

**case study:**

# Society for Vascular Surgery

**situation:**

SVS needed to renew and reinvigorate their value message and their image. Previous brochures and visual material lacked a relevant “medical/consumer” appeal. Referring physicians were unaware of the importance of vascular surgeons as was the general public. BDi realized what was needed to correct the situation:

- Internal politics hampered new design
- Medical imagery was low quality
- Current communications focused only on medical professionals
- The aging audience was not included in communication focus

**process:**

- Interviewed relevant personnel, history, fact finding, audience review and revision
- Extensive photo searching and selection for correct audience, tone, range of content
- Redirected copy to be direct, livelier; more consumer, less medical professional focus
- Developed comprehensive project budget, time line allowing for complete revision of series vs. one brochure

**solution:**

- Created a new message of ‘Overall Healthy’ vs ‘medically good veins’
- Created a consumer look which would work in a brochure race
- Created new brighter color palette, sophisticated typography
- Focused on the consumer vs. referring physician who benefits when the consumer is referred to a specialist

**results:**

- Large distribution of brochures to referring physicians brought new awareness and value to Vascular Surgeons, a great service for their members, and raised value of membership.
- Initial print run offered as free used up in 2 weeks; we suggested selling brochures on a p+h basis. Reprint of double the original print run used up in 4 more weeks. Reprint of 4x the original run reprinted. Brochure sales recouped and profited the society.
- Brochures’ popularity brought new awareness of the Society and additional society activities and services.
- Planning for spanish versions, posters, online versions and additional subject to be released in ‘07.

physician  
and patient  
referral  
brochure  
system  
fact sheets  
corporate  
folder

Protect Your Vascular Health

## Learn the facts on Abdominal Aortic Aneurysm




Protect Your Vascular Health

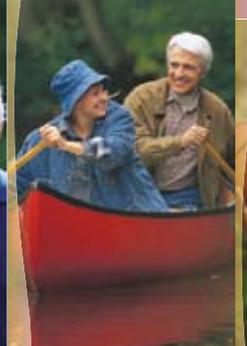
## Learn about AAA Screening Medicare Benefit

You may be eligible for a free one-time Abdominal Aortic Aneurysm screening as part of your Medicare to Medicare physical.



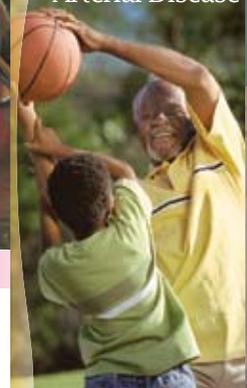

Protect Your Vascular Health

## Learn the facts on Carotid Artery Disease




Protect Your Vascular Health

## Learn the facts on Peripheral Arterial Disease




## Provide Expert Vascular Care for Your Patients

Partner with a vascular surgeon




Protect Your Vascular Health

## Facts about Abdominal Aortic Aneurysm and Screening



*Your Vascular Health is a matter of life and limb*

Please call with any questions:  
Practice or Doctor name  
Address1  
Address2  
City, ST, Zip/Code  
Phone: 123-456-7890 / FAX: 123-456-7890  
email



**Why should I be screened?**  
Abdominal aortic aneurysms (AAAs) are very serious medical conditions that result when the wall of your aorta, the largest artery in the body, progressively weakens and begins to bulge. When diagnosed early, aneurysms can progress slowly, and even a major risk to your health.

- Two-thirds of people who didn't know they had an AAA were screened for it.
- Nearly 200,000 men aged 65 and older have an AAA.
- Approximately 15,000 die each year from ruptured AAAs.
- It is estimated that 15% of people living with an AAA die from it.
- Medicare offers a free one-time AAA screening as part of your Medicare to Medicare physical. This first six-month benefit has helped many men and women get screened and win the Medicare benefit.

**What is AAA?**  
The aorta is the main blood vessel that carries oxygen-rich blood from your heart to the rest of your body. The risk of an AAA increases as you age, and it can lead to a life-threatening rupture.

**Other concerns:**  
If you have an AAA, you may have a slightly enlarged abdomen, a pulsing in your abdomen, or a feeling of fullness or discomfort in your abdomen.

Protect Your Vascular Health

## Facts about Carotid Artery Disease and Screening



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**Why should I be screened?**  
Carotid artery disease blocks the arteries to the brain and is a leading cause of strokes. It can be easily and accurately diagnosed using an ultrasound scan that is simple, painless, and takes only a few minutes. The results of not treating the disease are devastating.

- Strokes are the third leading cause of death in the United States with nearly 157,000 people dying annually.
- Stroke is the leading cause of permanent disability in older people.
- Almost 75 percent of people who suffer a stroke never knew they had carotid artery disease.
- In 2006 it was estimated that Americans would pay about \$17.9 billion for stroke-related medical costs and disability.

**What is carotid artery disease?**  
Your arteries are responsible for delivering oxygen-rich blood from your heart to other parts of your body. Your carotid arteries are the two main arteries that carry blood from your heart, up through your neck, to your brain. Healthy carotid arteries are smooth and unobstructed, allowing blood to flow freely to the brain, providing oxygen, glucose, and other nutrients that your brain cells need.

Typically with age, the carotid arteries build up plaque, a sticky substance made up mostly of fat and cholesterol. Plaque narrows the passageway within the arteries and causes them to become stiff and obstructed. Carotid artery disease results when the carotid arteries become too narrow or obstructed, and limit the blood flow to the brain.

Strokes result either from obstruction of blood flow to the brain by the plaque, sudden clotting off of the carotid artery, or when bits of plaque and clots break off from the plaque and flow to the brain. If left untreated, carotid artery disease may lead to stroke, where lack of oxygen and other essential nutrients cause permanent damage to the brain. Depending on its severity, a stroke can be fatal, the start of strokes are fatal. Even among the survivors, the impact of a stroke can be devastating. One year after suffering a stroke, two-thirds of survivors are still left with significant functional deficits, such as paralysis of an arm and/or leg, inability to speak, or blindness in an eye.