



February 9–12, 2012
SCOTTSDALE, ARIZONA

PROGRAM COORDINATORS

Matthew S. Johnson, MD, FSIR
Indiana University School of Medicine
Indianapolis, Ind.

Riad Salem, MD, MBA, FSIR
Northwestern Memorial Hospital
Chicago, Ill.

Charles Nutting, DO, FSIR
Radiology Imaging Associates
Lone Tree, Col.

LOCATION: FireSky Resort & Spa

NEEDS ASSESSMENT

Percutaneous, minimally invasive techniques are increasingly important in the management of solid organ malignancies. Concepts regarding patient selection, best approaches, potential synergies and sequencing of adjuvant therapy are rapidly evolving.

Transarterial brachytherapy represents one of the newest breakthrough therapeutic approaches. While in some ways the delivery is similar to existing transarterial therapies, expert practice also requires mastery of relevant aspects of radiation biology, dosimetry, radiation safety, embolotherapy and clinical office management. One must understand the role of yttrium-90 (Y90) in the context of available alternatives and emerging surgical and medical treatment strategies. With growing validation of the efficacy of these treatments, it is incumbent on interventional radiologists interested in leading Y90 treatment teams to ensure that they are adequately prepared.

A survey given by the Society of Interventional Radiology to last year's attendees of the *Y90: Are you U Ready?* Meeting, revealed remarkably positive feedback to its educational value. One-hundred percent of the respondents stated they found the learning experience to be of value, and ninety-three percent strongly agreed that the course was relevant to their practice needs. Furthermore, all respondents stated they would recommend the course to colleagues or partners.

COURSE DESCRIPTION

This three-and-a-half-day course, designed with lectures, panel discussions, case scenarios and hands-on workshops, will offer the most in-depth, comprehensive and challenging curriculum available for interventional radiologists interested in initiating or developing their practice in this exciting aspect of interventional oncology. This course incorporates the requisite training and testing for official SIR validation of the IR attendee as qualified to apply for Authorized User (AU) status for intra-arterial Y90 in the treatment of hepatic malignancies and concludes with an onsite learning assessment. Upon successful completion of this course and assessment, learners will receive a course completion certificate outlining the educational course content.

COURSE EDUCATIONAL OBJECTIVES

Upon completion of this course, the attendee should be able to:

- Compare and contrast current device platforms
- Discuss the current algorithms and outcomes for treatment of primary and secondary hepatic malignancies inclusive of surgical, medical and transarterial therapies and explore the ideal sequencing of radioembolization in those algorithms
- Explore trends in patient selection and outcome prediction and discuss the relative importance of cancer, cirrhosis, age, performance status, imaging and physical examination
- Review information on the treatment algorithm, the rationale for the two-stage approach, device delivery strategies and microcatheters, coiling and embolization techniques and describe issues in postprocedural care and follow-up
- Describe best practice in Y90 radiation safety and dose management
- Describe advanced radiation physics and various methods of calculation of dosimetry and how they vary between available platforms
- Demonstrate an advanced knowledge of Y90 administration procedure, including familiarity with both available administration systems
- Describe responsibilities and significance of AU status in the comprehensive management of radioembolization and identify the importance of a robust radiation safety program
- Identify state and institutional requirements for becoming an AU and demonstrate comprehension of the elements and significance of a robust radiation safety program as it relates to intra-arterial Y90 therapy
- Demonstrate hands-on advanced microcatheterization and embolization skills pertinent to device delivery
- Discuss appropriate follow-up and patient prognosis after radioembolization

TARGET AUDIENCE

This course will provide focused educational opportunities for interventional radiologists. SIR encourages fellows-in-training to attend this course.

Y90: Are yoU ready?

CME STATEMENT

The Society of Interventional Radiology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide medical education for physicians.

SIR designates this live activity for AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CORPORATE EDUCATIONAL SUPPORT*

Benefactor: \$36,800 and up

Partner Level: \$20,000- \$35,779

Supporter Level: \$5,000 - \$19,999

Supporter Level and above receive:

- IR News Recognition
- JVIR Recognition
- Blast Email Recognition
- Listing on *Y90: Are yoU ready?* meeting web-page
- Recognition in Course Proceedings
- Attendee List

Partner Level and above:

- All listed under Supporter
- Logo on meeting web page and on all communications on site and pre-meeting
- Up to four complimentary industry registrations
- All listed under Supporter

Benefactor Level:

- All listed above
- Personal recognition at the podium with company representative and steering committee member
- Logo recognition on welcome packet for attendees at check-in

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| <p>All educational support for Y90 course will apply to SIR Universal Supporter level attainment.</p> |
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**Please see the SIR Policy on Corporate Relationships.*

CORPORATE EXHIBITS:*

Y90: Are yoU ready? offers industry partners the chance to interact with course participants through the Y90 Course Exhibits Program. Exhibits are open each day for the course and dedicated time for attendees to visit the exhibits is provided.

