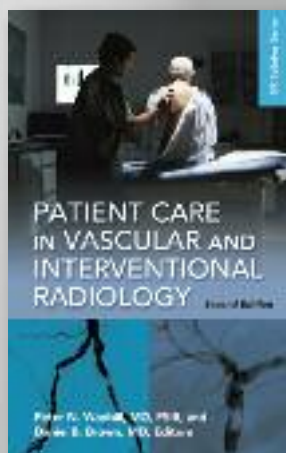
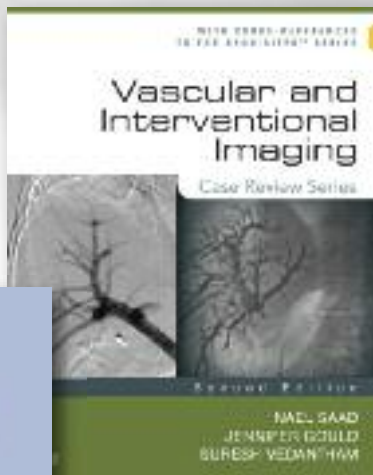


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Contents

General Interventional Radiology	1
Peripheral Arterial Disease	9
Interventional Oncology	13
Neurointervention	14
Arterial & Venous Intervention	17
Musculoskeletal	19
Women's Health	20
General Radiology & Imaging	21
Clinical Practice & Practice Development	24
Coding & Reimbursement	29
Annual Scientific Meeting Resources	30
SIR Membership	31
Journal of Vascular and Interventional Radiology (JVIR)	32
Continuing Education	33
SIR Logo Wear	34
SIR Foundation	35
How to Order	36
Title Index	Inside Back Cover



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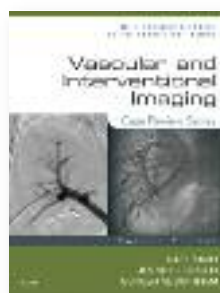
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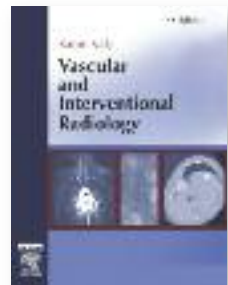
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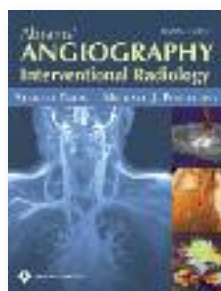
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- ▶ More than 60 contributors provide comprehensive, step-by-step coverage of all contemporary vascular and nonvascular interventional procedures
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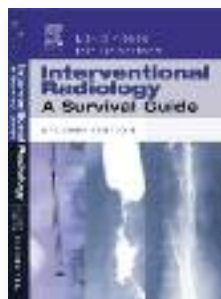
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- ▶ Covers vascular imaging techniques, vascular pathology, lower extremity and pelvis, abdomen, thorax, the great vessel, vascular interventional techniques, biliary tract, GU and reproductive systems, gastrointestinal system, biopsy and drainage in the abdomen, cervicothoracic biopsy, and drainage in the thorax



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Handbook of Interventional Radiologic Procedures

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- ▶ Practical, take-along handbook focuses on protocols and equipment
- ▶ Explains how to perform all current interventional radiology procedures, including pulmonary angiography, vein embolization, biopsy, drainage, and stenting
- ▶ Includes a discussion of issues such as risk management, outpatient care, and drugs and dosages
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(Third Edition)

CD-ROM for PDA

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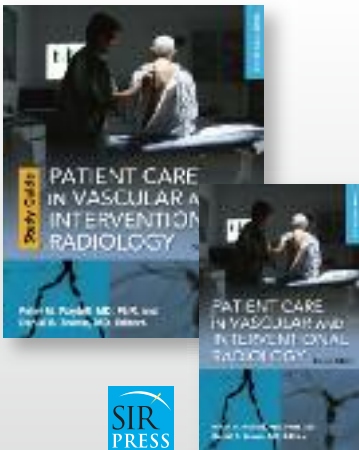
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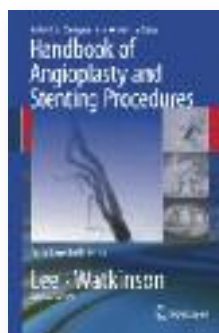
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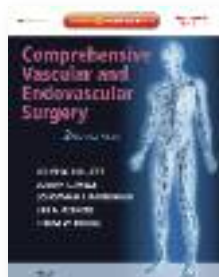
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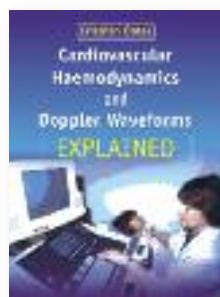
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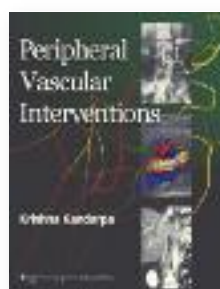
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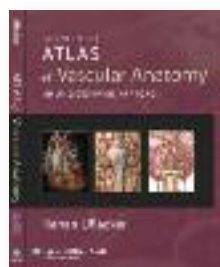
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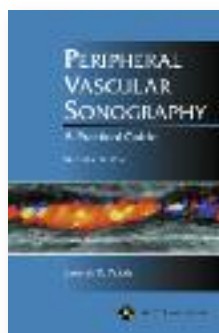
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POLAK

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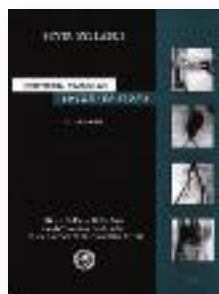
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The Society of Interventional Radiology is a founding partner of the PAD Coalition which, along with the National Heart, Lung and Blood Institute (NHLBI), runs the national PAD awareness campaign every September called “Stay in Circulation: Take Steps to Learn About PAD.”

For more information—or to register as a Legs For Life site—visit www.LegsForLife.org.



**National
Screening for
Vascular Disease**

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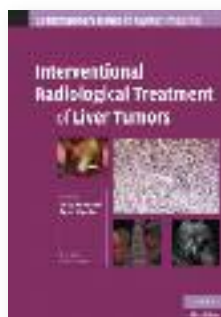
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Interventional Oncology

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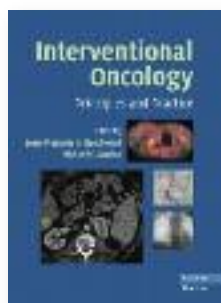
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Carcinoma of the Kidney

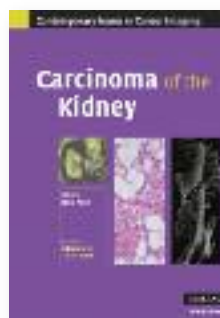
(Contemporary Issues in Cancer Imaging Series)

PATEL

SIR MEMBER PRICE: \$90

NONMEMBER PRICE: \$100

- ▶ Practical, clinically-oriented volume focusing on the diagnostic and clinical challenges of diagnosing kidney tumors
- ▶ Discusses the shifts in the epidemiology, genetics, diagnosis, and management of renal cancer over the last 2 decades
- ▶ Provides overview of advances in treatment, including nephron-sparing procedures and radiologically-guided ablative procedures



2007
HARDBOUND 7 x 10
256 PAGES
224 ILLUSTRATIONS
ISBN 978-0-5218-7838-8
CAMBRIDGE UNIVERSITY PRESS

Interventions in Oncology

RAY, HICKS & PATEL

SIR MEMBER PRICE: \$99

NONMEMBER PRICE: \$142

- ▶ A state-of-the-art textbook on radiologically-guided diagnosis and minimally invasive treatment options in patients with cancer
- ▶ Includes imaging strategies and discussions of treatment options including chemotherapy, embolization, radiofrequency ablation, brachytherapy, and gene therapy
- ▶ Special emphasis is given to hepatic malignancies and their interventional radiologic treatment options

New Low Price!



