

Compression therapy
An inexpensive
and effective option

Are you at risk?
Recognizing the
symptoms and signs

Screening
Ask your doctor if
you're a candidate

VEIN CARE



DON'T PASS ON SCREENING

Football great **Joe Theismann** uses his popularity to create awareness for a deadly vascular condition



PHOTO: FIND THE AAANSWERS

REJUVAHEALTH®
COMPRESSION
STOCKINGS
WITH STYLE



"I had to wear compression stockings after suffering a blood clot and hated the bland beige colors available. So I designed a new support stocking collection that blends the best of medical function with current fashion design. Now with RejuvaHealth you can renew your legs in style!" - Kelsey, Founder

Visit www.rejuvahealth.com/request to get your **FREE** Starter Kit Today!



CHALLENGES

It is estimated that there are more than 80 million **Americans who suffer** from some form of venous disorder.

You are not alone, options exist

When we have any type of medical problem or concern, we all want the best care and this usually means looking for a medical specialist. However, this can be confusing if one doesn't know the medical term for the type of specialist needed. When searching for the branch of medicine that deals with vein problems we need to know the word "phlebology."

A "phlebologist" is a specialist who is dedicated to the treatment of patients with vein disorders or conditions. These can range in severity and complexity, but some of the more common vein conditions involve spider veins and varicose veins. Because these two conditions are so common, we see a lot of advertising for their treatment.

Another reason for the increased publicity is newly developed or expanded treatment options for many vein problems, including varicose and spider veins. If you are a patient seeking answers to questions about vein care, vein (venous) diseases, or vein treatment options and you need to locate a phlebologist, the best resource is the American College of Phlebology (www.phlebology.org).

Know your options

The American College of Phlebology (ACP) is a medical society of vein care professionals dedicated to advancing vein care. Many ACP members are medical practitioners who treat venous disease in patients including men, women, children and the elderly. Other ACP members are actively involved in new research, which has sparked the surge in a variety of new treat-



John Mauriello, MD, FACPh
President, American College of Phlebology

"So many patients with vein problems can benefit from treatment or lifestyle changes but may not know such things exist."

ment methods available today. Some new treatment methods are related to technology and others are related to medications. So many patients with vein problems can benefit from treatment or lifestyle changes but may not know such things exist. The ACP has recently launched an awareness campaign to inform the public about vein disease. The core message is vein care made understandable. In this outreach program, a variety of methods will be used to educate the public, including websites, media and publications such as this. The ACP will continue these educational efforts so patients suffering from venous disease will recognize the benefits of seeking care through a vein care specialist, that is, a phlebologist.

JOHN MAURIELLO, MD, FACPh

editorial@mediaplanet.com



WE RECOMMEND



Devoted to awareness
Joe Theismann shares his personal story to move others to get screened.

PAGE 5

MEDIA PLANET

VEIN CARE, 4TH EDITION,
SEPTEMBER 2011

Business Developer: Elba Flamenco
elba.flamenco@mediaplanet.com
Designer and sub-editor: Missy Kayko
missy.kayko@mediaplanet.com
Managing Director: Allan Chiu
allan.chiu@mediaplanet.com

Contributors: Avery Hurt, American College of Phlebology

Distributed within:
Los Angeles Times, September 2011
This section was created by Mediaplanet and did not involve the Los Angeles Times or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!
[facebook.com/MediaplanetUSA](https://www.facebook.com/MediaplanetUSA)
twitter.com/MediaplanetUSA

Elite Laser Vein Center of West Los Angeles and Beverly Hills

The only Cardiovascular Surgeon
who performs minimally invasive
vein surgery in Los Angeles



Michael F. Richman, MD, FACS, FCCP

Dr. Richman is a fellowship-trained, double-board-certified cardiovascular and thoracic surgeon who has been performing complex vein operations for 20 years.

"Endovenous laser treatment is a minimally invasive, in-office treatment alternative to surgical stripping. Patients are able to walk immediately after the procedure and most individuals are able to return to work the next day."

"I opened my vein clinics in 2005 and am proud to be one of the first and only cardiovascular surgeons in Los Angeles who is offering the latest in advanced surgical laser treatments for vein patients. I look forward to seeing you!"

