

OEIS Strategic Meeting/Board Retreat

October 4th, 2025 – The Brown Palace, Denver CO

Attendance: Dr Patrick Ryan, Dr Bob Tahara, Dr Jerry Niedzwiecki, Dr Brian Whyte, Dr Pradeep Nair, Dr Kavi Devulapalli, Dr Rafael Malgor, Dr Mike Watts, Dr Stephen Daugherty, Dr Sam Ahn, Dr Jeff Carr, Dr Paul Varosy, Paul Rudolf, Marad Hussain, Lauren Jones, Magean Whaley, Jenny Westhoff, Julie Patterson, Jason Kotas

Virtual: Dr Eric Dippel, Dr Alex Dabrowiecki, Dr Fadi Saab

Meeting Introduction

- Dr Ryan outlines the main goals: increasing membership and advocacy.
- Emphasis on the need for active participation in committees and the challenges faced when people sign up but do not contribute.
- discussed the need to consolidate investment assets under one management company for better organization.
- emphasizes the importance of liquidity and the need for a good money manager.
- Decided on keeping \$350k liquid

Residents, Fellows, and Early Career Professionals

- Dr Alex provided updates on the resident fellow and student section, including a webinar and the annual meeting abstract submission.
- Discussion on the need for industry support and the challenges of reaching out to vascular surgery and cardiology trainees.
- the need for personal outreach to program directors and the importance of having champions for different specialties.
- emphasizes the need for marketing OEIS to residents and fellows and the potential for having a presence at relevant conferences.
- Alex discussed the potential partnership with Patient Reach 360, a company that creates social media ads for medical procedures, and the benefits of such a partnership for OAS members.
- The board shared their experiences with the Patient Reach 360 service, noting the low success rate of converting leads into patients.

Executive Committee Report

- Discussion of potential new members and the need for discounts or something to attract them.
- Highlights the importance of advocacy in local coverage determination letters and the need for volunteer efforts
- OEIS needs assistance in committee participation and mentions the need for more help in the membership and PAC committees.

- discusses ongoing membership initiatives, including mailers and targeted outreach to specific regions.
- suggests inviting key influencers like Jackie Major and Miguel Bacon to speak at the annual meeting.
- Discussion on the need for more personal outreach and the potential for collaborative webinars with other organizations.
- Mentions the development of an interactive heat map to identify potential new members and the need for accurate data.
- emphasizes the importance of personal outreach and the need for more targeted efforts to reach out to potential new members.
- Discussion on the need for more outreach to ASCs and the potential for new code sets to bring industry partners back to the table.
- Alex discussed the involvement of his brother in the website development and the challenges faced, including initial access issues and the need for a second proposal.
- mentions the goal of modernizing the website to make it more user-friendly and highlight the benefits of membership.
- The availability of content for members, such as webinars and position statements, and notes the difficulty in finding such content on the current website.
- The process of adding new information to the website and the challenges of transferring content without redoing it.
- The creation of member-only content and the need for a tab for member resources.
- The challenges with industry partners like Shockwave and Medtronic and the need for ongoing efforts to secure partnerships.
- mentions the importance of having a presence at relevant conferences and the need for industry support.
- Discussion on the need for better representation of ASCs and the challenges faced with industry partners pulling out of the OBL market.

AVLS Membership

- Discussed the status of AVLS and the potential need to increase venous disease content in the annual meeting.
- Discussion on the possibility of expanding the meeting days and the historical context of the society's focus on endovascular rather than venous procedures.
- Discussed waiting to see how many new members they get from AVLS before deciding on additional content.
- Discussed the potential for partnering with AVLS on their registry and the importance of advocacy efforts.

Treasurer's Report

- Dr Jerry provided an overview of the Treasurer's Report, highlighting the increase in revenues and membership fees, and the importance of the annual meeting as a significant source of revenue.
- Discussed the need to renegotiate partnerships with companies like Boston Scientific and identify new potential partners, such as Cook.