2003
HARDBOUND 8.5 x 11
314 PAGES
ITEM NUMBER 439
SIR

Neurointervention

Pain Management in Interventional Radiology

RAY

SIR MEMBER PRICE: \$85

NONMEMBER PRICE: \$95

- ▶ Includes an overview of the multiple techniques used in the management of pain in IR suites, including minimally invasive techniques used to treat patients with chronic pain symptoms
- ▶ Discusses the diagnosis and treatment of spinal pain, intraprocedural and post-procedural pain management, embolization and ablation techniques used to treat patients with uncontrollable pain, and alternative treatments for pain relief
- ▶ Practical resource for anyone interested in acquiring skills in locoregional or systemic pain control

Bestseller!



2008
HARDBOUND 7 x 10
344 PAGES
218 ILLUSTRATIONS
ISBN 978-0-5218-6592-0
CAMBRIDGE UNIVERSITY PRESS

Interventional Radiology in Pain Treatment

KASTLER, BARRAL, FERAGNE & PEREIRA

SIR MEMBER PRICE: \$152

NONMEMBER PRICE: \$169

- ▶ State-of-the-art book describes the techniques employed by interventional radiologists in the treatment and palliation of a variety of benign and malignant painful conditions
- ▶ Each chapter, written by an expert in the field, concentrates on a particular aspect of pain management, with emphasis on practical issues
- ▶ Will serve as an invaluable source of information for the radiologist willing to learn about new pain therapy techniques aimed at optimizing or replacing more invasive traditional methods



2007
HARDBOUND
202 PAGES
159 ILLUSTRATIONS
ISBN 978-3-540-24810-1
SPRINGER

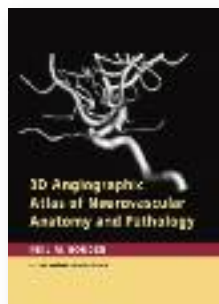
3D Angiographic Atlas of Neurovascular Anatomy and Pathology

BORDEN

SIR MEMBER PRICE: \$170

NONMEMBER PRICE: \$190

- ▶ The first atlas to present neurovascular information and images based on catheter 3D rotational angiographic studies
- ▶ 3D images are extensively labeled and juxtaposed with conventional 2D angiograms for orientation and comparison
- ▶ **“The best 3DRA neurovascular source available.”**
—*American Journal of Neuroradiology*
- ▶ **“An excellent book for practicing radiologists.”**
—*Academic Radiology*



2006
HARDBOUND 8.5 x 11
284 PAGES
609 ILLUSTRATIONS
ISBN 978-0-5218-5684-3
CAMBRIDGE UNIVERSITY
PRESS

Practical Neuroangiography

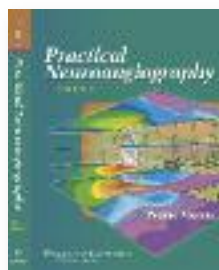
(Second Edition)

MORRIS

SIR MEMBER PRICE: \$189

NONMEMBER PRICE: \$210

- ▶ Complete, concise, current, practical, and richly-illustrated guide to diagnostic and interventional neuroangiography and neurovascular disease
- ▶ Chapters address issues concerning patient safety, radiation protection, complications, and outcomes
- ▶ Topics cover the most common elective and emerging interventional procedures
- ▶ More than 1,000 photographs and diagrams



2006
HARDBOUND 8.5 x 11
560 PAGES
1,047 ILLUSTRATIONS
ISBN 978-0-7817-6515-2
LIPPINCOTT WILLIAMS &
WILKINS

Vertebroplasty and Kyphoplasty

Bestseller!
RESNICK, BARR & GARFIN
SIR MEMBER PRICE: \$100
NONMEMBER PRICE: \$110

- ▶ First book to cover everything that is currently known about vertebroplasty and kyphoplasty, including patient selection, operative techniques, complication avoidance, and management outcomes
- ▶ Discussion of the role of vertebroplasty and kyphoplasty in acute fractures, nonosteoporotic pathological compression fractures, and burst fractures
- ▶ A multidisciplinary panel of spine surgeons, orthopedic surgeons, neurosurgeons, and IRs provide unique perspectives, including a comparison of techniques



2005

HARDBOUND

138 PAGES

37 TABLES

140 ILLUSTRATIONS

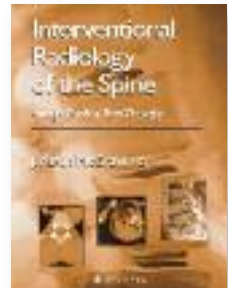
ISBN 978-1-5889-0227-6

THIEME PUBLISHERS

Interventional Radiology of the Spine

Image-Guided Pain Therapy
MCGRAW
SIR MEMBER PRICE: \$152
NONMEMBER PRICE: \$169

- ▶ Complete course on evaluating and treating patients with back pain, including interventional spinal procedures, spinal imaging, and the clinical evaluation of the spine patient
- ▶ Focuses on all the critical spinal procedures, ranging from such traditional methods as selective nerve root blocks, epidural injections, facet injections, sacroiliac joint injections, to such state-of-the-art techniques as spinal biopsy, percutaneous vertebroplasty, spinal imaging, nucleoplasty, discography, intradiscal electrothermal therapy, and transcatheter therapy for tumors of the spine
- ▶ Additional material is provided on basic spinal anatomy, CT, MRI, the nuclear medicine of the spine, and the pharmacology of the medications used in injection procedures



2004

HARDBOUND

244 PAGES

318 ILLUSTRATIONS

ISBN 978-1-58829-198-1

SPRINGER

Stroke Therapy

*Flush Lines and Guide Catheters—
How They Work*
WITH J.J. "BUDDY" CONNORS, III, MD
SIR MEMBER PRICE: \$15
NONMEMBER PRICE: \$25

- ▶ Educational video on intra-arterial stroke therapy shown during the ASITN/ASNR/SCVIR Stroke Therapy Conference



CD-ROM

ITEM NUMBER 432

SIR

Arterial & Venous Intervention

Vascular Access: Principles and Practice

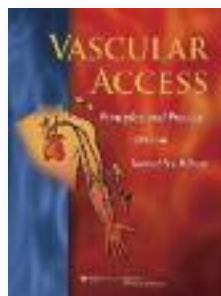
Fifth Edition

WILSON

SIR MEMBER PRICE: \$135

NONMEMBER PRICE: \$149

- ▶ Provides how-to information on all aspects of access to the vascular system for hemodialysis, parenteral nutrition, chemotherapy, and resuscitation
- ▶ Preoperative evaluation, operations, noninvasive procedures, complications, and other aspects are detailed
- ▶ Essential for all clinicians treating patients who require vascular access, including vascular surgeons, general surgeons, nephrologists, dialysis technicians and nurses, radiologists, and cardiologists