Dr. Michael Richman

NEWS

Question: What do Serena Williams, actress Mia Amber Davis, and avid gamer Chris Staniforth have in common?

Answer: Blood clots in the lungs.



DVT: Menace hidden deep within the body

Williams survived hers. Davis and Staniforth did not. When someone, especially someone young and otherwise healthy, dies suddenly from a blood clot in the lungs, the sudden tragedy makes the news.

But the problem behind the tragedy all too often gets overlooked or is quickly forgotten.

Deep vein thrombosis (DVT) is a blood clot in a vein deep in the body, usually the lower leg or thigh. When a clot breaks loose, it is called an embolism.

300,000 - 600,000

People are affected by DVT and pulmonary embolisms each year in the United States, according to the Centers for Disease Control.



Helene Fronck, MD
Vein care specialist at La Jolla Vein Care



Patrick Vaccaro, MD
Director of Vascular Surgery at Ohio State University Medical Center.

An embolism that makes it to the lungs is called a pulmonary embolism and if it blocks blood flow it can kill, just as it killed Davis and Staniforth. According to the Centers for Disease Control, DVT and pulmonary embolism are under-diagnosed, but from 300,000 to 600,000 people are affected each year in

the United States. Blood clots can affect anyone, not just the elderly and not just the ill.

More likely to clot

While certain conditions (pregnancy, cancer) can increase risk of clots, most clots are the result of something else entirely. Unlike the classic image of the heart pumping blood out and back again, the blood's return trip through the veins is powered by the muscles, explains Helene Fronck, MD, vein care specialist at La Jolla Vein Care.

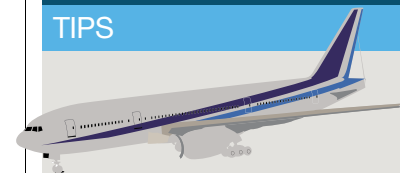
When you don't use your calf muscles, for example during a long plane trip or while convalescing from surgery, the movement of the blood is more sluggish, and slow-moving blood is more likely to clot, Fronck explains.

In addition to being sedentary, dehydration and serious trauma (such as a broken bone or surgery) can increase the risk of blood clots, says Patrick Vaccaro, MD, Director of Vascular Surgery at Ohio State University Medical Center. To prevent an unpleasant surprise when an undetected clot becomes a pulmonary embolism, stay well-hydrated and keep your legs moving.

AVERY HURT
editorial@mediaplanet.com



TIPS



Mind your veins during lengthy trips

Sitting for hours unable to move your legs is a recipe for developing clots. Next time you take a long flight, or find yourself in any situation where you have to sit for long periods of time, take this advice from the experts and reduce your risk of DVT:

Use your calf muscles

■ Pump your calf muscles by pushing your heels into the floor and then lifting up on your toes.

Stretch

■ If you have room, stretch your legs straight out in front of you and flex and rotate your ankles.

Try compression stockings

■ Ask your doctor about the appropriate compression stockings for you.

Drink water

■ Make sure to stay well-hydrated throughout the day.

Walk around

■ If at all possible, get up and walk around every half hour.

AVERY HURT
editorial@mediaplanet.com

TREATMENT INNOVATIONS

Catching clots

Treatment for a blood clot usually involves anti-coagulants to keep the clot from worsening until the body has a chance to dissolve it. For many patients, however, anti-coagulants pose as much risk as the clot itself.

People who have a history of bleeding in the stomach, bowel, or brain are not able to safely

take the blood thinners that are standard of care for dangerous blood clots. There is another option, however, explains Philip Levin, MD, vascular surgeon at Cedars Sinai Medical Center: Insert a filter to catch the clots if they break loose.

It sounds both frighteningly high-tech and remarkably commonsensical. The device, called

an Inferior Vena Cava Filter, is placed inside the big vein in the abdomen that returns blood to the heart—a vein called, not surprisingly, the inferior vena cava. The IVC filter is, just as you might expect, a spider-like filter that catches clots that break off and head for the lungs. After some questions about the safety of the filters, newer

models were developed that can be removed once the danger has passed. The procedure for inserting and removing the filters is relatively simple and can often be done without general anesthesia.

AVERY HURT
editorial@mediaplanet.com

NEWS



QUESTION & ANSWER

How are veins treated?

