APMA Joins "Rethink Varicose Veins" Coalition of Medical Societies Committed to Raising Awareness of Varicose Vein Diagnosis and Treatment

_Innovative education campaign urges the more than 30 million Americans suffering from venous disease to seek proper treatment_

Bethesda, MD (PRWEB) November 02, 2012 -- The American Podiatric Medical Association (APMA), the nation's leading professional organization for podiatrists, today announced it has joined a coalition of leading medical societies committed to empowering individuals to “Rethink Varicose Veins” as a health concern worthy of medical diagnosis and treatment.

The vast majority of the more than 30 million Americans suffering from venous disease remain undiagnosed and untreated. If left untreated, varicose veins can progress to a more serious form of disease called chronic venous insufficiency (CVI). Symptoms of CVI include skin damage, swelling, severe pain and ulcers, and the disease itself is associated with significant morbidity, loss of productivity and reduced quality of life.

“Our organization, which is celebrating its 100th anniversary, is proud to bring the Rethink Varicose Veins program to our members who commonly see patients that experience symptoms of venous disease,” said Joseph Caporusso, DPM, president of APMA. "We look forward to raising awareness of this often-debilitating condition and are committed to working with other specialties to improve care for patients affected by venous disease."

The Society for Vascular Surgery® (SVS), American Venous Forum (AVF) and American College of Phlebology (ACP) founded the coalition that launched the Rethink Varicose Veins campaign in November 2011. This innovative initiative, which is sponsored by Covidien, continues to garner support with the addition of APMA, and looks to expand in the future to reach an even wider audience.

To support this important initiative, the online hub, www.RethinkVaricoseVeins.com, provides information and tools for both consumers and physicians. Healthcare professionals can download an electronic toolkit to help them introduce the Rethink Varicose Veins program to patients who may want more information about the condition and the minimally invasive treatment options available. The toolkit includes an e-flyer, banner ads and content for physician websites, Facebook and Twitter pages.

The American Podiatric Medical Association (APMA) is the nation's leading professional organization for today’s podiatrists. Doctors of Podiatric Medicine (DPMs) are qualified by their education, training, and experience to diagnose and treat conditions affecting the foot, ankle, and structures of the leg. APMA has 53 state component locations across the United States and its territories, with a membership of more than 12,000 podiatrists. All practicing APMA members are licensed by the state in which they practice podiatric medicine. For more information, visit www.apma.org.

About the Rethink Varicose Veins Campaign
Rethink Varicose Veins is an educational campaign encouraging the more than 30 million Americans who suffer from venous disease, including varicose veins and CVI, 1, 2, 3 to rethink their condition and recognize it as a serious health concern. The campaign, which is led by a coalition of medical societies, encourages those suffering from the condition to seek medical diagnosis and treatment. As part of the campaign, Olympic Gold Medalist Summer Sanders is sharing her personal story about the impact venous disease had on her life and the
improvements she experienced following treatment. Rethink Varicose Veins aims to help people learn more about varicose veins and CVI, find a vein specialist and make informed decisions about the best, and often minimally-invasive, treatment option for them.

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