



Venous Disease Coalition  
1075 S. Yukon Street, Ste. 320  
Lakewood, CO 80226  
Tel: 303.989.0500 | Fax: 303.989.0200  
[www.VenousDiseaseCoalition.org](http://www.VenousDiseaseCoalition.org)

## *About the VDC*

*It is the mission of the Venous Disease Coalition to promote efforts to improve the survival rates and quality of life for individuals with, or at risk for, venous disease.*

### About the VDC

The Venous Disease Coalition (VDC) is an alliance of leading health professional societies and patient advocacy groups that have united around a common goal: to improve the survival rates and quality of life for individuals with, or at risk for, venous disease. The VDC plans to develop a national campaign to educate the U.S. public and health care professionals about venous disease.

### Why the Need for the VDC?

Venous disease affects more than 25% of the U.S. population and is a common cause of death and disability. Unlike many conditions, which lack good treatments options, methods to prevent and treat venous disease are highly effective yet continue to be under-utilized for patients at risk. An urgent need for increased awareness and education about venous disease was voiced at a May 2006 workshop organized by the U.S. Surgeon General and the National Heart, Lung and Blood Institute. Inaugurated in 2007, the VDC represents a response of the public health care community committed to this call.

### Long Term Goals for the VDC

The VDC will disseminate science-based information about venous disease to the public and health care professionals with the hope of empowering people to protect themselves and their family members from venous diseases. The VDC will also help to ensure that U.S. health care organizations routinely use the available evidence-proven measures to prevent and treat venous diseases.

### Immediate Goals of the VDC

The VDC expects to achieve three key short-term objectives within the next 12 months:

1. Develop an aggressive campaign to increase public awareness and education about the dangers of Venous Thromboembolism;
2. Prioritize other critical areas of venous disease patient care where strategies to increase awareness and education are likely to be of greatest benefit in improving public health; and
3. Recruit the broadest possible spectrum of partner organizations, reaching beyond physician organizations to also include nursing groups, other allied health care professionals, patient advocacy groups, industry partners, and key governmental organizations that can positively influence the likelihood that the VDC's messages will reach patients, increase knowledge, and impact care.

### The VDC is Different

The VDC is committed to distributing non-biased and peer-reviewed educational materials that are credible and science based. The VDC is not linked to any one industry sponsor nor any medical specialty, and its multidisciplinary approach of the organization ensure an unprecedented ability to positively impact venous disease awareness and education.

## Members

American Academy of Physician Assistants | American College of Cardiology | American College of Chest Physicians  
American College of Phlebology | American Society of Hematology | American Thrombosis Hemostasis Network  
American Venous Forum | Anticoagulation Forum | Hemophilia & Thrombosis Research Society  
National Alliance of Thrombosis and Thrombophilia | North American Thrombosis Forum  
Society for Clinical Vascular Surgery | Society for Vascular Medicine and Biology  
Society for Vascular Nursing | Society for Vascular Surgery | Society of Critical Care Medicine  
Society of Interventional Radiology | Society of Vascular Ultrasound | Vascular Disease Foundation

## Membership

Any organization whose goals are congruent with the mission and goals of the VDC may become a member. The VDC has created the following membership categories to include all potential stakeholders, large and small, in this important public health mission:

**Full Members:** Public health and professional health care societies and non-profit organizations whose mission is fully concordant with that of the VDC.

**Liaison Members:** Government agencies and other not-for-profit public health and professional organizations whose bylaws and traditions may limit joining the VDC but who wish to coordinate their mission and activities with that of the VDC.

**Associate Members:** Not-for-profit organizations with an interest in VDC activities but with a lesser stake in venous disease education. This category includes consumer advocacy groups, health care systems, research associations, and individuals with an interest in Coalition activities.

**Supporters:** For-profit corporations that choose to aid the VDC in its public health efforts. Supporters may use VDC messages, thereby expanding their dissemination.

## Contact

For more information or to join the VDC, please contact Sheryl Benjamin, Executive Director, Venous Disease Coalition: [sheryl.benjamin@vdf.org](mailto:sheryl.benjamin@vdf.org) or 303.989.0500 For media or press inquiries, please contact Christa Saracco, Communications Manager at [christa.saracco@vdf.org](mailto:christa.saracco@vdf.org) or 303.989.0500.



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The Venous Disease Coalition is a program of the Vascular Disease Foundation, a national 501(c)(3) non-profit organization whose mission is to reduce death and disability from vascular disease.

More information may be found at [www.vdf.org](http://www.vdf.org)