

NEXT GENERATION
Spider Vein Treatment



- Evidence-based treatments that are effective and long lasting
- New technology allows treatments of veins at their source and reduce or eliminate unsightly veins
- We treat veins all day every day

Treatments of spider veins and other surface veins that are cosmetic in nature are not covered by insurance.

Introductory Spider Vein Treatment

We demonstrate our commitment by offering you **\$200 off** your first Spider Vein Treatment with us.

*Regularly \$399

60 MINUTE SESSION \$199**

ALSAARA CLINIC

Welcome

Feel the difference

Visit MyVeinDoc.com or stop into the clinic for details of the offer.

2 Myth: Treatments are painful.

Truth: Until recently, "vein stripping" was the gold standard for the treatment of varicose veins. The process was somewhat barbaric involving hospitalization, downtime and a higher risk of complications; even worse, symptoms recurred after some time. Recent advancements in technology have revolutionized the way varicose veins are treated. Modern alternatives, such as Laser Ablation (EVLA), have replaced the antiquated treatment options and are minimally invasive, more effective, do not require any downtime. They are safely performed in the comfort of an office setting. (And yes, we continue to offer the hip sunglasses and a variety of suckers to enjoy during the procedure). As always, we at Alsara Clinic go the extra mile. We have developed our own 4-step numbing system that alleviates pain and anxiety. We also offer nitrous oxide (laughing gas) if you do not wish to experience anything (including our jokes) during the procedures.

Varicose Veins Signs & Symptoms

- Leg pain
- Burning
- Itching
- Heaviness
- Sores that don't heal
- Darkening of the skin
- Restless legs
- Aching legs
- Leg cramps
- Tiredness
- Leg swelling

Left untreated, may result in skin discoloration, bleeding leg veins, leg sores that heal poorly and blood clots.

3 Myth: Vein treatments are expensive.

Truth: Because vein problems are important to treat, the treatment costs are typically covered by almost all insurers including Medicare and Medicaid. Patients must demonstrate that they have both symptoms and venous reflux (back flow) on their ultrasound. Most insurance carriers require a period of 6 weeks to 3 months of conservative therapy, including compression stockings, elevation of legs, and exercises. One of our staff members from Patient Account Services will work with you in obtaining the maximum, applicable coverage from your insurer. We offer CareCreditSM, payment plans, and accept all major forms of payment including credit cards, cash, checks, and FSA/HSA dollars. Please call us at 816-396-0245.

www.MyVeinDoc.com

ALSARA CLINIC
Life is a beautiful journey

4906 Frederick Avenue
St. Joseph, MO 64506
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- Free Consultation
 - Complimentary vein screening
 - Next Generation Spider Vein Treatment
- Experience the Alsara Clinic Difference

2016 Summer Newsletter

- Alsara Clinic featured in St. Joseph News-Press article
- Varicose and Spider Veins: Not Just a Cosmetic Problem
- Next Generation Spider Vein Treatments
- The Alsara Clinic Difference
- Message from Dr. Gupta

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ALSARA CLINIC FOCUSES ON VEIN CARE
LASER TECHNOLOGY ALLOWS FOR RAPID, LONG TERM TREATMENT

VEIN DEEP

Minnesota-based vein care clinic branches to St. Joseph

By JENA SAUBER
St. Joseph News-Press

Dr. Sam Gupta, a phlebologist, performs a procedure on a patient at his practice, Alsara Clinic in St. Joseph. He estimates he has performed more than 12,000 vein procedures since he started.

Dr. Sam Gupta threads a laser through a vein in a patient's right leg, a red glow emits from underneath the skin.

"It's like 'E.T.' Have you ever seen that movie?" Dr. Gupta asks the patient reclined on the table. The laser is part of one of the procedures Dr. Gupta, a phlebologist, estimates he has performed more than 12,000 times, now at Alsara Clinic in St. Joseph. The vein clinic opened earlier this year at 4906 Frederick Ave. and addresses vein issues, including spider veins, varicose veins and venous insufficiency.

"It's a very specialized area of medicine," Dr. Gupta says. "It's fun when you are capable of making changes in people's life."

Dr. Sam Gupta threads a laser into a patient's leg during an endovenous laser ablation to treat varicose veins. During the procedure, the laser targets and seals the affected veins through a small incision in the skin.

FREE Consultation with Vein Specialist

FREE Vein Screening

CALL: 816-396-0245

Vein care clinic branches to St. Joseph

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Minnesota to Missouri

Dr. Gupta acquired Vein Clinic PA, a sister company of Alsara Clinic, in Minnesota about seven years ago and gradually grew the business to include approximately 11 clinics across the state. Along with several other Vein Clinic PA phlebologists, he traveled to the various clinics, which often had waiting lists and an international patient base.

Eventually, he decided to downsize the clinics and look for a new location to be closer to extended family and focus more on the practice.