- Emphasize the importance of having physicians with personal relationships with high-level decision-makers in potential partner companies.
- Suggests formalizing the process of identifying and maintaining relationships with advisory board members and potential partners.
- The challenges of maintaining relationships and the need for succession planning to ensure continuity.

Annual Meeting Planning

- Jerry provided an update on the upcoming 13th annual scientific meeting at Caesars Palace, including the introduction of a "buy one, get one" offer to drive attendance.
- Magean, and Jenny discuss the positive feedback received from the nursing and administrative sessions and the topics that will be covered in the upcoming meeting.
- Jerry highlights the success of the embolization hands-on workshop and the tech forum, with many companies already committing to participate.
- The importance of ensuring a good turnout of physicians at the tech forum and the potential for additional revenue from these sessions.
- Patrick empowers Jerry to offer discounts to other members for the annual meeting without needing further approval.
- mentions the introduction of the passport prizes initiative, where attendees can visit exhibitors and enter a drawing for prizes.
- explains the logistics of the passport prizes and the decision to notify winners by email rather than conducting a live drawing.
- Updates to the meeting app, including better interaction and the potential for selling advertising space.
- emphasizes the importance of promoting the app and providing tutorials to ensure attendees are prepared to use it effectively.
- Outlined the schedule for the annual meeting, including sessions on starting an OBL, musculoskeletal procedures, and the legal session.
- discussed the need for practical content in the OBL primer and the importance of having a mix of practical and philosophical presentations.
- The potential for a session on inter-societal collaboration, with representatives from SIR, SPS, and ABF participating.
- The need for a balanced program that covers a wide range of topics and appeals to a diverse audience.

Humana E&M Down Coding

- Suggested complaining to state insurance commissioners if insurance companies are not following coding guidelines.
- Mentioned the possibility of contacting the Insurance Commission.
- Discussed the potential for legal action against insurance companies for hidden algorithms and policies.
- Mentioned the AMA's response and the need for a society-wide position on down coding.

Advocacy and LCD Issues

- The importance of advocacy efforts to address LCD issues and the need for financial support.
- Targeting members in states covered by LCDs and emphasizing the effect.

Research Update

- The challenges of publishing research and the need for a reliable analytic partner.
- Mentioned the high costs associated with outsourcing research to Yale.
- Leverage grants and funding from NIH for long-term research support.
- The importance of having a reliable publication process for credibility.
- Highlighted the differences between academic societies and professional organizations.
- The need for dedicated resources and funding for research and publications.
- The importance of having a strong research team to support academic contributions.
- Discussed the budget constraints and the need for dedicated funding for research and publications.

PAC Update

- Dr Whyte shared the success of the PAC fundraising initiative, and the need to set a goal for the upcoming year.
- mentions the introduction of the passport prizes initiative, where attendees can visit exhibitors and enter a drawing for prizes.
- explains the logistics of the passport prizes and the decision to notify winners by email rather than conducting a live drawing.
- Discussed the updates to the meeting app, including better interaction and the potential for selling advertising space.
- The importance of promoting the app and providing tutorials to ensure attendees are prepared to use it effectively.
- The need for more financial contributions to support the society's activities.
- All board members should contribute and that contributions should be recognized publicly.

Registry Update

- Update on the registry's utilization module, cardiac cath PCI implementation, and PAE module restructuring.
- Final year for MIPS and the need for data validation audits.
- Need for user acceptance testing and the timeline for beta testing.
- The importance of accurate data entry and the challenges of working with different data structures.
- Discussed the challenges of maintaining the registry and the efforts of Bob and Lauren.

Action Items

- Identify physician champions to reach out to industry partners
- Identify a keynote speaker for the annual meeting.
- Follow up with the development committee on Champions for SRF
- Reach out to the president of SIR to invite them to participate in the inter-societal collaboration session.
- Prepare a communication to send to the full OEIS membership regarding the LCD issue and the need for increased PAC funding.