2009
HARDBOUND 8 x 11
328 PAGES
244 ILLUSTRATIONS
ISBN 978-1-60547-203-4
LIPPINCOTT WILLIAMS & WILKINS

Hemangiomas and Vascular Malformations

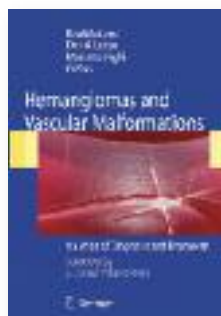
An Atlas of Diagnosis and Treatment

MATTASSI, LOOSE & VAGHI

SIR MEMBER PRICE: \$152

NONMEMBER PRICE: \$169

- ▶ Discusses the complex pathology of vascular tumors, including their heterogeneous clinical manifestations and the need for multidisciplinary competences to reach a correct diagnosis and plan optimal treatment
- ▶ Describes diagnostic imaging and therapeutic procedures for both types of disorders
- ▶ Laser, interventional radiological, and surgical techniques are further explained according to the type of vascular tumor and its localization
- ▶ Well-crafted volume is written for all professionals who deal with vascular tumors in their daily clinical practice and need up-to-date references for these pathologies



2009
HARDBOUND
336 PAGES
371 COLOR ILLUSTRATIONS
ISBN 978-88-470-0568-6
SPRINGER

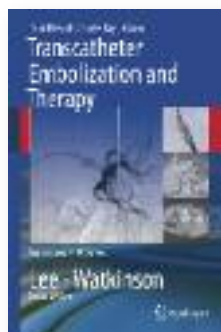
Transcatheter Embolization and Therapy

KESSEL & RAY

SIR MEMBER PRICE: \$54

NONMEMBER PRICE: \$60

- ▶ Section I systematically describes the techniques of transcatheter embolization and addresses the issues surrounding embolization procedures
- ▶ Section II presents specific organ systems and pathologies that undergo embolization therapy
- ▶ Laid out in bullet point format, so that the desired information can be located quickly and easily
- ▶ Interventional radiologists at all stages, from trainees through to specialists, will find this book a valuable asset for their practice



2009
PAPERBACK
304 PAGES
202 ILLUSTRATIONS—101
IN COLOR
ISBN 978-1-84800-896-0
SPRINGER

Vascular Embolotherapy

A Comprehensive Approach

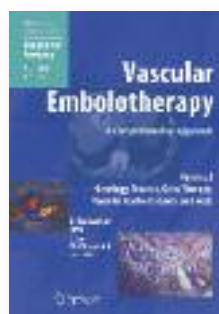
(Volume 2: Oncology, Trauma, Gene Therapy, Vascular Malformations, and Neck)

GOLZARIAN, SUN & SHARAFUDDIN

SIR MEMBER PRICE: \$215

NONMEMBER PRICE: \$239

- ▶ Embolization therapy permits effective nonoperative management of major hepatic, splenic, and renal injuries that once posed a tremendous challenge to the trauma surgeon and has also become an integral facet of the modern oncology center
- ▶ Further important indications include uterine fibroids, vascular malformations, visceral aneurysms, and GI bleeding
- ▶ Volume presents the current state of the art in this exciting and growing field
- ▶ High informational content is supplemented by detailed graphics, providing a comprehensive reference work for both experts and novices in the field



2006
HARDBOUND
338 PAGES
356 ILLUSTRATIONS—
26 IN COLOR
ISBN 978-3-540-21491-5
SPRINGER

Venous Interventions

(Second Edition)

**New Low
Price!**

SZE, FERRAL & PATEL

SIR MEMBER PRICE: \$99

NONMEMBER PRICE: \$142

- ▶ Includes state-of-the-art reviews of interventions in the venous system, including hemodialysis access, central venous access, deep venous thrombosis/pulmonary embolism, and central venous PTA/stents
- ▶ Chapters include clinician and surgeon perspectives on topics such as hemodialysis access, development of intimal hyperplasia, IVC filters, surgical and endovascular management of venous insufficiency, and management of varicose veins



2005
HARDBOUND
8.5 x 11
294 PAGES
ITEM NUMBER 443
SIR

Venous Interventional Radiology with Clinical Perspectives

SAVADER & TREROTOLA

SIR MEMBER PRICE: \$160

NONMEMBER PRICE: \$176

- ▶ Comprehensive, thorough approach to venous IR, including peripheral venous thrombolysis for deep vein thrombosis, treatment of failing and failed hemodialysis access, placement and management of ports, diagnosis and intervention for thromboembolic disease, and use of temporary inferior vena cava filters
- ▶ Includes the clinical perspective: disease process, patient workup, outcome analysis, indications, contraindications, risks, and cost-effectiveness of each procedure



2000
HARDBOUND
672 PAGES
62 TABLES
822 ILLUSTRATIONS
ISBN 978-0-8657-7894-8
THIEME PUBLISHERS

Musculoskeletal

Imaging in Percutaneous Musculoskeletal Interventions

GANGI, GUTH & GUERMAZI

SIR MEMBER PRICE: \$215
NONMEMBER PRICE: \$239

- ▶ One of the first books to deal specifically with imaging in percutaneous musculoskeletal interventions
- ▶ Basic procedures and different guidance techniques are presented and discussed
- ▶ The abilities and uses of imaging in guiding procedures ranging from biopsy and joint injection to management of pain and tumors are extensively documented in adults as well as in the pediatric population
- ▶ Describes the different indications for vascular interventions in musculoskeletal lesions and focuses on ultrasound-guided interventions
- ▶ Well-illustrated with carefully chosen and technically excellent images
- ▶ Each of the 18 chapters is written by an expert of international repute, making this book the most current and complete treatment of the subject available



2009
 HARDBOUND
 414 PAGES
 980 ILLUSTRATIONS—
 200 IN COLOR
 ISBN 978-3-540-22097-8
 SPRINGER

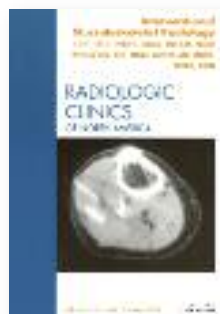
Interventional Musculoskeletal Radiology

An Issue of Radiologic Clinics

MUNK & PEH

SIR MEMBER PRICE: \$89
NONMEMBER PRICE: \$100

- ▶ In-depth coverage of interventions in the spine
- ▶ Includes information on percutaneous spinal augmentation and spinal injections
- ▶ Covers radiofrequency ablation, bone/musculoskeletal biopsy, and sclerotherapy



2008
 HARDBOUND 6 x 9.5
 240 PAGES
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 ELSEVIER



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Women's Health

Interventional Breast Imaging

Ultrasound, Mammography, and MR Guidance Techniques

FISCHER & BAUM

SIR MEMBER PRICE: \$135
NONMEMBER PRICE: \$150

- ▶ Written by a team of experts, this practical how-to guide provides a systematic overview of the most current image-guided interventional techniques used to diagnose breast abnormalities
- ▶ 1,295 high-quality clinical images and more than 50 cases studies for self-assessment
- ▶ Separate chapters on patient preparation, instrumentation, galactography and ductoscopy, and sentinel node biopsy
- ▶ Color-coded text boxes highlight tips, tricks, pitfalls, checklists, and guidelines for rapid review of essential concepts
- ▶ Must-have resource for all radiologists and gynecologists

New!