"The Kansas City area seemed ideal to meet our needs," he says. "What sealed the deal was when I came here, I met with some of the people here, some of the doctors. It was like home. I'd never been to this place before."

The process of moving to St. Joseph began in fall 2015 and the new location, which they named Alsara Clinic, officially opened to the public March 7. Several employees from Minnesota made the transition to St. Joseph, and several new employees were hired from the St. Joseph area.

"Now I can focus my time and energy on one site and I suddenly have much more time because I don't have to be on the road all the time," he says. "It is hard to let go of the practice and all the patients you get to know over the years."

At Alsara Clinic, the team addresses varicose veins, which can cause leg pain, heaviness, sores, restlessness and cramps, as well as spider veins, considered smaller versions of varicose veins.

Dr. Gupta likens vein problems to leaky pipes behind a wall that causes water damage, wet carpet and mold in a house.

"You can patch those walls as much as you want, but it doesn't stay," he says. "But what do you do to fix those pipes? In the old days, you just had to live with it or when it got really, really bad, you went for vein stripping, which was a very invasive process and you could only strip so much."

Dr. Gupta employs techniques including endovenous laser ablation, an alternative to vein stripping that uses a laser to target and seals the affected veins through a small cut in the skin. It is completed in less than an hour and considered minimally invasive. Dr. Gupta compares the pain to a mosquito bite or bee sting.

"People notice change very quickly," Dr. Gupta says. "It's not very often in medicine that people will, in fact you expect them to, feel better the next day."

Until a few years ago, he focused on varicose veins, performing thousands of the procedures. Patients received treatment for spider veins, generally considered less medically serious than varicose veins, elsewhere.

"We were more into the big stuff, taking care of the more serious things, more life-threatening things, more debilitating things. Then, when legs were feeling better, patients would get to various salons in the area and get treatment for spider veins," he says. "They'd come back with burns and scars and failed treatment. Even if spider veins are considered cosmetic, they really are a smaller version of varicose veins."

He decided to expand the clinic to include spider vein care, including injection sclerotherapy and ultrasound guided foam sclerotherapy. The forms of therapy inject a small amount of sclerosant into the vein that stops the flow of blood.

"Vein problems are common. It doesn't hit you overnight. It creeps up on you," he says. "You may notice some spider veins. Then you may notice that you bruise more easily and you may notice that your legs feel more heavy, achy, tired. The moment you start to talk about these things, you're more into the big stuff, taking care of the more serious things, more life-threatening things, more debilitating things. Then, when legs were feeling better, patients would get to various salons in the area and get treatment for spider veins," he says. "They'd come back with burns and scars and failed treatment. Even if spider veins are considered cosmetic, they really are a smaller version of varicose veins."

He focuses on providing quality care, he says, and hopes to expand the practice's technology and staff in the future. Knowing where to turn to for vein care can be difficult, but going for an initial consultation is the first step, Dr. Gupta says.

"If you ask the patient, they are terrified. They don't know what is going on," Dr. Gupta says. "If you explain to them what happened, why it happened and they know it can be taken care of, well then you just changed their world."

Jena Sauber can be reached at jena.sauber@newspressnow.com. Follow her on Twitter: @SJNPSauber.

Varicose and Spider Veins: Not Just a Cosmetic Problem

3 Common Myths

1 Myth: Varicose and spider veins are purely cosmetic, there's no need to treat them.

Truth: Varicose and spider veins that are visible on the skin's surface are merely an extension of deeper veins below the surface that are not visible to the naked eye. The underlying issue of venous hypertension (back flow of blood) and venous insufficiency will increase over time. Initially there are mild symptoms that may evolve into debilitating pain and life threatening complications.

WHICH OF THESE LEGS COULD HAVE VARICOSE VEINS?

Spider Veins Varicose Veins Edema Hyper-pigmentation Ulcer Varicose veins may not be visible

ANSWER = ALL OF THE ABOVE

816.396.0245

When You Love What You Do It Shows

I am 73 years old and I did not know such treatment exists. But I trust Dr. Gupta and his Staff for the rest of the treatments. I feel so much better about life. Of course then there is healing and such. But the whole experience is so nice that I soon forgot how much pain I went thru in my life with my legs. I could just cry for happiness.

