



## Case History: Advanced Vein Care Center (AVCC)

### Challenge:

Dr. K. Francis Lee established Advanced Vein Care Center (AVCC) 15 years ago in response to the increasing demand by the greater Springfield area's patients and referring physicians for a state-of-the-art center focused on the latest techniques and advanced treatments available within the venous field. In 2013, they partnered with Market Mentors to grow public awareness and doctor referrals.

### Strategy:

Over the course of a decade, we helped AVCC grow their business using the full resources of the agency: media production, strategy and buying (TV, radio, digital and OTT); public relations and content creation; graphic design; branding; website updates and maintenance; and organic social media.



### Results:

Our efforts established AVCC as the region's trusted specialists for venous care. Their business grew by leaps and bounds—so much so that in 2023, they were acquired by the Center for Vein Restoration (CVR), the nation's largest physician-led practice dedicated to treating vascular disease, with over 100 clinics nationwide.



**ADVANCED VEIN  
CARE CENTER**  
HEALTHY LEGS, HEALTHY LIFE

now part of  
 Center for Vein  
Restoration