2010
 HARDBOUND
 264 PAGES
 1,295 ILLUSTRATIONS
 ISBN 978-3-1314-6701-0
 THIEME PUBLISHERS

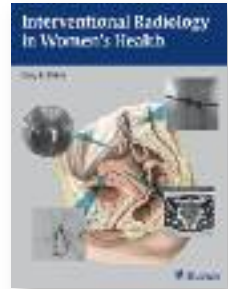
Interventional Radiology in Women's Health

SISKIN

SIR MEMBER PRICE: \$120
NONMEMBER PRICE: \$132

- ▶ Practical resource with introduction to the role of IR in women's health, common clinical problems and conditions unique to women, interventional procedures for treating breast cancer
- ▶ Clinical review of each disease at the beginning of each section
- ▶ Detailed discussion of specific procedures with descriptions of indications, evaluation, techniques, and possible complications
- ▶ Insights from leading specialists in obstetrics, gynecology, internal medicine, and orthopedics

Bestseller!



2009
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 ISBN 978-1-6040-6046-1
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CENTER

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General Radiology & Imaging

Cardiovascular Magnetic Resonance

(Second Edition)

MANNING, DUDLEY & PENNELL

SIR MEMBER PRICE: \$135

NONMEMBER PRICE: \$149

- ▶ Up-to-date clinical applications of cardiovascular MRI for the broad spectrum of cardiovascular diseases, including ischemic, myopathic, valvular, and congenital heart diseases, as well as great vessel and peripheral vascular disease
- ▶ Covers both the technical and clinical aspects of CMR to serve as a comprehensive reference
- ▶ Includes coverage of normal anatomy, orientation, and function to provide you with baseline values
- ▶ Discusses advanced techniques, such as interventional MR, to include essential information relevant to the specialist

New!



2010
640 PAGES
ISBN 978-0-443-06686-3
ELSEVIER

Vascular Imaging

Direct Diagnosis in Radiology

WOLF, GROZDANOVIC, ALBRECHT, HEIDENREICH, SCHILLING & WACKER

SIR MEMBER PRICE: \$60

NONMEMBER PRICE: \$66

- ▶ Includes definitions, epidemiology, etiology, and imaging signs
- ▶ Covers typical presentation, treatment options, prognosis, differential diagnosis, and key references
- ▶ Presented in high-quality diagnostic images



2009
PAPERBACK
252 PAGES
250 ILLUSTRATIONS
ISBN 978-3-1314-5181-1
THIEME PUBLISHERS

Aortic Diseases

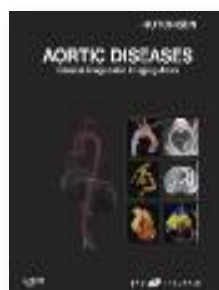
Clinical Diagnostic Imaging Atlas

HUTCHISON

SIR MEMBER PRICE: \$169

NONMEMBER PRICE: \$185

- ▶ Authoritative guidance from a well-known cardiologist and imaging expert about when and how to perform the latest diagnostic imaging tests, interpret the results, and effectively treat aortic emergencies
- ▶ Includes a DVD of procedures
- ▶ Downloadable image library



2009
HARDBOUND 8.5 x 11
374 PAGES
INCLUDES DVD
ISBN 978-1-4160-5270-8
ELSEVIER

CT and MR Angiography

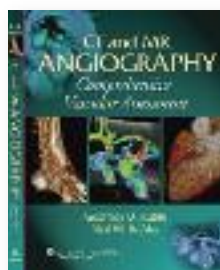
Comprehensive Vascular Assessment

RUBIN & ROFSKY

SIR MEMBER PRICE: \$269

NONMEMBER PRICE: \$295

- ▶ Written by world-renowned experts, this is the first comprehensive text on vascular imaging using CT and MR
- ▶ More than 2,200 illustrations
- ▶ Each chapter details indications, imaging strategies, normal and variant anatomy, diseases, surgical management, pitfalls
- ▶ Authors compare the utility of CT and MR in specific clinical situations and discuss the role of conventional angiography and ultrasound where appropriate



2008
HARDBOUND 8.5 x 11
1,316 PAGES
2,230 ILLUSTRATIONS
ISBN 978-0-7817-4525-3
LIPPINCOTT WILLIAMS & WILKINS

Ultrasonography in Vascular Diseases

A Practical Approach to Clinical Problems

BLUTH, BENSON, RALLS & SIEGEL

SIR MEMBER PRICE: \$60

NONMEMBER PRICE: \$66

- ▶ A concise guide to the latest clinical applications of ultrasound in diagnosing vascular disorders and diseases
- ▶ Practical information on the usefulness of ultrasound, nonimaging tests, or other imaging modalities, such as CT and MR
- ▶ Thorough descriptions of symptoms, differential diagnosis, techniques, as well as the possible complications, benefits, and limitations of each technique
- ▶ More than 150 images and photographs illustrate key concepts



2008
PAPERBACK
144 PAGES
168 ILLUSTRATIONS
ISBN 978-1-5889-0610-6
THIEME PUBLISHERS

Carotid Disease

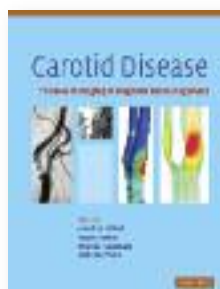
The Role of Imaging in Diagnosis and Management

GILLARD, GRAVES, HATSUKAMI & YUAN

SIR MEMBER PRICE: \$221

NONMEMBER PRICE: \$245

- ▶ Comprehensive coverage of the pathogenesis and management of carotid disease with specific focus on the role imaging has to play in the early recognition of symptomatic and asymptomatic disease as well as the treatment of the developed condition
- ▶ Discusses technological advances in imaging modalities that now allow detailed analysis of the disease progression, the prediction of critical events leading to a stroke, as well as the identification of the most effective surgical or other interventional treatments
- ▶ Highly illustrated throughout with leading expert contributors



2006
HARDBOUND 7.5 x 11
556 PAGES
184 ILLUSTRATIONS
ISBN 978-0-5218-6226-4
CAMBRIDGE UNIVERSITY PRESS

Vascular Diagnosis with Ultrasound

Clinical Reference with Case Studies

HENNERICI & NEUERBURG-HEUSLER

SIR MEMBER PRICE: \$150

NONMEMBER PRICE: \$165

- ▶ The most comprehensive information available on the broad spectrum of vascular ultrasound applications
- ▶ Discusses the available ultrasound technologies, including continuous and pulsed-wave Doppler mode, b-mode, and conventional and color-coded duplex analysis in frequency and amplitude power modes
- ▶ Covers anatomy, physiology, normal and abnormal findings, and test accuracy and sensitivity



2006
HARDBOUND
380 PAGES
49 TABLES
532 ILLUSTRATIONS
ISBN 978-1-5889-0144-6
THIEME PUBLISHERS

iRAD

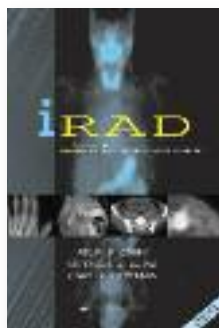
Interactive Radiology Review and Assessment CD-ROM

CHEW, KLINE & WHITMAN

SIR MEMBER PRICE: \$199

NONMEMBER PRICE: \$220

- ▶ Ideal study aid for certification and recertification
- ▶ Contains sections that cover all the radiology areas, similar to the ABR exam
- ▶ Includes 500 cases that reflect actual, day-to-day practice
- ▶ More than 2,700 multiple-choice and true/false questions
- ▶ More than 4,200 large, clear images and a link to the National Library of Medicine



2000
CD-ROM
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Setting Up and Running an Office-Based Clinical Practice Supplement: Strategy and Business Plan Development

New!

