

Letter From the SIR President

Dear Corporate Partners,

Since its founding in 1973, the Society of Interventional Radiology (SIR) has grown into the vital resource for professionals and other stakeholders in the continually evolving field of interventional radiology. SIR has a steadily increasing membership of nearly 5,000 physicians, scientists and other allied health professionals.

Interventional radiologists continue to be at the forefront of innovation in minimally invasive surgical techniques. Over the past four decades more than 2,400 patents and patent applications have been filed by members of the SIR. The development of interventional oncology as a growing specialty area of interventional radiology has led to innovative ways to manage cancer patients, some of whom have no other therapeutic options. Fibroid embolization has enabled thousands of women suffering with uterine fibroids to avoid hysterectomy.

The Society of Interventional Radiology is currently embarking on an ambitious “Value Initiative,” developing in-house health services research expertise, so we can speak to private payers and Congress with data in hand and speak in their terms. This initiative is critical as competition for federal dollars intensifies, and we hope to engage your company for support in this process. Your company’s support is also crucial to SIR’s ability to create the robust educational programming and clinical practice tools SIR members depend on to continue to fuel their drive for innovation.

Interventional radiology is a vibrant and growing specialty. The recent Fellowship Match was a tremendous success. Data from the “Specialties Matching Service 2011 Appointment Year” indicates that interest in interventional radiology fellowships has been growing steadily over the past five years. All indicators of interest in IR training have shown noticeable increases over this time period.

SIR provides a broad range of programs, products and services to meet the needs of its members and support the specialty. This includes a monthly peer-reviewed scientific journal (the *Journal of Vascular and Interventional Radiology*) and the SIR Annual Scientific Meeting. The Society is actively involved in reimbursement and health policy, regulatory affairs, professional and patient education, practice development, publications, public relations, research, technology assessment, emerging technologies, safety and health, clinical practice guidelines and quality assurance, among other activities. SIR maintains outreach programs with government, industry, other medical specialty societies and international radiology societies as well as disease-based and consumer advocacy organizations. And, as a reflection of IR’s diversity, the Society continues its efforts in education, quality assurance and defining training guidelines in all therapies considered fundamental to interventional radiology, including neuro, venous and other nonvascular interventions.

SIR’s members rely on the SIR Annual Scientific Meeting and the many programs and tools included in the pages of this *Corporate Opportunities* brochure to further their abilities to treat patients. I hope you will consider supporting a variety of the meaningful opportunities highlighted in this publication.

Thank you in advance for your commitment to the future of interventional radiology.

Sincerely,



Timothy P. Murphy, MD, FSIR
SIR President