

Operational Support for Sustained Growth



Organization Profile

Name: American Venous Forum

Industry: Healthcare

Website: www.VenousForum.org



**American
Venous Forum**

Promoting venous and lymphatic health

Description: The American Venous Forum (AVF) is a medical society comprised of vascular surgeons and other professionals dedicated to the care of patients impacted by venous and lymphatic diseases. The AVF, through its research activities, educational programming, and patient advocacy efforts, is recognized as the leading global authority in this highly specialized field.

BG was initially hired by the AVF to assess its situation and develop a strategy that would effectively change the course the AVF had been on in recent years. The AVF achieved organizational turnaround by working together as a team which included the AVF Executive Committee, the AVF Board of Directors, AVF Committees, Veritas Association Management (Veritas), and the Balanced Growth team. Following this initial engagement, the AVF continue to partner with Veritas and BG for operational and management support.



AVF Board of Directors & Executive Committee at the AVF's 2023 Annual Meeting in San Antonio, Texas.

Operational support is the backbone of any successful organization, playing an important role in ensuring its smooth functioning and efficiency. Continuity of partnerships in organizations can help foster stability, reliability, and long-term growth. It also facilitates the sharing of knowledge, resources, and expertise, fostering innovation and adaptability. By prioritizing continuity, the AVF is creating a sustainable and thriving network of relationships that will contribute to their long-term success and resilience.



Photos from the AVF's 35th Annual Meeting.

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The BG team continues to support the AVF with a number of initiatives and operational duties, including:



Supporting 20+ committees



Facilitating administrative functions



Overseeing the marketing and communication plans



Developing and executing the AVF's Strategic Plan



Planning for the AVF's yearly annual meeting of over 700 attendees



Managing a bi-monthly newsletter distributed to over 4,000 readers



Managing the operational budget and investment strategy



Providing executive leadership to the Board of Directors

This new model for operational support has had profound results on the AVF as a society. From increasing the society's revenues and its operating margin, to increasing annual meeting attendance and membership, the AVF continues to grow as a leading medical society for vascular surgeons and other medical professionals, both within the U.S. and abroad.

The mission of Balanced Growth (BG) Consulting is to create enduring value for organizations that are driven by purpose and profit. To fulfill this mission, BG specializes in strategy, operations and innovation in the Insurance, Financial Services, and Healthcare sectors. We pride ourselves on collaboration with client leaders and teams. Together we design, implement and accelerate high-impact strategic, operational, technology and innovation initiatives.

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