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NONMEMBER PRICE: \$75

- ▶ How to write an in-depth business plan
- ▶ Includes updated Stark rule legal chapter
- ▶ Includes new charge sheet for 2010, new federal poverty guidelines, and IR clinic discounted cash flow model
- ▶ Includes CD with electronic resources



2010
 PAPERBACK 8.5 x 11
 52 PAGES
 INCLUDES CD-ROM WITH
 CUSTOMIZABLE FORMS
 AND DOCUMENTS
 ITEM NUMBER 701
 SIR

Setting Up and Running an Office-Based Clinical Practice

SIR MEMBER PRICE: \$150
NONMEMBER PRICE: \$350

- ▶ Comprehensive resource for those interested in establishing or enhancing a clinical practice of IR
- ▶ Step-by-step blueprint that will guide you through the process of implementing a clinical practice in an existing setting—demonstrate the monetary value of your clinical practice to your diagnostic radiology partners
- ▶ Provides many practical solutions to common office practice issues and identifies many IR clinical practice processes colleagues are currently using
- ▶ Includes advice on setting up a medical office, financial management, legal issues, billing, personnel hiring, marketing, and resources



2005
 SPIRALBOUND
 8.5 x 11
 279 PAGES
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 CUSTOMIZABLE FORMS
 AND DOCUMENTS
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 SIR

Setting Up and Running an Office-Based Clinical Practice: Manual and Supplement Bundle

Great Savings!

SIR MEMBER PRICE: \$175
NONMEMBER PRICE: \$400

- ▶ For one great price get both the manual and supplement for setting up and running an office-based clinical practice.



2010
 ITEM NUMBER 702
 SIR

Socioeconomic Survey Booklet Set

(2006/2007 & 2000/2001)

SIR MEMBER PRICE: \$150

NONMEMBER PRICE: \$300

- ▶ Surveys capture various aspects of the practice of IR and summarize findings
- ▶ Particular focus on: practice information, trends in services offered, trends in referral patterns, employment issues, and freestanding centers



2007
PAPERBACK 8.5 x 11



2001
PAPERBACK 8.5 x 11

ITEM NUMBER 504
SIR

Interventional Radiology Sourcebook

SIR MEMBER PRICE: \$75

NONMEMBER PRICE: \$100

- ▶ Comprehensive resource about IR treatments is ideal for educating patients
- ▶ Organized by topical sections to help readers quickly find information
- ▶ Ideal book to inform hospital public relations and marketing departments about IR and its benefits to patients



2005
SPIRALBOUND
8.5 x 11
168 PAGES
ITEM NUMBER 304
SIR

Grand Rounds Customizable Series on CD-ROM

SIR MEMBER PRICE: \$125

NONMEMBER PRICE: \$400

- ▶ Help build your practice and educate referring physicians about the minimally invasive procedures you can offer patients
- ▶ Grand Rounds series, for both PC and MAC, are customizable to your practice
- ▶ Series includes Abdominal Aortic Aneurysm, Central Venous Access, Deep Vein Thrombosis, Peripheral Arterial Disease, Hemodialysis Access, Needle Biopsy, Renovascular Hypertension, Uterine Fibroid Embolization, and Vertebroplasty



2004
CD-ROM
ITEM NUMBER IRGRCD
SIR

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Marketing Your Uterine Fibroid Embolization Practice

SIR MEMBER PRICE: \$80

NONMEMBER PRICE: \$295

- ▶ Step-by-step process from hiring staff to creating a Web site—information applicable to promoting any interventional radiology service line
- ▶ Manual will help you assess your practice's strengths and guide you through areas needing improvement
- ▶ Take advantage of fundamental marketing strategies to grow your practice while enhancing patient care
- ▶ Includes questionnaire to assess practice needs, plan overview, bibliography of published research, and CD-ROM with essential forms and letters you can personalize to set up or expand a practice



2003
PAPERBACK 8.5 x 11
80 PAGES
INCLUDES CD-ROM
ITEM NUMBER 440
SIR

2000–2001 Socioeconomic Survey Report and Aggregate Data on CD-ROM

SIR MEMBER PRICE: \$150

NONMEMBER PRICE: \$375

- ▶ Contains 2000–2001 *Socioeconomic Survey Report* in PDF format
- ▶ Includes “scrubbed” aggregate for ease of statistical manipulation (in Excel, ASCII, and Access formats)

2001
CD-ROM
ITEM NUMBER 501
SIR



Interventional Radiology Public Awareness Poster Series

SIR MEMBER PRICE: \$70

NONMEMBER PRICE: \$100

- ▶ Posters are 16 x 20 inches, have an art gallery look, include a prominent headline about IR, and can be easily framed
- ▶ Use posters to educate the public about IR and the treatments they offer
- ▶ Topics include PAD, varicose veins, UFE, DVT, stroke, vertebroplasty, and liver cancer



POSTERS ARE
16 x 20 INCHES
ITEM NUMBER 802
SIR

Interventional Radiology Advertising Kit

SIR MEMBER PRICE: \$350

The *Interventional Radiology Advertising Kit* is available for purchase by SIR members only. Please contact our membership department at (703) 691-1805.

- ▶ Explains in a few sentences what diseases interventional radiologists treat, as well as provides background on the specialty, with a focus on patient choice
- ▶ Materials for your hospital's PR and marketing department(s) help promote IR service to the community
- ▶ Topics include PAD, varicose veins, DVT, UFE, stroke, vertebroplasty, and liver cancer
- ▶ Includes printed posters for each topic, fact sheets, and customizable print advertisements and poster series on a CD



ITEM NUMBER 801
SIR

PATIENT INFORMATION BROCHURES

Patient information brochures are sold in lots of 100. To request free samples, please call (703) 691-1805. These popular patient-oriented brochures will help reassure your patients and their family members by giving them a better understanding of interventional radiology procedures and the special training you have as an IR. They are also useful for primary care physicians, other health care professionals, media, and laypersons. You can staple your business card on the back or the inside flap of each brochure.

Corporate members can purchase the brochures in mass quantities and place their corporate logo sticker or stamp directly on the brochures. Space is provided on each brochure. This is a terrific benefit that allows sales representatives to distribute these valuable patient information resources directly to physicians. For more information, call (703) 691-1805.

Women and Vascular Disease

SIR MEMBER PRICE: \$50
NONMEMBER PRICE: \$100

- ▶ Alerts women to early warning signs for heart disease, the #1 killer of women in the United States
- ▶ Explains how peripheral arterial disease (PAD) is underrecognized in women, emphasizes knowing risk, recognizing symptoms, and staying healthy

Coming Soon!