Veins that cause leg pain, swelling, recurrent superficial blood clots, bleeding, or ulceration are prime candidates for treatment. Veins that cause other symptoms, such as aching, heaviness, and fatigue, or that are cosmetically unappealing, may also benefit from treatment. There are two general treatment options: conservative measures, such as compression stockings and herbal preparations; and corrective measures, such as endovenous thermal ablation, chemical ablation, surgery, sclerotherapy, and light source/laser treatment. In many cases, a combination of treatment methods works best.

AMERICAN COLLEGE OF PHLEBOLOGY
editorial@mediaplanet.com

DID YOU KNOW?

Surgery—what to expect

Surgical techniques to treat varicose veins include ligation (tying off a vein), stripping (removing a vein by pulling it out with a special instrument), and ambulatory phlebectomy (removing veins through tiny incisions). Now done almost exclusively as an outpatient procedure, patients will usually go home the same day as the procedure.

AMERICAN COLLEGE OF PHLEBOLOGY
editorial@mediaplanet.com

DON'T IGNORE THE SIGNS

Question: How do I know when to get screened?

Answer: Screening should be recommended by a physician but there are symptoms you should be discussing with your doctor or specialist.

Many cases of deep vein thrombosis present no symptoms. But when symptoms do appear, do not ignore them. Prompt medical attention could save your life.

Deep vein thrombosis—blood clots deep within the body, usually the legs—is not, in and of itself, life threatening. But when DVT leads to pulmonary embolism, a blood clot in the lungs, it can be deadly, explains Robert Cushing, MD, Southern California vein specialist. All

too often people discover that they've had DVT only when that clot moves to the lungs. The symptoms of pulmonary embolism are a sudden shortness of breath, chest pain that may become worse when coughing, and coughing up blood. Any of these symptoms constitute a medical emergency. But if you get attention for the more subtle signs of DVT, you can keep the clot from getting that far.

Common risks

Common risk factors for DVT are pregnancy, having cancer, or having had a recent surgery, explains Michael Leary, MD, of California Vein



Specialists. He points out, however, that many people who develop the condition had none of these risk factors. That is why it is important to act on any symptoms of DVT that do occur, such as:

- Swelling in legs (usually one)
- Pain and tenderness in the area near the swelling
- Sometimes a sensation of heaviness in the leg
- Redness

Diagnosing DVT is painless and non-invasive—and when caught early can be treated at home. Even if you have no risk factors, if you suspect that you may have DVT, see your doctor. It could save your life.

EVERY HURT

editorial@mediaplanet.com

COMPREHENSIVE VEIN CARE

At Pacific Interventionalists we treat a broad spectrum of venous disorders including: spider and varicose veins, acute or chronic DVT, CCSVI (Chronic Cerebrospinal Venous Insufficiency) and advanced lower extremity venous stasis disease.

We offer experience and exceptional care in:

Sclerotherapy for spider veins, Laser and Radiofrequency treatment of Varicose Veins, Angioplasty/stenting for CCSVI and obstructed veins, Thrombolysis (clot-busting) treatment for DVT.

Michael A. Arata, M.D.
J. Joseph Hewett, M.D.
Todd S. Harris, M.D.
Prabhjot (Nina) Grewal, M.D.

Our Physicians are collectively Board Certified in:
Radiology, Phlebology, General Surgery, Vascular Surgery and fellowship trained in Interventional Medicine.

949.221.0129
PacificInterventional.com

 PACIFIC INTERVENTIONALISTS, INC.
Specialists in Interventional Medicine

1640 Newport Blvd., Suite 310 • Costa Mesa, CA 92627
16300 Sand Canyon Ave., Suite 301 • Irvine, CA 92618

affiliated practices: SOUTH COAST VEIN CARE • SYNERGY HEALTH CONCEPTS



ALUNA



RAMTIN MASSOUDI, M.D.

Member of American College of Phlebology

SPECIALIZING IN MINIMALLY INVASIVE & INNOVATIVE LASER VEIN SURGERY

IF YOU HAVE VARICOSE VEINS AND ARE SUFFERING FROM

- Leg Pain
- Leg Swelling
- Leg Heaviness
- Tiredness
- Ulcer
- or Leg Fatigue...
- Numbness
- Skin Color Changes

You are qualified for ENDOVENOUS LASER VARICOSE VEIN TREATMENT (EVLT)

NO SCARRING, NO HOSPITALIZATION, LOCAL ANESTHESIA, NO DOWN TIME!

