

DENVER

MDNEWS[®]

■ A BUSINESS & PRACTICE MANAGEMENT MAGAZINE | ABOUT PHYSICIANS | FROM PHYSICIANS | FOR PHYSICIANS ■



Connecting the Veins of Care

Rocky Mountain Vein Institute

CONNECTING THE Veins of Care

ROCKY MOUNTAIN VEIN INSTITUTE (RMVI) IS ON A MISSION TO ELIMINATE UNHEALTHY VEINS. THE ELEGANT AND TIME-EFFICIENT TREATMENT OPTIONS NOW AVAILABLE NO LONGER REQUIRE TIME OFF FROM WORK OR TIME AWAY FROM PHYSICAL ACTIVITIES. PAINFUL VEIN-STRIPPING PROCEDURES AND HOSPITAL STAYS ARE A THING OF THE PAST. MOST IMPORTANTLY, VEIN DISEASE IS TREATABLE, MEDICALLY INDICATED AND COVERED BY MOST HEALTH INSURANCE PROVIDERS.

THE “**RMVI WAY**” is a unique and precise style of care that brings together a multidisciplinary team for a collaborative approach to vein disease. The multisite Rocky Mountain Vein Institute houses a highly accredited vascular diagnostic center, state-of-the-art minimally invasive technologies, expertly trained staff, a concierge dedicated to patient satisfaction and comfort, the latest in electronic medical record keeping, immediate reporting to referring physicians, a teaching site with a sought-after fellowship and a facility design that is efficient, modern and soothing.

Nearly 30 million Americans suffer from venous disease — a chronic and potentially debilitating condition in which the valves in leg veins break down, preventing efficient return of blood to the heart.

“Despite pain or discomfort, many patients fail to seek medical treatment for this disabling condition, often because

they don’t know it is treatable or covered by their health insurance,” says Gordon F. Gibbs, M.D., founder and Chief Medical Executive of RMVI and medical clinic management company RMVI Services. “Vein disease causes a variety of symptoms, including heavy/achy legs, restless legs, cramping and edema. In most cases, patients develop varicose and spider veins, and — in extreme cases — skin discoloration and ulcers.”

Dr. Gibbs holds board certification in both vascular interventional radiology and phlebology. He is a Mayo Clinic graduate and Medical Director for the Department of Radiology at St. Mary Corwin Medical Center in Pueblo, CO. A sought-after speaker and educator, Dr. Gibbs founded RMVI to meet the needs of an underserved population.

“Venous disease is more common than coronary artery disease and, until recently, was difficult to treat,” he says.

RMVI cares for patients with vein disease in its many stages — from mild

disease manifestations with spider veins to more serious chronic venous insufficiency and deep vein thrombosis. The RMVI multisite system also includes The Diagnostic Center at RMVI, a full-service and fully accredited vascular ultrasound lab. In the background is RMVI Services, which supports the business side of each clinic and provides guidance and expertise to unite technology, education and management with excellence in patient service.

In addition to vascular ultrasound, other in-office procedures performed by RMVI include sclerotherapy, endovenous radiofrequency ablation, ClariVein non-thermal ablation and microphlebectomy.

“Phlebectomy is performed for symptomatic bulging varicose veins too difficult to navigate with a catheter,” says Kristina Sanchez, M.D., a staff phlebologist.

RMVI is currently the only Colorado vein center to offer ClariVein nonthermal ablation as an alternative to radiofrequency or laser ablation. The tip of the ClariVein catheter rotates, irritating the inner lining of the vessel while simultaneously injecting a liquid sclerosant. The combined effect permanently seals the vein.

The Diagnostic Advantage

“A clear differentiator with RMVI is our Diagnostic Center,” says Cassandra Garrison, RVT, RDMS, RDCS, RT(R)(M), Technical Director and regional operations manager of The Diagnostic Center at RMVI.

The Diagnostic Center’s flagship location is accredited through the

A state-of-the-art vascular ultrasound room at The Diagnostic Center at Rocky Mountain Vein Institute



Intersocietal Commission for the Accreditation of Vascular Laboratories (ICAVL). All other RMVI Diagnostic Center locations are expecting accreditation in spring 2012.

“The information obtained in a detailed venous insufficiency exam plays a crucial role in developing a treatment plan to provide the long-term results that both patients and physicians want to achieve,” she says. “All of our sonographers are registered vascular technologists and have extensive backgrounds in the field of phlebology.”

The Diagnostic Center offers the full spectrum of noninvasive vascular exams, including peripheral venous and arterial testing, plus cerebrovascular and visceral vascular imaging. Each diagnostic room is equipped with a flat-screen monitor that encourages patients to be a part of the testing process as the sonographer performs the vascular exam. Patients are encouraged to ask questions and engage in their diagnostic experience, to gain a better understanding of their bodies and disease processes. The Diagnostic Center serves as both an evaluation facility and a gateway to expertise and treatment alternatives at RMVI.

The Team Advantage

The team approach is a vital part of the patient experience at RMVI. A typical patient may be seen four to six times,



Gordon F. Gibbs, M.D., founder and Chief Medical Executive of RMVI

including consultations, procedures and follow-up appointments.

“With so many visits, the patient becomes a known face and personality within the office — from the front desk staff to the clinical staff. The patient, in fact, becomes a vital part of the team as his or her healthy outcome and improved quality of life is the measure of success,” says Betty Helm, RDMS, RVT, a founding staff member of RMVI.

The multidisciplinary group of RMVI physicians and staff further the team approach as they collaborate on the best therapies tailored to each patient. RMVI physicians are credentialed at local hospitals, ensuring patients with more severe vascular disease can be transitioned to the hospital, still under the watchful eye of their RMVI physicians.