2010
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
SIR

Varicoceles

SIR MEMBER PRICE: \$50
NONMEMBER PRICE: \$100

- ▶ Explains symptoms, diagnosis, treatment and the association between varicoceles and male infertility
- ▶ Describes advantages of catheter-directed embolization

Coming Soon!

2010
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
SIR

Deep Vein Thrombosis

SIR MEMBER PRICE: \$50

NONMEMBER PRICE: \$100

- ▶ Helps educate patients about the life-threatening disease DVT and how IRs can help treat it to prevent long-term damage from a blood clot
- ▶ Explains clot formation, pulmonary embolism, post-thrombotic syndrome, catheter-directed thrombolysis, and vena cava



2004
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
ITEM NUMBER 123
SIR

Minimally Invasive Treatments for Cancer

SIR MEMBER PRICE: \$50

NONMEMBER PRICE: \$100

- ▶ Helps educate patients about the minimally invasive treatments available for various cancers
- ▶ Includes information on radiofrequency ablation and cryoablation



2004
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
ITEM NUMBER 124
SIR

Uterine Fibroids

Their Symptoms and Treatment

SIR MEMBER PRICE: \$50

NONMEMBER PRICE: \$100

- ▶ Helps educate patients about minimally invasive treatments for uterine fibroids
- ▶ Includes information on uterine fibroids, diagnosis, and treatment options



Bestseller!
2004
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
ITEM NUMBER 118
SIR

What Is Interventional Radiology?

SIR MEMBER PRICE: \$50

NONMEMBER PRICE: \$100

- ▶ Educates patients on the treatments provided by interventional radiologists and the special training they receive
- ▶ Includes information on benefits of interventional radiology treatments



Bestseller!
2004
TRIFOLD 4 x 9
2-COLOR
PACKAGE OF 100
ITEM NUMBER 105
SIR

Need a way to display brochures? Order our Patient Information Brochure holders.

www.SIRweb.org

What You Should Know About Peripheral Arterial Disease

SIR MEMBER PRICE: \$50
NONMEMBER PRICE: \$100

- ▶ Educates patients on minimally invasive treatments for peripheral arterial disease
- ▶ Includes information on symptoms, diagnosis and treatments (including angioplasty, thrombolytic therapy, stents and stent grafts)



Bestseller!

2004
 TRIFOLD
 4 X 9
 2-COLOR
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 SIR

OTHER PATIENT INFORMATION BROCHURES INCLUDE

Abdominal Aortic Aneurysm (AAA)

ITEM NUMBER 120

Angiography

ITEM NUMBER 100

Angioplasty

ITEM NUMBER 101

Biliary Catheter Care

ITEM NUMBER 102

Biliary Drainage

ITEM NUMBER 103

Central Venous Access

ITEM NUMBER 104

Needle Biopsy

ITEM NUMBER 106

Nephrostomy Catheter Care

ITEM NUMBER 107

Nephrostomy Drainage

ITEM NUMBER 110

Pediatric Interventions

ITEM NUMBER 111

Percutaneous Gastrostomy

ITEM NUMBER 112

Smoking or Health, Your Choice

ITEM NUMBER 114

Stent Placement

ITEM NUMBER 115

TIPS

ITEM NUMBER 116

Varicose Veins and Venous Insufficiency

ITEM NUMBER 122

Vertebroplasty

ITEM NUMBER 121

X-Rays and Radiation Safety

ITEM NUMBER 125

IN SPANISH!

Angiografía (Angiography Patient Information Brochure: Spanish)

ITEM NUMBER 108

Angioplastia (Angioplasty Patient Information Brochure: Spanish)

ITEM NUMBER 109

Fibromas Uterinos: Sus Síntomas y Tratamiento (Uterine Fibroids: Their Symptoms and Treatment Patient Information Brochure: Spanish)

ITEM NUMBER 126

Coding & Reimbursement

Coding & Reimbursement Resource Center

New for 2011, a **Coding & Reimbursement Resource Center** at www.SIRweb.org will feature:

Coming Soon!

- ▶ Comprehensive resources grouped by service lines
- ▶ Detailed changes in 2011 codes, including a 2011 Coding Users' Guide Online Supplement
- ▶ Fully expanded question-and-answer section with interactive links
- ▶ Customizable samples of individual coverage request template letters
- ▶ Updated SIR charge sheets reflecting coding changes for 2011

Annual Scientific Meeting Resources

2011 Annual Scientific Meeting Workshop Book and CD-ROM

New!

SIR MEMBER PRICE: \$45

NONMEMBER PRICE: \$60

- ▶ Contains chapter-based handout content and references from the 2011 SIR workshop program
- ▶ Includes CD-ROM with searchable PDF version of the book



2011
PAPERBACK 8.5 x 11
INCLUDES CD-ROM
SIR



2010 Annual Scientific Meeting Workshop Book and CD-ROM

SIR MEMBER PRICE: \$45

NONMEMBER PRICE: \$60

- ▶ Contains chapter-based handout content and references from the 2010 SIR workshop program
- ▶ Includes CD-ROM with searchable PDF version of the book



2010
PAPERBACK 8.5 x 11
434 PAGES
INCLUDES CD-ROM
ITEM NUMBER 0067
SIR



2009 Annual Scientific Meeting Workshop Book and CD-ROM

SIR MEMBER PRICE: \$35

NONMEMBER PRICE: \$40

- ▶ Contains chapter-based handout content and references from the 2009 SIR Workshop Program
- ▶ Includes CD-ROM with searchable PDF version of the book



2009
PAPERBACK 8.5 x 11
437 PAGES
INCLUDES CD-ROM
ITEM NUMBER 65
SIR



Annual Scientific Meeting Workshop Book and CD-ROM for prior years available. To order, call (888) 695-9733.



Upcoming SIR Annual Scientific Meetings

SIR 36th Annual Scientific Meeting
March 26–31, 2011 • *Chicago, Ill.*

SIR 37th Annual Scientific Meeting
March 24–29, 2012 • *San Francisco, Calif.*

SIR 38th Annual Scientific Meeting
April 13–18, 2013 • *New Orleans, La.*

SIR 39th Annual Scientific Meeting
March 22–27, 2014 • *San Diego, Calif.*

SIR Membership

SIR offers many categories of membership for anyone who practices IR or is involved in the field of IR. To become a member of SIR, complete the membership application found on www.SIRweb.org or contact the SIR membership department at (703) 691-1805 or by e-mail at Membership@SIRweb.org.



- ▶ **Journal of Vascular and Interventional Radiology (JVIR)**—12 printed issues of research, case studies, and specialty advancements including full text searchable archives online at www.JVIR.org. Earn CME credit monthly by taking the JVIR CME exam for selected articles.

- ▶ **Discount on Annual Scientific Meetings**—5 days of hands-on training, plenary and scientific sessions, categorical courses, symposia, and workshops.

- ▶ **Coding Updates and Assistance**—Receive timely updates to CPT codes and explanations to IR procedures. Benefit from instant online access to coding recommendations and have direct access to SIR staff and committee members for personalized coding assistance.

- ▶ **Health Policy and Economics**—Receive late-breaking news and SIR economics updates on regulatory and legislative issues that affect you.