- Table-top Exhibit Fee – Benefactor Level Supporter: \$3,200
- Table-top Exhibit Fee SIR Corporate Member: \$4,000
- Table-top Exhibit Fee Non-Member: \$5,000

*Fees for exhibits are not included in the sponsorship totals above and are independent of educational support.

Company Personnel:

We would like to provide all exhibitors with three (3) badges for their personnel who will attend the meeting. Additional badges are available depending on support level as follows:

- Benefactor Level: 4 additional badges
- Partner Level: 2 additional badges

Additional badges for corporate personnel will be the rates listed below. All personnel attending the Y90 meeting must have a badge at all times. In order to receive educational credits, corporate personnel must register for an attendee badge at these exhibitor rates:

| Badge Type | Pre January 12, 2012 | Post January 12, 2012 |
|------------------------------|----------------------|-----------------------|
| Exhibitor – Corporate Member | \$1450 | \$1650 |
| Exhibitor - Nonmember | \$2150 | \$2350 |

In-kind Support:

Y90: Are YoU ready? has numerous opportunities for in-kind device and equipment support for the hands-on training during this course. Please contact Beth@SIRweb.org for more information.

SIR is a national organization of physicians, scientists and allied health professionals dedicated to improving public health through disease management and minimally invasive, image-guided therapeutic interventions.

Your support is vital in helping SIR maintain the high level of educational quality that our membership has come to depend upon.

| | | | |
|--|--|---|--|
| Title of CME Activity: Y90: <u>Are yoU</u> ready? | | | |
| Activity Location: Firesky Resort Scottsdale, AZ | | Activity Date: February 9-12, 2012 | |
| Name of Commercial Interest (Company) _____ | | | |
| Amount of Educational Grant: \$ _____ | | | |
| _____ Benefactor | _____ Partner | _____ Supporter | |
| Description of In-Kind Support: _____ (i.e. equipment, devices, supplies, materials) | | | |
| Estimated Value: \$ _____ | | | |
| FOR SIR STAFF USE ONLY | | | |
| Grant will be used for the following: | | | |
| Speaker Honoraria | Speaker Expenses (itemize) Travel, hotel | Meeting Expenses (itemize) Food and beverage, AV, meeting facilities | Other (list) Course material printing/production |

WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

The Society of Interventional Radiology (SIR) is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, the Society of Interventional Radiology has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest¹, which is used to pay all or part of the costs of a CME activity.

Terms, Conditions, and Purposes

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

Appropriate Use of Commercial Support

3. The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
5. All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
6. The Accredited Provider will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.
8. The Commercial Interest may not be the agent providing the CME activity to the learners.

Disclosure

9. The Accredited Provider will ensure that the source of support from the Commercial Interest, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

The Commercial Supporter and the Society of Interventional Radiology agree to abide by all requirements of the **ACCME Standards for Commercial SupportSM** (appended).

¹ The ACCME defines a Commercial Interest as any proprietary entity producing health care goods or services, consumed by, or used on, patients, with the exemption of non-profit or government organizations and non-health care related companies. The ACCME does not consider providers of clinical service directly to patients to be commercial interest.

Name of Accredited Provider

Society of Interventional Radiology

Tax ID Number 39-1345331

3975 Fair Ridge Drive, Suite 400 N

Fairfax, VA 22033

Contact Person Beth Allgaier

Phone Number 703-691-1805

Email Address ballgaier@sirweb.org

Fax Number 703-691-1855

Name of Commercial Interest

Address

City, State, Zip

Contact Person

Phone Number

Email Address

Fax Number

Agreed by Authorized Representatives

Commercial Interest

Accredited Provider

Signature and Date

Signature and Date

Print Name

Print Name

Title

Title

SIR Policy on Corporate Relationships

The Society of Interventional Radiology ("SIR") greatly values and relies upon financial support from reputable corporations to further SIR's mission to advance the science and art of interventional radiology and promote community health, patient welfare, and public education in this medical field. In many instances, financial support from corporate sponsors enables SIR to engage in continuing medical education programs, public education initiatives, and other activities that could not otherwise be pursued. The following guidelines were established to ensure that all of SIR's corporate sponsorship arrangements advance its mission and strategic goals, serve the best interests of the membership, retain SIR's independence, and avoid conflicts of interest.