FOAM SCLEROTHERAPY FOR VARICOSE VEINS

FREE VARICOSE VEIN SCREENING (1st 100 callers)

SPIDER VEIN SCLEROTHERAPY \$150/session (Reg. \$200)

- IN BEVERLY HILLS: 8500 Wilshire Blvd., #103, 90211
 - IN WOODLAND HILLS: 20829 Ventura Blvd., 91364
- FREE PARKING WOODLAND HILLS

310.855.7171 • 818.887.7273
877.ALUNA.4U • www.alunaspa.com

MOST INSURANCE & MEDICARE ACCEPTED

INSPIRATION



SPREADING THE WORD. LEFT: Joe Theismann alongside an AAA survivor. Joe wears orange suspenders, which frame the abdomen, to call attention to the importance of AAA screening. RIGHT: Joe speaking at the Find the AAAnswers launch event in 2009. PHOTO: FIND THE AAANSWERS



TIP
2
ASK YOUR DOCTOR ABOUT SCREENING

The silent killer most of us have never heard of

Question: What advice does pro football legend Joe Theismann have for you?
Answer: Learn about AAA.

If you thought AAA was an auto club or a 12-step program, you are just the kind of person Joe Theismann wants to talk to. Blood clots and varicose veins get a lot of attention, but AAA is a potentially deadly vascular problem that most of us have never even heard of.

AAA is short for Abdominal Aortic Aneurysm, a weak area in a blood vessel in the abdomen that swells like a balloon when filled with blood. If the weak spot bursts, the consequences can be fatal, explains Thomas Maldonado, MD, Associate professor of vascular surgery at NYU

Langone Medical Center. When the father of football great Joe Theismann was diagnosed with AAA, Joe was struck by the fact that early detection can dramatically increase the odds of survival, yet there are no symptoms. "I'm a pretty healthy guy," says Theismann, "but my dad's diagnosis was a wake-up call for me to be even more proactive with my health. I got screened. It was painless and took only ten minutes." Now Theismann is encouraging the rest of us to do the same. He is passionate about this issue: "Today there are over a million people walking around with an AAA, and they don't even know they have it. If an undetected aneurysm bursts, you have only a 10-25 percent chance of surviving," he warns.



Joe Theismann
Football legend and spokesperson, FindTheAAAnswers

"Today there are over a million people walking around with an AAA, and they don't even know they have it."

A simple solution
Finding out your risk factors for AAA is the first step. AAA is more common in men over 60, but women can develop them, too. Having high blood pressure, a history of heart problems, a family history of AAA, or being a smoker puts you at higher risk. Go to www.FindtheAAAnswers.com for more information and to take a personal risk assessment quiz.
If you have any of the risk factors for AAA, talk with your doctor, urges Theismann. A simple ultrasound can locate an AAA. "When detected early, 95 percent of AAAs can be managed and successfully treated," says Dr. Maldonado.

EVERY HURT
editorial@mediaplanet.com



DON'T MISS

Abdominal aortic aneurysm

The Find the AAAnswers campaign will host free screenings at select Kmart Pharmacies across the country, as part of a joint initiative to provide early detection information and services to Americans. In the California region, a free screening will be offered at the Kmart Pharmacy located at 333 Sierra St. in Kingsburg, CA on Saturday, Nov 12th. To learn if there is a free screening event scheduled near you, visit www.FindtheAAAnswers.com or call 866-371-3592. Advance registration is required for all events and space is limited.

For other vein disorders

The American College of Phlebology will be hosting a vein screening at their annual congress on Thursday, November 3rd, 2011 from 12pm-4pm at the JW Marriott at L.A. Live in the Plaza I Room. Anyone who suffers from vein disease, such as varicose or spider veins, as well as those who complain of leg pain, fatigue, heaviness, swelling, restlessness or cramping, especially at night or from sitting or standing for long periods can obtain a vein assessment from trained phlebologists, including an ultrasound and brief written assessment of your vein health. If you are interested in an assessment, please visit www.acpcongress.org/events/vein-screening for more information.

editorial@mediaplanet.com

NEWS

Question: Why wear compression garments?

