

DENVER + HEALTHCARE PROFILES

LOVE YOUR LEGS



“ I trained at the Mayo Clinic, and we model ourselves after them. When you come to us, whomever you see, you know you're dealing with an expert.”

—Dr. Gordon Gibbs,
Owner, American Vein
& Vascular Institute

American Vein & Vascular Institute treats leg pain effectively, painlessly, and often in about an hour. What are you doing for lunch?

Restless legs. Night cramps. Varicose veins. Whether our legs look bad, feel bad, or both, leg issues can be maddening. And until recently, treatments for the most common cause—venous reflux—were mostly limited to home remedies, prescriptions, and invasive vein stripping.

But today, Dr. Gordon Gibbs—owner and founder of Colorado's American Vein & Vascular Institute—wants everyone to know three things about leg pain:

- It's extremely common and hereditary.
- It's easily treatable through modern, minimally invasive procedures.
- It's affordable, as the costs are covered by most insurance plans.

Endovenous Ablation Gets its Sea Legs

“Many people assume leg pain is just part of life,” says Dr. Gibbs. “They don't realize they can do something about it.”

But they can. Endovenous ablation is a safe, simple, advanced treatment technique that works by blocking (“ablating”) faulty veins. The procedure is done in the office with local anesthesia, takes about an hour, and has replaced vein stripping, which is less commonly performed in the U.S.

Becoming a patient at American Vein & Vascular Institute is easy, too. It begins with a consultation, which includes a detailed ultrasound followed by a visit with a provider

to discuss test results and treatment options. If venous reflux is indicated, a series of sessions will be scheduled. “Patients often come in before or after work, or on their lunch break, and return to work that day,” explains Dr. Gibbs. “It's not that different from a visit to the dentist.”

Patients Are a Virtue

Any visit to a doctor can be stressful, but that's one more highlight of American Vein & Vascular Institute—they're experts at putting clients at ease. “In our business model, the patient experience always comes first,” explains Dr. Gibbs. “We take much more time with patients than other clinics do, make sure their needs are met, and help keep them happy and comfortable throughout the entire process. Every team member, from the receptionist to the provider, is familiar with every procedure as well as each patient's progress. The patient becomes like a member of the family.”

The ultimate testament to client satisfaction is the firm's growing success. Launched in 2009 with one office and one employee—Dr. Gibbs—the firm has expanded to seven thriving clinics throughout the Denver, Colorado Springs, and Pueblo areas, boasting a team of more than 50 all within the first 10 years.

“It's really a fun field of medicine,” shares Dr. Gibbs. “We help people look and feel better and improve their quality of life. That's a rewarding experience not just for our patients, but for us, too.”



COMMON SYMPTOMS OF VEIN DISEASE

Swelling
Throbbing
Heaviness
Aching
Numbness
Fatigued legs
Leg pain
Restless legs
Cramps
Itching and/or burning
Discoloration
Skin thickening or hardening



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