“Patients with significant cases of pelvic venous disease, deep vein thrombosis

and peripheral artery disease can also be seen at the hospital,” Dr. Gibbs says. “Angioplasty, atherectomy, pharmacomechanical thrombolysis and stenting are minimally invasive options we provide for our patients in the hospital.”

“It’s not one person who creates a successful outcome. It’s everyone the patient encounters in our clinic,” says Michael Sassman, D.O., an interventional radiologist, phlebologist and Associate Medical Director of RMVI. “Our receptionist makes the patient feel comfortable in a caring environment, and our medical assistants are ready to help. Our PAs provide excellent support. And perhaps most critical is the experience with diagnostic ultrasound, which creates a roadmap for treatment.”

Broadening the Field

RMVI is a preceptor site for Covidien

Kristina Sanchez, M.D., works with Jessica Laughlin, RMVI medical assistant, to review a patient chart.



Michael Sassman, D.O., phlebologist, interventional radiologist and Associate Medical Director at RMVI Parker





Kassandra Garrison, RVT, RDMS, RDCS, RT(R)(M), Technical Director and regional operations manager of The Diagnostic Center at Rocky Mountain Vein Institute

THE RESUMÉ FOR EXPERT VEIN CARE

MULTIDISCIPLINARY COLLABORATION

DEEPENS the quality of patient care and improves overall patient.

- + **Gordon F. Gibbs, M.D.**, founder and Chief Medical Executive of Rocky Mountain Vein Institute (RMVI) and RMVI Services, is double board certified in vascular/interventional radiology and phlebology. He completed two additional years of training in surgery and research, interests that have steered RMVI to the forefront of vascular technology and technique.
- + **Michael Sassman, D.O.**, Associate Medical Director of RMVI is a board-certified vascular interventional radiologist. He is an accomplished phlebologist with internship training in general surgery. Dr. Sassman has a true passion for phlebology and is dedicated to the excellent care and outcomes of his patients.
- + **Kassandra Garrison, RVT, RDMS, RDCS, RT(R)(M)**, Technical Director and regional operations manager of The Diagnostic Center at RMVI, was clinical specialist of the year for VNUS Medical and assisted in developing a national didactic curriculum for vein care prior to joining RMVI. She also worked with Siemens ultrasound and the University of Colorado Medical Center. She is a published author of works about vein disease and maintains the highest standards in diagnostic technology at RMVI.
- + **Greg Miller, PA-C, M.P.A.S.**, cardiothoracic surgery-trained physician assistant, supplements the care of RMVI physicians, improving the experience of each RMVI patient.

“The ideal vein center offers an on-site, full-service and independently accredited vascular laboratory, and board-certified physicians dedicated to comprehensively treating the entire spectrum of venous disease. By coupling these attributes with teaching and education, product innovation, and research and development of new medical technology, we have a platform to do our best work.”

— Gordon F. Gibbs, M.D., founder and Chief Medical Executive of Rocky Mountain Vein Institute and RMVI Services

and ClariVein, as well as a designated “Premier Center of Excellence” by Best Vein Care. RMVI has locations in Pueblo, Canon City, Parker and Vail Valley (opening spring 2012). Every RMVI clinic offers the same calm, soothing clinic environment, culture and quality of care, technical expertise and exceptional outcomes.

In late spring 2012, RMVI Pueblo will move from its current facility to a new, state-of-the-art location on Pueblo’s Riverwalk. The healing waters of the Arkansas River will flow just outside the patient lounge.

“Investing in the community and investing in patient comfort and sense of calm are both ways to show our commitment to providing a gold standard of health care,” says Erin Gibbs, CEO of RMVI Services.

As a training site, RMVI hosts clinicians from around the country. Visiting providers shadow clinical and administrative staff to gain insight into the operations of a contemporary and sophisticated vascular practice.

For physicians seeking to join the RMVI team and gain specialty training in phlebology, RMVI offers six- and 12-month fellowship programs.

“Fellows study technology and techniques of minimally invasive vascular medicine, including the highest standards of care, advanced diagnostic and therapeutic modalities, and the best evidence-based practices,” says Dr. Sanchez, the first to graduate from RMVI’s fellowship program.

“We teach ‘The RMVI Way’ of patient care,” Erin Gibbs says. “It raises the bar for

the style and expertise of care we deliver, the professional and patient environment we provide, the materials and equipment we use, the calm we create. It’s a culture of care that we believe in and cultivate. It all comes down to how we treat our patients and running a smooth clinical experience for our patients and our staff.”

In addition to training the next generation of phlebologists, RMVI contributes to the next generation of vascular technology. Dr. Gibbs has partnered with health care device manufacturers Covidien and Vascular Insights to research and develop new equipment.

Similarly, RMVI’s innovative electronic medical record integrates diagnostic imaging into the patient health record. Every RMVI clinic functions on this platform, which translates to an immediate turnaround of results to referring physicians. As soon as an evaluation is complete, a report is auto-generated and dispatched to the referring physician, including online Web portal access to patient information.

“Our ability to treat a multitude of disease processes with minimally or less invasive procedures is true innovation in medicine,” Dr. Sassman says. “Patients once treated surgically are now treated as outpatients — without requiring general anesthesia or hospital stays. We are happy to provide these sophisticated options at RMVI.”

For more information, to refer a patient, set up a lunch-n-learn event or schedule an appointment, visit www.rmvein.com or call RMVI Pueblo/Canon City at (719) 543-8346, RMVI Parker at (303) 840-8346, or Vail Valley, coming spring 2012, at (970) 763-7600. ■