- ▶ **CME Credits**—Stay on top of the hottest topics in your specialty.

- ▶ **MOC Resources**—Need help understanding your Maintenance of Certification (MOC) cycle? SIR offers a bulleted review of your MOC requirements. SIR also offers many online self-assessment modules (SAMs) and Practice Quality Improvement (PQI) Project templates for members only.

- ▶ **Members-only Web site**—Exclusive content on clinical practice development, resources by service line, practice-building materials, coding, government affairs, and more; interactive forum chats; searchable, easy-to-use Membership Directory.



- ▶ **Job Board**—Search for jobs by practice setting, type of procedure, percentage of IR practice, and location.



- ▶ **Bimonthly Issues of IR News**—Up-to-date columns on coding, practice development, technology, legal advice, and more.

- ▶ **STAT and E-News**—E-mail alerts on SIR news, educational meetings, health policy updates, industry information, and products.



- ▶ **Practice Development**—Resources to expand and strengthen your practice, educate patients, and reach referring physicians.

- ▶ **Networking**—Participate in career development and networking opportunities in one of the largest-growing medical fields.

- ▶ **Lobbying Resources on Health Policy Issues**—SIR ensures your voice is heard on Capitol Hill through its SIRPAC, a nonpartisan political action committee dedicated to advancing the interest of SIR members, their practices, and patients before Congress.

- ▶ **Discounts on SIR products**—Publications, patient information brochures, training and educational materials, Webinars, and much more.

Journal of Vascular and Interventional Radiology (JVIR)

As the official scientific journal of SIR for more than 20 years, this peer-reviewed journal continues to be the preferred reference choice of interventional radiologists, radiologists, cardiologists, vascular surgeons, neurosurgeons, and other clinicians who need current and reliable information on every aspect of vascular and interventional radiology. Each issue covers the most critical and cutting-edge medical, minimally invasive, radiological, pathological, and socioeconomic issues of importance to vascular and interventional radiologists.



- ▶ SIR members receive a 12-month subscription and all supplements as a key benefit of SIR membership
- ▶ Includes access to full-text searchable archives; searches can be personalized
- ▶ Includes access to electronic topical article collections
- ▶ Articles are published online as soon as they have undergone production, allowing papers to be available to researchers and clinicians quickly
- ▶ Competitive impact factor and submission-to-first-decision turnaround times
- ▶ The editor-in-chief and a highly-qualified editorial board carefully review and make decisions on manuscripts
- ▶ Each issue includes an article and exam available for CME credit
- ▶ Includes SIR's Clinical Practice Guidelines, Reporting Standards, Emerging Technologies, and other multispecialty documents

For more information about the journal, visit www.jvir.org or contact JVIR@SIRweb.org.

SIR INTERNATIONAL AFFILIATE PROGRAM

For online-only access to *JVIR*, consider joining SIR's International Affiliate Program. This program is available to SIR nonmembers who reside/practice outside of the United States, Canada, and Mexico. Current SIR members are not eligible for this program. The yearly rate is \$130 USD and includes online-only access to www.JVIR.org for all current and archived issues and supplements. Those who wish to receive a print version of *JVIR* and all other SIR membership benefits should consider becoming an SIR Corresponding Member for \$280 USD. For more information, call the SIR membership department at (703) 691-1805.

Don't go at it alone.
Let us help. This resource provides step-by-step instructions and valuable tools.
Buy yours at
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SIR Learning Center: Providing Low-Cost CME Programs for Your Entire Office



Features:

- ▶ 90-minute Webinars delivered in Adobe Flash-based streaming video format, with audio delivered via computer speakers
- ▶ Webinar prices range from \$49 to \$99 for SIR members; only \$10 for each additional participant who wishes to receive CME credit
- ▶ Complete an evaluation and obtain a CME certificate for your participation immediately after watching the program

On-Demand Programs Available:

- ▶ Abdominal Aortic Aneurysms: Clinical Update on Diagnosis and Treatment
- ▶ Image-Guided Interventional Oncology Therapies
- ▶ Management of Renal Artery Stenosis
- ▶ So You're Getting Called up to the Big Leagues or What They Didn't Teach You During Fellowship (FREE for SIR in-training members)
- ▶ Update on Critical Limb Ischemia

For more information and the latest offerings, visit <http://learn.SIRweb.org>, or contact the SIR education department at Education@SIRweb.org or call (703) 691-1805.

SIR's Customized Job Board for Interventional Radiology



- ▶ **Multiple Search Criteria**
- ▶ **Custom Alerts**
- ▶ **Anonymous Résumé Bank**
- ▶ **Career Profile**

www.SIRweb.org

SIR Logo Wear

Show your SIR pride! Our range of logo wear includes t-shirts, ball caps, wind shirts, polos, and more. SIR logo wear make great gifts.

SIR Green Scrub Shirt

New!

SIR MEMBER PRICE: \$20
NONMEMBER PRICE: \$25

- ▶ Green scrub short sleeve shirt, 65% polyester/35% cotton
- ▶ Extra-long capsleeves
- ▶ Left breast pocket
- ▶ Reinforced bartacked v-neck
- ▶ Self-fabric bound neckline
- ▶ Embroidered with SIR logo on left chest



ITEM NUMBER 064S, 064M, 064L, 064XL, 064XXL (DEPENDING ON SIZE)

SIR Wind Shirt

SIR MEMBER PRICE: \$40
NONMEMBER PRICE: \$45

- ▶ Maroon wind shirt is perfect for a round of golf or any other outdoor activity
- ▶ Durable nylon v-neck
- ▶ Embroidered with SIR logo on left chest
- ▶ Two side-seam pockets
- ▶ Ribbed collar, cuffs, and waistband



ITEM NUMBER 063S, 063M, 063L, 063XL, 063XXL (DEPENDING ON SIZE)



ITEM NUMBER 062S, 062M, 062L, 062XL, 062XXL (DEPENDING ON SIZE)

SIR Polo

SIR MEMBER PRICE: \$25
NONMEMBER PRICE: \$30

- ▶ 100% cotton navy blue shirts feature the SIR logo embroidered on the left chest
- ▶ Welt collar and cuffs
- ▶ 3 wood-tone buttons on a clean-finished placket
- ▶ Double-needle hem

SIR Ball Cap

SIR MEMBER PRICE: \$12
NONMEMBER PRICE: \$14

- ▶ Weathered gray cap with embroidered SIR logo
- ▶ Cloth strap with metal tab



ITEM NUMBER 025

FOR OTHER SIR LOGO WEAR, VISIT WWW.SIRWEB.ORG

- ▶ **Fleece pullovers** (available in charcoal and blue)
- ▶ **SIR Foundation long-sleeve t-shirts** (black)
- ▶ **Lapel pins**
- ▶ **Mock turtlenecks** (white)
- ▶ **Scrub pants and shirts**
- ▶ **Cotton t-shirts** (ash)
- ▶ **IR special ops t-shirts** (green)

SIR Foundation

SIR Foundation is dedicated to fostering research in interventional radiology for the purposes of advancing scientific knowledge, increasing the number of skilled investigators, and developing innovative therapies that lead to improved patient care and quality of life. SIR Foundation is committed to fostering the development and enhancement of innovative, minimally invasive, image-guided therapies from inception to mature clinical application and to conducting educational programs in the service of its mission. SIR Foundation's key initiatives include:



