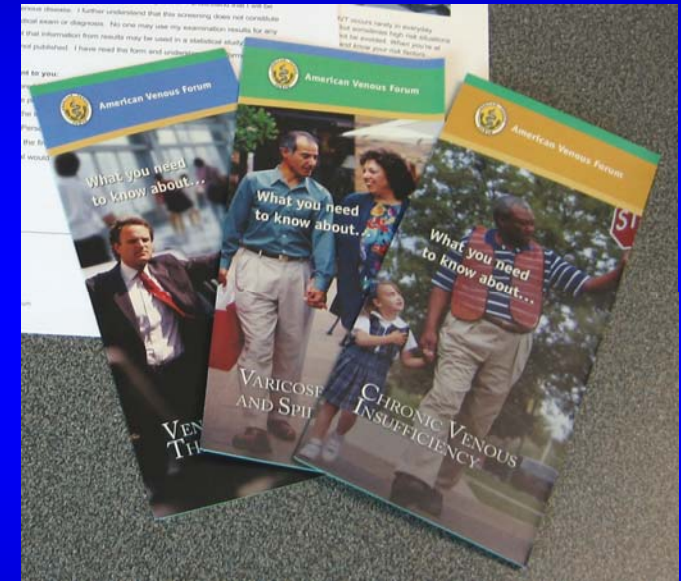
## NVSP Mission

- To provide a free comprehensive national screening program to the public that:
  - educates about venous thromboembolism, varicose veins, and chronic venous insufficiency
  - identifies those at risk for VTE, the presence of venous obstruction or reflux, and the presence of chronic venous insufficiency.
  - empowers those to inform their physician and family of their risk or presence of venous disease

# Strategies for VTE Public Education

## National Venous Screening Program

- Venous Screening Instrument
  - Demographic questions
  - VTE risk assessment
  - Venous QOL
  - Venous Clinical Severity Score
  - Abbreviated venous duplex
  - Lower extremity inspection (CEAP Class <sub>1-6</sub>)
  - Exit interview / report card / educational materials





# Strategies for VTE Public Education

## 2005-2006 Results Published

From the American Venous Forum

### Results of the National Pilot Screening Program for Venous Disease by the American Venous Forum

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# Strategies for VTE Public Education

## Pilot Study: Summary

- 17 centers / 476 people
- Population: predominantly older, Caucasian, female, and overweight
- 77% - high or very high risk of VTE in high risk situation
- 5% obstruction, 40% reflux in one or more segments
- 32% - varicose veins
- 20% -  $\geq$  CEAP Class 3



# Strategies for VTE Public Education

## 2006-2007 Results Published

From the Society for Vascular Surgery

### Increasing Awareness About Venous Disease: The American Venous Forum Expands the National Venous Screening Program

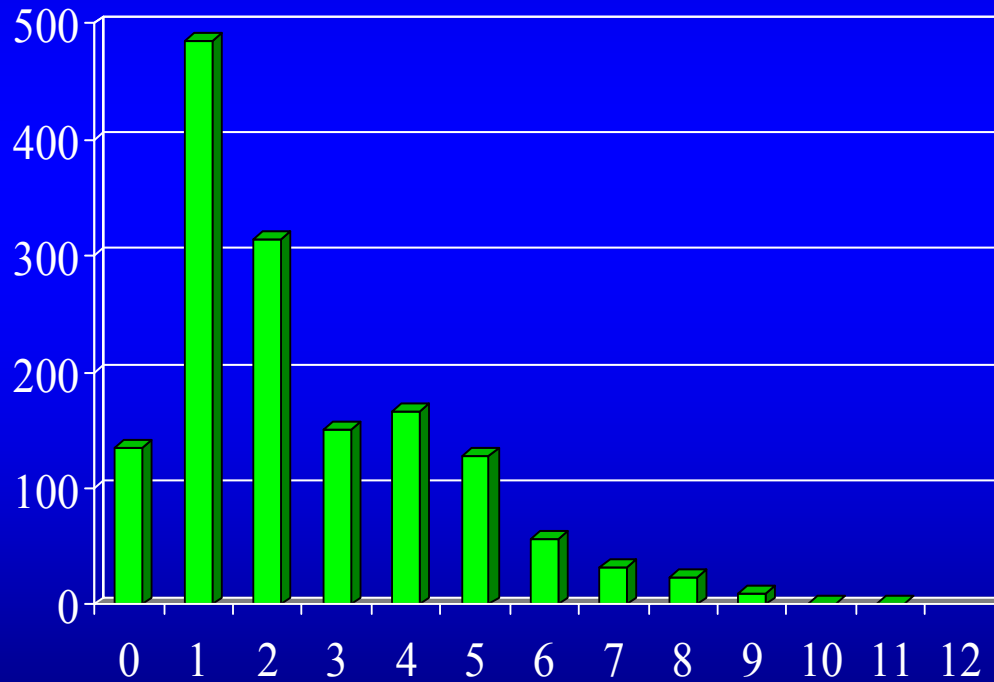
**Robert B. McLafferty, M.D., Marc A Passman, M.D., Joseph A. Caprini, M.D., Thom W. Rooke, M.D., Steven A. Markwell, M.S., Joanne M. Lohr, M.D., Mark H. Meissner, M.D., Bo G Eklof M.D., Thomas W. Wakefield, M.D., and Michael C. Dalsing, M.D.** *Springfield, Ill; Birmingham, Ala; Evanston, Ill; Seattle, Wash; Ann Arbor, Mich; and Indianapolis, Ind.*

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# Strategies for VTE Public Education

## 2006 – 2007 NSVP Results: VTE Risk

VTE risk if placed in high-risk situation



■ total points

Low (0-1)	40%
Moderate (2)	22%
High (3-4)	21%
Very high (>5)	17%

# Strategies for VTE Public Education

## Summary NVSP 2007

- 2234 Americans screened in 83 centers
- Population predominantly older, female and obese
- 38%: high/very high risk of VTE
- ~25%: mod-sev. bothered/limited in venous QOL
- 37%: + reflux, 5%: + obstruction
- 19%: CEAP class  $\geq 3$
- Increasing CEAP classification significantly correlated: VTE risk and reflux (“screening duplex”)

# Strategies for VTE Public Education

## Summary NVSP 2008

- Physician Education through Physician Screening

- Pri-Med Meetings



- 2007 Boston: ~ 300 screenings
  - 2008 Phoenix: ~100 screenings
  - Dallas, New York, Boston
- > 1000 PCPs screened

# Strategies for VTE Public Education

## What Does VDC Need?

- Passion and Commitment
- Grassroots Movement
- Enlist the VDC membership
- Capitalize on strengths
- To educate the “lay public”



Save Lives and Improve Quality of Life

