

Bringing all the  
**pieces together**  
for a successful  
**vein practice.**



**Vein Specialists**  
*of* **America**  
Business Excellence. Delivered.



**VeinPIX** was developed as an alternative for thousands of vein practices nationwide that have succumbed to offering “Free Vein Screenings” to compete with other vein practices in their service area.

Patients will benefit by using **VeinPIX** because they are able to complete a self-assessment questionnaire and upload photos directly to your practice with the click of a button. No longer required to come to your office or a health fair, **VeinPIX** accommodates the patient whenever and wherever it is convenient for them.

Vein Practices will benefit by offering potential patients with venous disease a convenient way to communicate with your practice. **VeinPIX** is a professional way for vein practices to encourage patients to seek additional information to learn about available treatment options for their discomfort and pain in one or both legs.



Patients upload their own photos.

**VeinPIX** allows your patients to perform a self-assessment from the comfort and privacy of their home. Your patients can now safely and securely send photos to your medical practice in a few easy steps!

### 1 Patient Provides Contact Information

### 2 Patient Assessment Questions

#### Do you experience any of the following signs and symptoms in your legs or ankles?

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| Leg pain, aching or cramping   | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Burning or itching of the skin                                       | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| “Heavy” feeling in legs  | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Leg or ankle swelling, especially at the end of the day              | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Visible varicose or spider veins                                     | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Skin discoloration or texture changes, such as above the inner ankle | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Open wounds or sores, such as above the inner ankle                  | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Restless Leg Syndrome  | <input type="checkbox"/> yes | <input type="checkbox"/> no |

### 3 Patient Risk Factors

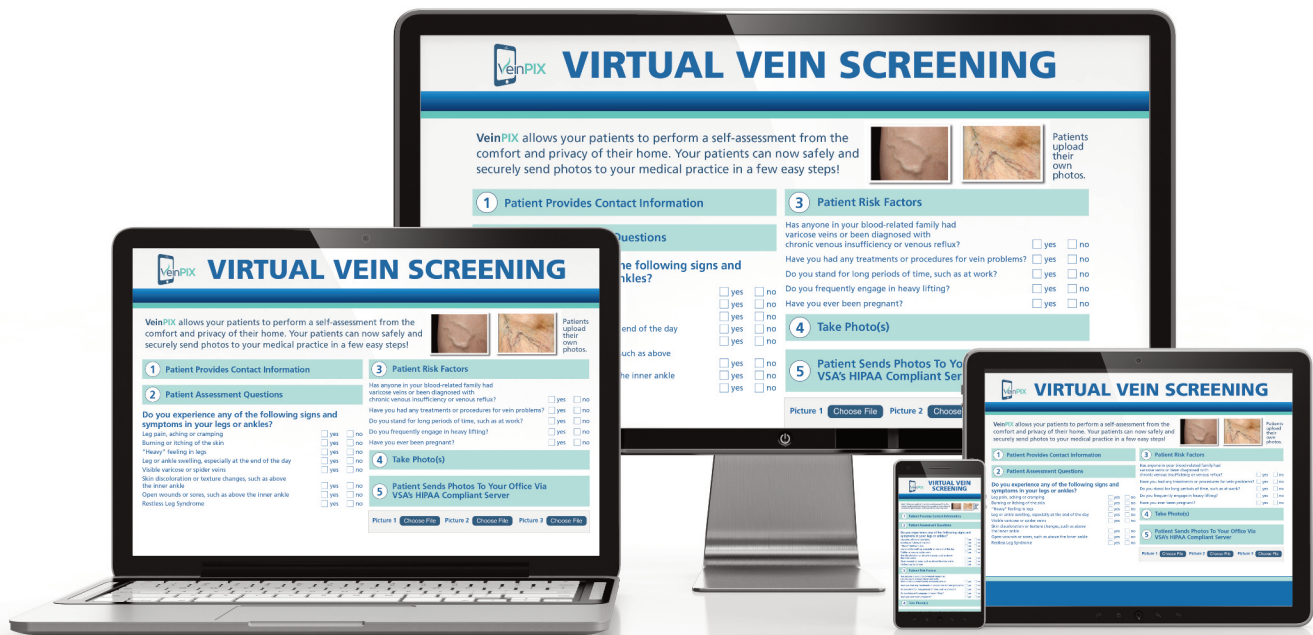
- |  |                              |                             |
|--|------------------------------|-----------------------------|
| Has anyone in your blood-related family had varicose veins or been diagnosed with chronic venous insufficiency or venous reflux? | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Have you had any treatments or procedures for vein problems?   | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Do you stand for long periods of time, such as at work?  | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Do you frequently engage in heavy lifting?   | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Have you ever been pregnant?   | <input type="checkbox"/> yes | <input type="checkbox"/> no |

### 4 Take Photo(s)

### 5 Patient Sends Photos To Your Office Via VSA's HIPAA Compliant Server

Picture 1  Picture 2  Picture 3

# VeinPIX Program Overview



- ✓ Patients benefit using **VeinPIX** by being able to submit their questions, along with a completed self-assessment questionnaire, including digital photos of their leg(s), from the comfort and privacy of work or their own home;
- ✓ All questions on the self-assessment questionnaire will be customized to satisfy each practice's clinical needs;
- ✓ A vein practice using **VeinPIX** benefits by gaining additional exposure to patients with venous disease by offering the convenience of **VeinPIX** – thus increasing the # of monthly consultations and procedures;
- ✓ VeinPIX was designed to be accessible to both patients and referral physicians in a variety of settings. **VeinPIX** is desktop, tablet, and mobile device friendly;
- ✓ The patient's leg photos and self-assessment questionnaire are sent directly and securely to VSA's HIPAA compliant and encrypted server. Your practice will then be notified by VSA that the data has been received on our server and you can log into our server to obtain the patient's name and contact information, as well as the patient's self-assessment questionnaire and photos.
- ✓ **VeinPIX** is an annual subscription program that is available on an exclusive basis within 15 miles of your office location(s).

See the benefits of **VeinPIX** today! Call (855) MD ADVISOR or visit [www.VeinBusiness.com](http://www.VeinBusiness.com)

# About VSA

**138**

**Practice Start Ups**  
Since 2002

**505**

**Client Engagements**  
Since 2002

**\$15**

**Ave. Client ROI Per \$1**  
Since 2002

**98%**

**Client Satisfaction**  
Since 2002

**Vein Specialists of America** is a phlebology-specific practice management, marketing and revenue cycle management advisory and consulting firm. We focus on implementation management and results-oriented consulting, which enables us to help our clients realize the true strategic and operational potential of the medical practices they own and operate.

**With a team effort offering business intelligence and 100s of years of experience, our clients have experienced increased revenues, decreased expenses, and greater profitability without the daily concerns of office operations management. We look forward to doing the same for you!**

**"In any successful consulting relationship, there are three synchronous elements that must be delivered: experience, integrity and a commitment to achieving measurable results.**

A noticeable deficit in any one of these elements will compromise the overall outcome of an engagement and the prospects for a long – term business relationship."

David P. Schmiede  
President & CEO  
Vein Specialists of America



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