1. Definition of Corporate Arrangements. For the purpose of these guidelines, "corporate arrangements" shall mean transactions in which SIR receives funds or other contributions from a commercial organization, either as a direct donation in support of an SIR program or activity or as part of a collaborative public education program or event.

2. Consistency with SIR's Mission. When appropriate and desirable, SIR may participate in corporate arrangements to support activities that will further SIR's mission to improve health and the quality of life through the practice of interventional radiology and to promote education, research, and communication in the field while providing strong leadership in the development of health care policy. SIR shall exercise sole discretion in choosing its corporate sponsors.

3. Review and Approval. Any proposed corporate arrangements, other than those involving just an unrestricted donation of funds, must be reviewed and approved by SIR's Executive Council to ensure that such arrangements would have no potential influence on SIR policies, are consistent with SIR's mission and goals, do not pose a conflict of interest, and in no way effect the objectivity of the association, its members, activities, and programs. SIR Executive Staff will review and approve prior to publication or dissemination all marketing materials bearing SIR's name, logo, and/or other identifying information for compliance with these principles and guidelines.

4. No Endorsement. Participation in a specific corporate arrangement should not in any way imply SIR's endorsement of that corporation's general policies, products, or services, nor imply that SIR will exert any influence to advance the corporation's interests outside the substance of the arrangement itself. SIR's name, logo and/or identifying information may not be used in a manner that would express or imply SIR's endorsement of the corporation or its policies.

5. Written Agreement. The terms, conditions, and purposes of the financial support will be documented by a signed agreement between the corporate supporter and SIR. In entering into a corporate agreement under this policy, SIR will ensure to the extent feasible that taxable and nontaxable payments are separately identified and itemized in the agreement.

6. No Free Advertising or Return Benefit. Sponsors will not be entitled to receive free advertising (as that term is defined by the Internal Revenue Code ("IRC") or Internal Revenue Service ("IRS") rules and regulations) or other substantial return benefit from its contribution other than appropriate acknowledgments, items of nominal value, and/or the use of SIR's name and logo in materials promoting a sponsored activity or project. For the purposes of this policy, "nominal" shall be defined according to IRS regulations (i.e., less than two percent of the contribution or \$74, whichever is less). SIR may, in its sole discretion, provide nonqualitative acknowledgments of a sponsors' contributions in its regular periodicals; however, sponsors will not be entitled to such acknowledgments as a condition of their contributions.

7. Acknowledgments. Consistent with the corporate sponsorship provisions of the federal tax laws, SIR may permit program materials and activities to include acknowledgments of financial and other support from organizations. Such acknowledgments may identify and describe the company's products or product lines in neutral terms and may include the sponsor's name, logo, slogan, locations, telephone numbers, or website addresses as long as such acknowledgments do not include (a) comparative or qualitative descriptions of the company's products, services, or facilities; (b) price information or other indications of savings or value associated with the company's products or services; (c) a call to action; (d) an endorsement; or (e) an inducement to buy, sell, or use the sponsor's product or service. Any such acknowledgments will be created, or subject to prior review and approval, by SIR.

8. No Product Promotion. Organizations may not be permitted to advertise, market, or otherwise promote specific products and services in connection with their sponsorship of SIR-related programs and activities, but products or services may be listed or displayed in a nonqualitative manner.

9. No Contingent Payments. SIR will not enter into a corporate arrangement where the amount of payment by the corporation is contingent upon attendance at an event or other measures of public exposure.

10. Free Items to Members. SIR will carefully scrutinize any corporate arrangements that give an organization the right to provide something of value to SIR members or other physicians to ensure that the giveaway item or service is of nominal value and is not tied to the volume or value of physician purchases of the sponsor's products or services.

11. CME Rules. SIR maintains complete control of the content and speakers at any sponsored activity or event. Commercial sponsors will not control the planning, content, or execution of the activity. Commercial sponsors may not attempt to direct or influence the faculty or content of SIR programs, except that SIR may ask the sponsor for suggested speakers and reference materials. SIR will follow the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME), which are incorporated herein by reference and [attachment](#).

12. SIR's Authority. SIR must maintain final authority on all collaborative projects and corporate arrangements. Direct contact between a sponsoring company and an SIR member(s) regarding a collaborative program/activity between SIR and that company shall be made only as approved by SIR.

