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**Society for Vascular Ultrasound Hires Franklin W. West as Director, Practice Support, Compliance and Health Policy—Launches the Vascular Practice Management Network**

LANHAM, MD, June 17, 2014 – Today, the Society for Vascular Ultrasound (SVU) is pleased to announce the hiring of Past President Franklin W. West, BSN, RN, RVT, RVS, FSVU, CHC as Director, Practice Support, Compliance and Health Policy. Mr. West brings decades of leadership experience in the compliance, billing/coding, and advocacy arenas and has long led to the development of legislative and regulatory outcomes favorable to SVU members. Many of the initial CPT codes were drafted by Mr. West. Mr. West will lead the creation, launch and expansion of the Vascular Practice Management Network (VPMN).

“As the SVU embarks on a new direction designed to enhance the services we offer to our members and the vascular ultrasound community at large, I want to share how delighted I am to welcome Frank West as our Director of Practice Support, Compliance and Health Policy. Frank brings unparalleled skills and knowledge to this position and we are indeed lucky to have him on board at the national office. We welcome Frank,” said SVU President Patricia (Tish) A. Poe.

“SVU began looking at developing practice support services over a year ago based upon members expressing need for assistance in areas such as billing and coding. It was fortuitous when Frank became available and we could launch a new service line with someone of his caliber. His longtime professional and volunteer experience made him a perfect candidate to create a new enterprise within SVU,” said SVU Executive Director Thomas L. Stefaniak.

“Frank joining SVU will be of great benefit to all SVU members, and to the field of Vascular Ultrasound overall. His knowledge and experience in the areas of reimbursement and government relations, combined with his clinical expertise, have the potential to significantly impact the field for years to come. His dedication to SVU and its members, through his service to the Society as a Board Member, Past-President, and Committee member, make this a perfect union,” said SVU Vice President J.P. Hughes.

"Frank West has mentored SVU members for nearly three decades, and is considered the 'gold standard' for advocacy, regulatory and reimbursement issues. In addition to his extensive knowledge, he offers the perspective of a nurse, vascular technologist and businessman. His service to SVU did not end with his Presidency; he has continued to serve as a member of the Advocacy Committee, and is respected not just by our members, but colleagues in other specialties and government officials. We are so lucky to have Frank join the Society as Director of Practice Support, Compliance and Health Policy. I am overjoyed to have Frank on board to support me, our members and promote SVU's mission and goals," said SVU Advocacy Committee Chair Anne M. Jones.

Prior to joining SVU, Mr. West served as Compliance Officer and Director, Professional Services for Pacific Vascular, Inc. Mr. West also has served as an Independent Coding and Clinical Consultant. Mr. West began his career in vascular as a Registered Vascular Technologist at Thomas Jefferson University Hospitals. A longtime SVU volunteer leader, Frank has served in many roles including President of SVU, Advocacy Chair and as ongoing member of the Advocacy Committee.

In this new role, Mr. West has developed and launched the SVU Advisory Services which will include an exclusive network, the *Vascular Practice Management Network (VPMN)*. Those who join this network will have unlimited access to a Billing and Coding Hotline, free registration to upcoming Practice Management webinars and an exclusive one-year license to the SVU Vascular Coding Advisor software, which includes claim scrubbing, Frank's advice and insights on each code, and more. More information regarding the Advisory Services can be found at [www.svunet.org/advisoryservices](http://www.svunet.org/advisoryservices).

Founded in 1977, SVU is the only professional organization completely dedicated to the advancement of non-invasive vascular technology used in the diagnosis and treatment of vascular disease. SVU is comprised of a growing membership of more than 5,200 vascular technologists, vascular surgeons, cardiologists and other allied health professionals. SVU's web address is [www.svunet.org](http://www.svunet.org).

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