- ▶ **Research grants:** A robust portfolio of grant programs is provided through SIR Foundation and is intended to encourage the development of interventional radiology research. SIR Foundation grant programs form a continuum of funding opportunities that range from research training to seed grants to academic development grants. Our grant program is designed to benefit researchers at all levels, from medical students to established practitioners.
- ▶ **Evidence-based medicine:** The Foundation's most recent initiative involves reviewing the IR evidence base, organizing, categorizing, and presenting the evidence base by subject and by study type and publishing this information on the SIR Foundation Web site.
- ▶ **Research education:** The Foundation initiates and promotes educational activities, such as SIR Annual Scientific Meeting workshops and educational Web materials, for the purpose of developing knowledgeable and skilled investigators and new partnerships in emerging areas.
- ▶ **Clinical research trials:** The SIR Foundation organizes research consensus panels, designed to review the current status of research in a key area, identify the essential research gaps, and produce a list of key clinical and basic science research priorities in the subject area. The Foundation also identifies strategic areas/initiatives influencing interventional radiologists' participation in clinical research trials and promotes the importance of clinical research.
- ▶ **Development:** Donations enable the SIR Foundation to continue to fulfill its mission to advance interventional radiology research, as today's research is tomorrow's practice. There are several ways to support the efforts of SIR Foundation. The Discovery Campaign helps to ensure that IR professionals are poised to be pioneers and leaders in the future. The Annual Fund supports the operation of SIR Foundation. Legacy Giving provides individuals with the means to continue their legacies of support for the advancement of interventional radiology well into the future.

For more information on the SIR Foundation, visit www.SIRFoundation.org or contact (703) 691-1805.

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Title Index

2000–2001 Socioeconomic Survey Report and Aggregate Data on CD-ROM, 26

2008 Case-Based Review Monograph, 3

2008/2009/2010/2011 Case-Based Review Monograph Bundle, 3

2009 Annual Scientific Meeting Workshop Book and CD-ROM, 30

2009 Case-Based Review Monograph, 2

2010 Annual Scientific Meeting Workshop Book and CD-ROM, 30

2010 Case-Based Review Monograph, 2

2011 Annual Scientific Meeting Workshop Book and CD-ROM, 30

2011 Case-Based Review Monograph, 2

3D Angiographic Atlas of Neurovascular Anatomy and Pathology, 15

A

Abdominal Aortic Aneurysm (AAA) (PIB), 29

Abrams' Angiography: Interventional Radiology, 7

Angiografía (Angiography Patient Information Brochure: Spanish), 29

Angiography (PIB), 29

Angioplastia (Angioplasty Patient Information Brochure: Spanish), 29

Angioplasty (PIB), 29

Aortic Diseases, 21

Atlas of Vascular Anatomy, 11

B

Biliary Catheter Care (PIB), 29

Biliary Drainage (PIB), 29

C

Carcinoma of the Kidney, 14

Cardiovascular Haemodynamics and Doppler Waveforms Explained, 11

Cardiovascular Magnetic Resonance, 21

Carotid Disease, 22

Central Venous Access (PIB), 29

Colorectal Cancer, 13

Comprehensive Vascular and Endovascular Surgery, 10

CT and MR Angiography, 22

D

Deep Vein Thrombosis (PIB), 28

F

Fibromas Uterinos: Sus Síntomas y Tratamiento (Uterine Fibroids: Their Symptoms and Treatment Patient Information Brochure: Spanish), 29

G

Grand Rounds Customizable Series on CD-ROM, 25

H

Handbook of Angioplasty and Stenting Procedures, 10

Handbook of Interventional Radiologic Procedures, 8

Handbook of Interventional Radiologic Procedures: CD-ROM for PDA, 8

Hemangiomas and Vascular Malformations, 17

High-Yield Imaging: Interventional, 4

Historic Highlights of IR and SCVIR on CD-ROM, 9

I

Image-Guided Interventions, 5

Imaging in Percutaneous Musculoskeletal Interventions, 19

Interventional Breast Imaging, 20

Interventional Musculoskeletal Radiology, 19

Interventional Oncology, 13

Interventional Radiological Treatment of Liver Tumors, 13

Interventional Radiology: A Survival Guide, 7

Interventional Radiology, 4

Interventional Radiology in Pain Treatment, 15

Interventional Radiology Advertising Kit, 27

Interventional Radiology in Women's Health, 20

Interventional Radiology of the Spine, 16

Interventional Radiology Public Awareness Poster Series, 26

Interventional Radiology Sourcebook, 25

Interventions in Oncology, 14

iRAD, 23

J

Journal of Vascular and Interventional Radiology (JVIR), 32

L

Legs For Life®, 12

M

Marketing Your Uterine Fibroid Embolization Practice, 26

Minimally Invasive Treatments for Cancer (PIB), 28

N

Needle Biopsy (PIB), 29

Nephrostomy Catheter Care (PIB), 29

Nephrostomy Drainage (PIB), 29

P

Pain Management in Interventional Radiology, 14

Patient Care in Vascular and Interventional Radiology (Second Edition), 1

Patient Care in Vascular and Interventional Radiology: Study Guide, 1

Patient Care in Vascular and Interventional Radiology: Second Edition and Study Guide Bundle, 1

Pediatric Interventions (PIB), 29

Percutaneous Gastrostomy (PIB), 29

Peripheral Vascular Interventions (Kandarpa), 11

Peripheral Vascular Interventions (Darcy et al), 12

Peripheral Vascular Sonography, 12

Portal Hypertension, 8

Practical Neuroangiography, 15

R

Rutherford's Vascular Surgery, 9

S

Setting Up and Running an Office-Based Clinical Practice: Manual and Supplement Bundle, 24

Setting Up and Running an Office-Based Clinical Practice, 24

Setting Up and Running an Office-Based Clinical Practice Supplement: Strategy and Business Plan Development, 24

Smoking or Health, Your Choice (PIB), 29

Socioeconomic Survey Booklet Set, 25

Stent Placement (PIB), 29

Stroke Therapy, 16

T

Teaching Atlas of Interventional Radiology, 6

Teaching Atlas of Vascular and Nonvascular Interventional Radiology, 6

The Teaching Files: Interventional, 3

TIPS (PIB), 29

Transcatheter Embolization and Therapy, 17

U

Ultrasonography in Vascular Diseases, 22

Uterine Fibroids (PIB), 28

V

Varicoceles (PIB), 27

Varicose Veins and Venous Insufficiency (PIB), 29

Vascular Access: Principles and Practice, 17

Vascular and Interventional Imaging, 5

Vascular and Interventional Radiology, 6

Vascular and Interventional Radiology: The Requisites, 7

Vascular Diagnosis with Ultrasound, 23

Vascular Embolotherapy, 18

Vascular Imaging, 21

Venous Interventional Radiology with Clinical Perspectives, 18

Venous Interventions, 18

Vertebroplasty (PIB), 29

Vertebroplasty and Kyphoplasty, 16

W

What Is Interventional Radiology? (PIB), 28

What You Should Know About Peripheral Arterial Disease (PIB), 29

Women and Vascular Disease (PIB), 27

X

X-Rays and Radiation Safety (PIB), 29



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