13. Reports. Reports on SIR corporate activities will be regularly presented to SIR's Executive Council.

14. Exclusivity. Whenever possible and feasible, SIR shall seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event, publication, or service from a single source is appropriate. SIR will exercise special caution so that in circumstances when single support is granted, SIR avoids conflicts of interest and guards against any perception of conflict of interest.

15. Indemnification/Insurance. Where appropriate, SIR will ensure that organizations agree to appropriate indemnification and hold harmless provisions to protect SIR and its officers, directors, employees, and agents against any liability that might arise out of the organizations' acts or omissions with respect to a particular arrangement, including but not limited to any acts or omissions relating to the marketing, sale, dissemination, and/or use of a corporate sponsor's products. SIR may also require corporate sponsors to add the Society to the sponsors' liability insurance where appropriate.

16. Termination. SIR reserves the right to terminate any corporate arrangement if the sponsor or its representatives or agents engage in any conduct, including but not limited to product promotion activities, that would lead SIR to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of SIR or its affiliates. In the event of any such termination, SIR will relinquish the sponsors' contribution and return all unused funds. Upon expiration or termination, no further use may be made by the sponsor of SIR's name without the written approval of SIR.

17. Oversight. SIR's Executive Council is responsible for establishing the principles and guidelines governing SIR's relationships with corporations. SIR's Executive Director is responsible for day-to-day oversight of all corporate arrangements.

Approved by SIR's Executive Council: October 12, 2000



SOCIETY OF
INTERVENTIONAL
RADIOLOGY

Enhanced care through advanced technology®

EXHIBIT SPACE RESERVATION CONTRACT

Y90: Are yoU ready?

(The following information in **bold** may appear in official SIR publications)

Company Name: _____

Address: _____

City: _____ **State/Province:** _____ **Zip:** _____ **Country:** _____

Telephone: _____ **Fax:** _____

Web Site: _____ **Company Email:** _____

Exhibitor Contact Information (who will receive exhibit materials and is official representative)

Contact Name: _____ **Title:** _____

Address: _____

City: _____ **State/Province:** _____ **Zip:** _____ **Country:** _____

Telephone: _____ **Fax:** _____ **E-Mail:** _____

Authorized Signature: _____ **Title:** _____

Product/Service(s) to be displayed: _____

1. Tabletop Exhibit @ \$4,000 (\$5,000 non-member, \$3,200 Benefactor Level Supporter)

2. Payment: Total = _____
Payment Enclosed = _____

3. Payment Method: (make checks payable to: Society of Interventional Radiology in US funds drawn on US Bank)

Check Visa MasterCard American Express

Please call to pay with credit card: (703)691-1805

Hotel Reservation and Shipping/Receiving
Information

FireSky Resort & Spa

4925 N. Scottsdale Road
Scottsdale, AZ 85251

www.fireskyresort.com

1-800-528-7687 – request SIR Y-90 Oncology meeting

Room rate: \$199

Cut-off date: January 13, 2012

Reservations: (800) 528-7867

Hotel: (480) 945-7666

Fax: (480) 946-4056

Shipments:

Hotel must receive shipments within 3 days of the first day of the event

If items are received prior to 3-days before, there is a storage fee of \$3 per day.

All boxes are charged a \$5 shipping/handling charge.

Hotel contact: Kerri Hollister

Kerri.Hollister@fireskyresort.com

direct: 480-424-6070 | fax: 480-424-6071

**Please forward all tracking information to Molly Barlow
mbarlow@SIRweb.org, including carrier, number of boxes and tracking
numbers.**

Exhibits

- **Your exhibit table will be marked with your company name** and will be located in the rooms Earth, Air and Fire.
- Packages shipped to the hotel will be delivered to your exhibit on Wednesday evening. You may set-up on Wednesday, February 8 from 9:00 PM -10:00 PM, as well as on Thursday from 6 -7:00 AM. Please have your exhibit ready no later than 7:00 AM Thursday, February 9.
- Exhibit hours will be Thursday, Friday and Saturday 7:30 AM – 4:30 PM. Exhibits will be most trafficked during breakfast, coffee breaks and lunch.
- There will be a networking reception on Thursday, February 9 from 5:30 – 7:00 PM. Please plan to attend as this is an excellent, informal way to spend time with the meeting attendees and faculty.

Attendees

- If I have received your list of attendees, badges will be waiting for them at the registration desk next to the exhibit area. Please forward names to Beth@SIRweb.org as soon as possible. Please see the “Corporate Exhibits” information above, as badge quantities are limited. You are able to purchase additional badges beyond those allotted for the meeting.

Meals

- Breakfasts and lunches during the meeting are included and will be in Earth, Air and Fire room with the exhibits. Dinners will be on your own.