

What's New?

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By Dr. Gordon F. Gibbs

Recently, Dr. Gibbs sat down with Dr. Eidson to discuss innovations in health care and how they've impacted the treatment of vascular disease:

Q: Dr. Eidson, considering all of the emerging innovations in health care, what's one approach that you think benefits patients the most?

Dr. Eidson: "Lately, many clinics and hospitals have been working toward a more streamlined approach to health care. By making effective use of electronic health records and integrated health networks, health care providers are able to provide more cost effective medical care. We've employed this strategy at RMVI, where we have several locations, a team of doctors with diverse training backgrounds, mid-level providers and expert vascular sonographers, all of whom create a team approach to diagnosing and treating vein disease. By also using state-of-the-art electronic health records, high quality ultrasound equipment and an evidence-based approach, we're mirroring the cost-effective model of health care delivered by larger integrated hospital networks."

Q: How else has RMVI worked to implement or develop innovations in health care?

Dr. Eidson: "At RMVI, we believe that staying involved in research is key to innovation, which is why our team has been involved with a clinical trial to bring new, minimally invasive technology into the general treatment of vein care. In addition, RMVI is aiding in the development of new products and contributing ideas that will hopefully bring better treatment modalities to full clinical use. We believe these efforts will allow us to continue providing the best care for our patients."

Q: What other factors would you say influence innovation in health care?

Dr. Eidson: "Regrettably, many great ideas for new products or disease treatment never come to fruition because the manufacturer feels they would not be able to profit from these ideas. These manufacturers must primarily consider cost over clinical implications. Similarly, second- and third-generation product design improvements are never carried out because of the expense related to research and development without a corresponding increase in product sales."

Q: Are there any medical innovations on the horizon that you're excited about?

Dr. Eidson: "Absolutely, and especially within the realm of vein disease care. While most patients with vein disease can expect a great outcome following treatment, those with deep venous thrombosis, or DVT, can develop a condition called postthrombotic syndrome, which causes long-standing swelling and pain related to damaged venous valves. These symptoms can be challenging to treat, however newer catheter-based techniques will allow us to clear the clot from inside the vessel much more easily than in the past. This procedure, called pharmacomechanical thrombolysis, quickly restores blood return by dissolving and eliminating the clot. At the same time, this treatment protects the venous valve function and minimizes the potential for chronic debilitating symptoms. In some cases, what's even more exciting is that this technology allows us to treat aggressive thrombolysis on an outpatient basis. Only a few



years ago, this would have required an ICU admission.”

About Dr. Gordon F. Gibbs

The founder and chief medical officer of Trinity Vein Institute and Rocky Mountain Vein Institute, Dr. Gordon F. Gibbs is a Mayo Clinic trained interventional radiologist board certified in phlebology, diagnostic radiology and fellowship trained in vascular/interventional radiology. He is an active member of the American College of Phlebology and The Society of Interventional Radiology. Dr. Gibbs is also Medical Director of Diagnostic and Interventional Radiology at St. Mary-Corwin Medical Center in Pueblo, Colorado. For more information, please visit <http://www.trinityvein.com/>, send an email to info@trinityvein.com or call 888.730.VEIN (8346).