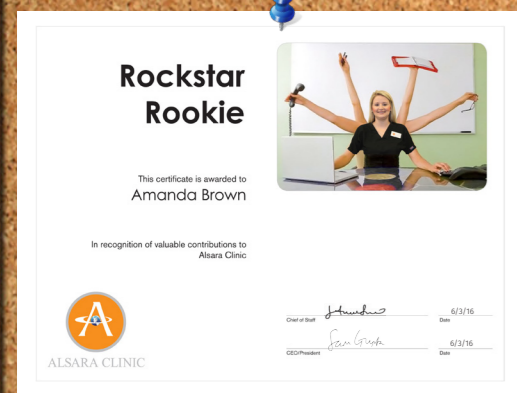
Gisela Linn

Thank you
DR. Gupta and Staff
you are all so
nice and
Patient

Rockstar Rookie

This certificate is awarded to
Amanda Brown

In recognition of valuable contributions to
ALSARA CLINIC



SPOTLIGHT AWARD

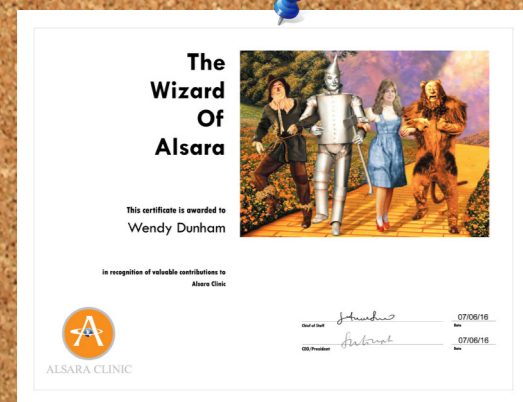
This certificate is awarded to
Kati Ussary
In recognition of valuable contributions to
ALSARA CLINIC



The Wizard Of Alsara

This certificate is awarded to
Wendy Dunham

In recognition of valuable contributions to
ALSARA CLINIC



Message from Dr. Gupta

Life is a beautiful journey... even for doctors.

Over the years, my patients in Minnesota looked forward to the quarterly newsletters, not just for the “cool” advances in specialty of venous diseases and the amazing success stories, but also for my message that (for better or worse) tends to come straight from the heart.

While watching the July 4th fireworks, I felt a strange sense of joy and exhilaration. At dusk on that day, it dawned upon me that freedom to pursue one’s dreams is the quintessential ingredient in one’s journey of life and has been the driving force all along. That explains why I have chosen to wake up at 4 am since childhood. In elementary school, it felt like it was the most logical thing to do as (growing up with six siblings in my family) there was more space to do my homework when others were sleeping. In high school, it was all about grades that would eventually help me “change the world”. In medical school and residency, it was like living in space where it was 4 am all the time. Subsequently, while in practice I found myself up again at 4 am each day. There was simply too much excitement in the world of medicine to miss anything and the world had to be saved, one patient at a time. Working every waking hour was justified as, per the quote, “A doctor must work eighteen hours a day and seven days a week. If you cannot console yourself to this, get out of the profession.”

Being a doctor is an honor and a privilege unlike any other. You have access to patients in ways that are both intimate and infinite. Patients share with doctors what they sometimes are reluctant to share even with their relatives and friends. This offers a unique opportunity to impact their lives and bring a positive change; an opportunity that we simply cannot afford to miss. When patients like Gisela make comments such as “my leg is a thousand times better” followed by “I could cry for happiness,” I know I did not waste the opportunity to make a positive change in this wonderful woman’s life, who in turn brings so much joy to people’s lives.

Then why is it then that I felt a sinking feeling when my two girls expressed an interest in becoming doctors some day? The older one is firm on being an “eye doctor” and can now clearly pronounce “ophthalmologist”. However, the younger one is still vacillating between becoming “an x-ray doctor”, dentist, or settling with being a “mermaid” instead. Do my kids genuinely want to emulate a Physician’s work? Or is it because they feel that whatever it was that took up so much of my time, away from family, must be exceptional and they want it too? I have seen high burnout rates among my colleagues and know a few classmates who are outstanding physicians, but have decided to quit medicine altogether.

I recollect reading a quote “While we try to teach our children all about life, our children teach us what life is all about.” I continue to believe that the practice of medicine is a noble profession. Freedom for pursuit of happiness is priceless, but comes with great responsibility. Our choices shape us into who we are. I choose to believe that the business of restoring health and happiness must start from one’s own home. So now I wake up at 4 am to start working on my improvised mission: restore smiles starting from home, continue until the last patient on my schedule leaves the clinic and finish with a bedtime story for my kids. That reassures them life is a beautiful journey regardless of what career path they choose to pursue and of course it will be hard to find a college for a budding mermaid!

I feel grateful for the freedom that we take for granted, a beautiful family that is always eager to give you another chance and a profession that offers an unparalleled opportunity to change people’s lives for the better. Life is a beautiful journey indeed!

San Gupta



“I feel so much better about life.”

Gisela Linn
Patient Ambassador

Recipe

Choose the safest, most effective and technologically advanced treatments available on the planet. Add the professionalism and experience of staff at Alsara Clinic. Top it off with generous amounts of care and love.

Enjoy the Alsara Clinic difference!

The Alsara Clinic Difference

- Board Certified Vein Specialist
- Treatments are safe, effective and in-office
- Virtually painless
- Covered by almost all insurers including Medicare and Medicaid
- Next Generation Spider Vein Treatments



ALSARA CLINIC
Life is a beautiful journey

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