Answer: Graduated compression stockings are a mainstay of initial/conservative management of venous disease.

TIP

3

COMPLY WITH
PRESCRIBED
TREATMENT

Experience symptom relief now

Following a vein procedure, your physician will prescribe graduated compression stockings.

These stockings come in different strengths (mmHg) and the appropriate strength, as well as length of time to wear following your procedure, will be determined by your physician.

Graduated compression is used post procedure to aid in the healing process in several ways. It helps to "re-route" blood flow to other vessels, minimizing the swelling and bruising by working to enhance the circulation in the veins. It

is important that you are properly sized and fitted for your garment. And, don't think that compression stockings look like your grandma's stockings. Today's garments can be sheer and fashionable.

Stockings with 20-30 mmHg provide improved leg venous blood flow and are often used to prevent the so called "traveler's thrombosis" after long (over five hours) plane flights or car/bus trips. Calf flexing and ankle bending exercises seen in in-flight magazines will increase leg blood flow and wearing these stockings greatly enhances the effects of these exercises.

"Venous disease is a progressive disease and wearing graduated compression stockings will aid in keeping your veins healthy."

Stockings with 30-40 mmHg are used for leg swelling or chronic venous insufficiency including the prevention of leg ulcers and Post Thrombotic Syndrome, as well as to hasten the resolution of blood clots. Knowing what type of stocking to wear is not enough in the end wearing the stockings in compliance with your doctor's orders will improve your venous condition significantly.

After you have had your vein procedure you may want to wear compression daily. Wearing compression daily helps in preventing the onset of new varicose veins and relieves the symptoms

of tired, achy legs and swelling in your feet/ankles by the end of the day. Laurie Bubenhofer, LPN, CFOM, says "Compression stockings are an inexpensive treatment option for patients to try. When they realize how much better their legs feel at the end of the day, they almost always return for additional pairs." Venous disease is a progressive disease and wearing graduated compression stockings will aid in keeping your veins healthy.

AMERICAN COLLEGE OF PHLEBOLOGY

editorial@mediaplanet.com

**Having Trouble Using
Compression Stockings?
Too Difficult To Get On?**



**Easy To Put On
Easy To Take Off
Better Results**

FarrowWrap™
Short-Stretch
Compression Garment
Is The Solution

Spider Veins • Varicose Veins • Deep Vein Thrombosis
Venous Ulcers • Chronic Venous Insufficiency
Post-Op Swelling • Lymphedema

www.FarrowMedical.com/VeinCare
VeinCare2011@FarrowMedical.com
(877) 417-5187

Please Mention This Ad

FARROW
MEDICAL INNOVATIONS
Better Compression Made Simple™



Scan
With Smart Phone
To Learn More

SIGVARIS

EverSheer
MEDICAL COMPRESSION HOSIERY

Where Efficacy Meets Fashion

15-20mmHg • 20-30mmHg • 30-40mmHg

**Calf • Thigh • Pantyhose
Closed Toe & Open Toe**

For more information:

**1.800.322.7744
sigvarisusa.com**



Fashionable Hosiery for Professional and Dress Wear

SIGVARIS and LIFE FOR LEGS are registered trademarks of Gossard & Co AG, CH 9014 St. Gallen/Switzerland, in many countries worldwide.

INSIGHT

Compression made easy

“While I was in college, my left leg suddenly became painful and swollen. As an athlete and runner I was accustomed to aches and pains, but my practical side convinced me not to ignore the worsening symptoms. So, I saw a doctor and he immediately hospitalized me with a life threatening blood clot medically known as a ‘deep vein thrombosis.’ After a week I was allowed to leave the hospital, but my leg was still very painful and swollen. My doctor advised me to start compression gradient hose therapy to help improve blood flow to my heart, which relieved the swelling and



Diana Neuhardt, RVT, RPhS
Diana has devoted herself to education, awareness and advocacy.

my leg improved.”

What Diana experienced is not unusual for individuals that spend extended periods of time sitting or standing. Furthermore, it is quite normal for doctors to use compression therapy to ease painful symptoms and enable patients to return to their regular activities.

“It has been more than twenty five years since I was diagnosed with deep vein thrombosis, and since then I finished school,

launched a career and a business, and raised a family. I also dedicated my life to helping patients with vein disease through education and advocacy.”

