

Screening Event Planning Timeline*

At least 6 – 8 Weeks Prior to the Screening Event

- Secure buy-in and commitment from your hospital's leadership and staff.
- Identify an internal "champion" who will lead event planning and logistics.
- Hold a meeting with all stakeholders to discuss the planning process.
- Identify your screening event site. Is it accessible and easy to find? Will you need directional signs on the day of the event? Is there parking and/or public transportation?
- Identify an event date and time. Plan for at least 60 minutes for set up and 30 minutes for clean up.
- Determine how many staff members you will have available to assist with screenings and conduct patient exit interviews. Staff can include physicians, nurses, nurse practitioners, P.A.'s, vascular technologists, and administrative staff.
- Develop a promotional plan. Identify existing channels to communicate news about your event (e.g., hospital newsletter, Web site, enews). Your binder will include marketing tips.
- Determine who will be responsible for handling phone calls and scheduling appointments. Also, identify the phone number participants will call in on.
- Review the Screening Event Resources developed by the PAD Coalition and the Society for Vascular Nursing.

At least 4 Weeks Prior to the Screening Event

- Start implementing your promotional plan. Contact local media to alert them of your event and extend a personal invitation to attend. Your Screening Event Binder includes tips for working with the media and other tools to market your event.
- Confirm with all staff the date and time of the screening event.
- Identify what types of signage you will need for the event. Produce necessary signage.
- Plan ahead:
 - What will do if you have more interest than slots available for screenings? Will you start a waiting list and call them in the future?
 - How will you handle uninsured patients with evidence of disease?
 - How will you handle referrals?

2 Weeks Prior to the Screening Event

- Review appointment schedule.
- Make sure you have required supplies on hand or on order for your event. Review the Materials Checklist in the Screening Event Binder.
- Confirm with all staff. Determine who will do set up and who will do clean up.
- Print screening materials and gather other resources from your own organization for distribution at the Screening Event.

1 Week Prior to the Screening Event

- Review the appointment schedule. Are you fully booked or do you have slots available? Is there any additional marketing you can do to fill vacancies? Start waiting list if you are overbooked.
- Confirm with all staff. Everyone should have their final assignment at this point.

After Event

- Complete evaluation of event
- Share results with the media and ask them to write a follow up article about the activity.

* Adapted from the Society for Vascular Surgery's Screening Event Toolkit available at www.vascularweb.org/practiceresources.