

Life-Changing Vein Therapy

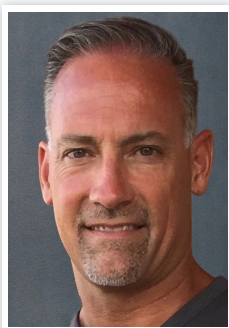
At **Simply Vein**, Dr. William Olson treats a long-overlooked medical condition.



Mention varicose and spider veins, and most people picture unsightly bursts of tangled blue lines that appear on women's legs—a cosmetic problem addressed with compression socks or long pants.

That's only half true. While beauty is subjective, science notes varicose and spider veins are evidence of a medical condition that affects both genders. The good news is that treatment is simple, noninvasive, and potentially life-changing, says Dr. William Olson, a board-certified general surgeon and vein specialist at Simply Vein.

"This is a simple procedure with hardly any risk, yet it can dramatically turn around a patient's life," he says.



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Dr. William Olson

Blood Flow 101

In a healthy vascular system, as blood flows toward the heart, it passes through valves in the veins that open and close to regulate flow. When veins are damaged or weakened, those valves fail to open and close properly; gravity draws the blood downward, causing it to pool in vessels and nearby tissue.

This dysfunction is called venous insufficiency, and its visible signs are bulging or spider veins that appear on legs, where blood is more likely to pool, resulting in swelling and sometimes even leading to spontaneous skin ulcers. Genetics are partly to blame, as are professions requiring sitting or standing for long periods. People may start to experience

its effects as young as in their 20s and 30s.

Appearances aside, venous insufficiency incurs awful physical sensations, including heavy, aching extremities, restless legs, itchy skin, and muscle cramps. It can dramatically hamper mobility; yet, until recently, physicians' most common prescription for it was compression socks.

medicine can't resolve. Improvements are almost immediate, says Dr. Olson: Patients feel lighter in the legs and steadier on their feet within a week or two. The unsightly veins disappear a few months later.

A general surgeon by training, Dr. Olson focuses solely on treating venous insufficiency. Patients come from hundreds of miles away for treatments, which occur in-office and without anesthesia. Home to a welcoming staff that gets to know every patient, Simply Vein feels more like a spa than a medical clinic. For Dr. Olson, this has been the most rewarding work of his distinguished medical career. "My patients are so happy when we're done," he says. "Someone listened and took care of their aches and pains when they didn't think there was a solution."

Healthy Veins, No More Pain

Today, a minimally invasive therapy can treat venous insufficiency in a few brief sessions simply by shutting down failed veins so healthy ones can take over. "The body's veins form a kind of net," explains Dr. Olson. "We take out a couple of the bad ones with little impact on the whole system."

Dr. Olson starts with radiofrequency ablation of troublesome veins, through which he inserts a small catheter with a heating element that cauterizes them. Next, he treats smaller, superficial veins by injecting them with a solution that deadens them.

Each session takes 30 minutes to complete. Side effects include bruising or minor pain—nothing over-the-counter pain

Simply Vein

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