Tips for donning and doffing

Though several patients have seen the same kind of relief that Diana saw as a result of compression therapy, many still neglect to wear their compression garments as prescribed. Undeservedly, stockings have had a bad reputation for being difficult to apply or remove but with a few simple tricks this task is easily accomplished. This is particularly true for the 30-40 mmHg varieties. Rubber gloves can be used to get a better grip on the hose, smooth out wrinkles and

make application easier. The use of a slipper can ease this process along with a rubber pad that can be used for traction when applying or removing the hose. One can push the stocking over the heel using this pad and reverse the process removing the garment. In patients who cannot apply the hose, a Velcro device can be used to achieve the same purpose as stockings. There have been many innovations and improvements in the area of compression garments so ask your physician which options might work best for you if you’re still having trouble putting them on and taking them off.

AMERICAN COLLEGE OF PHLEBOLOGY
editorial@mediaplanet.com

How to remain compliant

- Ask questions during your office visit and don’t be afraid to ask for a demonstration.
- Have an open conversation with your doctor if you have concerns or hesitations about wearing your compression garments. Oftentimes there is a simple solution.
- Explore your options. Consult your physician if you’re interested in trying a different type of compression stocking; from fashionable and sheer styles to active and customizable styles, there is a fit for everybody.

AMERICAN COLLEGE OF PHLEBOLOGY
editorial@mediaplanet.com

For the life of your legs!

Tired & Aching Legs?
Turn to **AmesWalker.com** for support!

Ames Walker is a top-rated Internet store for quality, doctor recommended support hosiery brands. We offer:

- Guaranteed Lowest Prices
- Fast, Free* Shipping & Free Return Shipping (USA)
- 30-Day Satisfaction Guarantee
- Made In The USA!

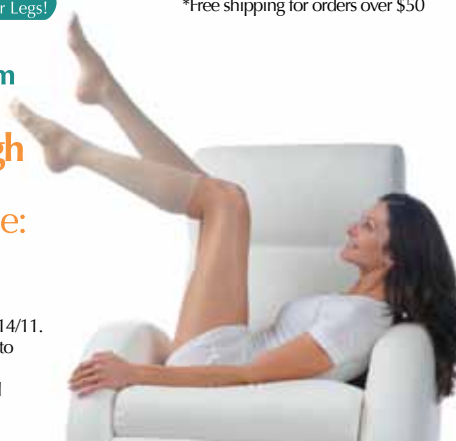
*Free shipping for orders over \$50



Toll Free: 1-877-525-7224
www.AmesWalker.com

Save 10% through
October 14th!
Use Coupon Code:
LATIMES*

*Coupon code applies to orders on www.AmesWalker.com before 10/14/11. Certain exclusions may apply due to MSRP regulations. Does not apply to wholesale and distributor pricing.



COMPRESSION IS NOW EASIER.

How would you like to start your day?

Juxta-Lite™ is an easy, cost effective, ready-to-wear, compression legging.

Juxta-Lite™ is the clinically proven, perfect alternative to compression stockings. **Juxta-Lite™** features:

- Easy to don/doff
- Comfortable and breathable
- Anti-bacterial/anti-odor
- Medicare covered

JUXTA-LITE™

For more information about Juxta-Lite™ call (800) CIRCAID (247-2243) or visit www.circaid.com/juxta-lite





**DVT KILLS MORE PEOPLE
ANNUALLY THAN AIDS,
BREAST CANCER & MOTOR
VEHICLE ACCIDENTS COMBINED**

Are YOU at risk?

Deep Vein Thrombosis (DVT) is a life-threatening illness. For the past 50 years, treatment has been managed through blood thinners. Medical technology has evolved and there are now safe, fast and effective means for treating DVT.

A minimally invasive procedure using a unique catheter system and an oscillating wire threaded into the vein has shown to provide superior treatment of DVT.

The procedure takes less than two hours to perform.
Don't risk your health, consult our staff to learn more about this innovative treatment.

BROTMAN MEDICAL CENTER
DVT TREATMENT PROGRAM

(p) 310.836.7000 ext. 6728 (w) BrotmanMedicalCenter.com (a) 3828 Delmas Ter, Culver City, CA 90232