



CARDIOVASCULAR ASSOCIATES OF AMERICA

CVAUSA Vein & Vascular Starter Kit (Tier 0 MVP)

Launch package – deploy in < 60 days, cost ≈ \$7.7 k

Leverage what's built: The Heart House (THH) & PAD/PVD campaigns already produced most core collateral. Items marked **✓ Final** require only logo/URL swaps; **△ Refine** need light edits. Only a few assets remain • **To Build**.

1. Asset Inventory & Status

#	Asset	Current File / Folder	Status	Action Needed
1	Physician-facing brochure (trifold)	CVAUSA – PAD/PVD Campaign – Physician Facing Brochure_Final	✓ Final	Swap branding; print local (250)
2	Patient-facing brochure (trifold)	THH – Vascular Campaign – Patient Facing Brochure_Final	✓ Final	Swap branding; print (500)
3	1-Sheet (PCP hand-out)	THH – Vascular Campaign – 1-Sheeters	△ Refine	Update QR + metrics
4	Index / referral card	THH – Index Card_Final	✓ Final	Rebrand; order 1 k
5	Waiting-room digital board slides	THH – Digital Board_Final	✓ Final	Load to lobby TVs
6	Patient-point TV loop graphics	THH – Patient Point TV Screen	✓ Final	Add new call-to-action
7	Window cling / office signage	THH – Window clings_Final & Office Signage	✓ Final	Print/install

8	On-hold messaging script & audio	CVAUSA – Vascular Campaign – On Hold Messaging	△ Refine	Upload to phone system
9	Microsite FAQ content	CVAUSA – THH – New Page: Vascular Campaign FAQs	△ Refine	Add screener link
10	Google Ads starter set	Heart House – Google Ads – May 2024.xlsx	△ Refine	Import, geo-target, \$1 k/mo
11	90-Day rollout plan	Vascular Campaign – 90-Day Plan.docx	✓ Final	Use as launch tracker
12	Self-assessment screener (HTML)	THH Website has live version	✓ Final	Embed on site & FB tab
13	MA cheat-sheet & rooming workflow	—	● To Build	Create one-pager
14	Webpages	THH Website has live webpages	△ Refine	Add to site

2. Quick-Start Deployment Checklist

1. Website & Screener (Week 1-2)

- Add new vein/PAD service pages (copy supplied).
- Dev embeds HTML screener; test email routing.

2. Collateral Swap & Print (Week 2-3)

- Update logos/locations; send to preferred printer.
- Order window clings & index cards.

3. Staff Enablement (Week 3)

- Train MAs on Shoes-&-Socks workflow (cheat-sheet).
- Upload on-hold audio; load lobby slides.

4. Go-Live + Paid Search (Week 4)

- Flip website page live; launch \$1-2k Google Ads set.
- Distribute brochures to rooms & PCP kits.

5. Monitor & Optimize (Weeks 5-8)

- Track leads → screenings → procedures.
- Adjust keywords/bids; refresh digital board loop.

3. Essential Workflow (in clinic)

Patient check-in → Completes CVI/PAD screener → MA reviews

↓ positive

MA asks pt to remove shoes/socks during med-rec

↓

Provider sees bare feet → palpates pulses, notes varicosities

↓

If criteria met → instant ABI order + schedule on blocked half-day

Disposable shoe covers issued before patient exits room (speeds turnover).

4. Success Benchmarks

- Screener completion ≥ 90 % new pts
- ≥ 25 % screen-positives routed to ABI
- ≥ 60 % ABI → procedure conversion
- Room-turn time impact ≤ +2 min
- Cost-per-lead target ≤ \$50 (paid search)

5. Starter Paid-Media Guidance

Platform	Daily \$	Target	Creative
Google Search	\$20	15-mile radius, 45+	2 RSAs – “Leg Swelling? Treat at CVAUSA”
Meta (FB/IG)	\$13	Women 45–70; “leg pain/swelling” interest	Carousel w/ symptoms graphic + CTA
Pause/optimize after 12 weeks; CPL goal <\$50.			

6. Need Help?

Questions? Contact Matt Lee or Denise Brown