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Society of Interventional Radiology Highlights Medical Advances, New Discoveries

Research Showcases Advances in Minimally Invasive Medicine for Cancer, Vertebroplasty, Women's Health, Cardiovascular Disease and More at 35th Annual Scientific Meeting March 13–18; Press Conferences Scheduled for March 15 and 16 at Tampa Convention Center

FAIRFAX, Va.—Interventional radiologists—minimally invasive specialists—will share scientific advances and new discoveries in treating a host of diseases at the Society of Interventional Radiology's 35th Annual Scientific Meeting March 13–18 at the Tampa Convention Center, Tampa, Fla. This year's meeting theme is "IR Innovation"—one that celebrates the remarkable inventiveness of interventional radiologists.

More than 5,000 physicians, scientists and allied health professionals are expected to attend this premier IR event. Hot topic main sessions include a look at practicing interventional radiology in extreme situations (wars, pandemics and natural catastrophes); IR frontiers (molecular medicine and nanotechnology); vertebral augmentation (past, present and future treatments); and future interventional oncology advances. A new categorical course will examine the most controversial interventional radiology–related studies of the past year—including critical review of the latest advances along with pro and con arguments. Topics that will be explored include vertebroplasty, stroke and yttrium-90 cancer treatments.

Central to the meeting's theme will be the presentation of painstakingly researched data on how prolific IRs have been as inventors and the impact their innovations have had in advancing patient care and building the specialty. This research—conducted during an exhaustive search of patent filings and applications at the PCT (Patent Cooperation Treaty) and the U.S. Patent and Trademark Office—will be honored with a special "Hall of Innovation."

Some of the exciting topics that will be featured at this year's press conferences include minimally invasive advances coming for liver, breast, soft tissue, prostate, lung and pancreatic cancers; spine fracture treatment (vertebroplasty) for osteoporotic and non-osteoporotic patients; women's health (uterine fibroid embolization and pregnancy; sound wave–zapping treatment for uterine fibroids); getting to the heart of stroke with carotid stenting; another surprising look at Framingham risk scores; and stem cell therapy and stenting advances for peripheral arterial disease.

Plenary sessions include

- On March 14, **Matthew S. Johnson**, M.D., FSIR, professor of radiology and surgery, Indiana University School of Medicine, Indianapolis, leads the discussion on "**Frontiers of IR,**" highlighting current cutting-edge news from animal research to clinical studies to innovative practice initiatives (including molecular medicine, nanotechnology, stenting jugular veins for multiple sclerosis). **Kieran J. Murphy**, M.D., FSIR, vice chair and deputy chief of medical imaging at the University of Toronto in Ontario, Canada, coordinates "**IR in Extremis,**" a look at how IRs struggle through war, poverty, pandemic and natural disaster to treat patients.
- On March 15, **Michael C. Soulen**, M.D., FSIR, professor of radiology and surgery, University of Pennsylvania School of Medicine in Philadelphia, addresses "IR Generations" as the 2010 Dr. Charles T. Dotter lecturer. This lecture honor, supported by SIR Foundation, acknowledges an interventional radiologist's extraordinary contributions to the field, dedicated service to SIR and distinguished career achievements in interventional radiology. **Jeff H. Geschwind**, M.D., FSIR, director of vascular and interventional radiology, director of the Interventional Radiology Center at Johns Hopkins Hospital, Baltimore, Md., and professor of radiology, surgery and oncology at Johns Hopkins University School of Medicine, leads the discussion on "**Interventional Oncology in the 2010s: Where Are We Headed?**"
- On March 16, **Julio Palmaz**, M.D., FSIR, Ashbel Smith Tenured Professor at the University of Texas Health Science Center in San Antonio who holds 40 issued patents and conceived and developed the first clinically successful balloon expandable vascular stent (called one of the "ten patents that changed

the world”), will receive the SIR Foundation’s 2010 Leaders in Innovation Award. He will also coordinate the **“Innovation in IR”** plenary session. SIR Gold Medalists—**John D. Fulco**, M.D., FSIR, the past chief of staff of the Ellis Health System in Schenectady, N.Y., and past president of the Medical Society of the County of Schenectady; **Irvin F. Hawkins Jr.**, M.D., FSIR, professor of radiology and surgery at the University of Florida College of Medicine in Gainesville; and **David C. Levin**, M.D, FSIR, professor and chair emeritus of the department of radiology at Jefferson Medical College and Thomas Jefferson University Hospital in Philadelphia, Pa.—will be honored.

Representatives of the media are invited to join interventional radiology professionals as they share research, learn about the latest breakthroughs and trends in interventional radiology and discuss important issues in the field that have been making news. SIR is holding scientific press conferences from 9–10:30 a.m. (Eastern) on both March 15 and March 16—providing an opportunity to interview experts making news in interventional radiology. Nearly 400 scientific presentations and posters covering the latest trends in interventional radiology research and approximately 150 technical exhibits and product demonstrations will be showcased during the Annual Scientific Meeting.

To register for the conference, visit the SIR Web site at www.SIRmeeting.org. **Press registration is complimentary to credentialed media. For press registration only**, contact Maryann Verrillo at (703) 460-5572 or via e-mail at mverrillo@SIRweb.org. Press representatives may also register online at www.SIRmeeting.org. SIR will hold two press conferences from 9–10:30 a.m. on March 15 and March 16, featuring an overview of the latest research and discoveries in the world of interventional radiology.

For more information about the Society of Interventional Radiology and its 35th Annual Scientific Meeting, visit online at www.SIRweb.org or www.SIRmeeting.org.

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About the Society of Interventional Radiology

Interventional radiologists are physicians who specialize in minimally invasive, targeted treatments. They offer the most in-depth knowledge of the least invasive treatments available coupled with diagnostic and clinical experience across all specialties. They use X-ray, MRI and other imaging to advance a catheter in the body, such as in an artery, to treat at the source of the disease internally. As the inventors of angioplasty and the catheter-delivered stent, which were first used in the legs to treat peripheral arterial disease, interventional radiologists pioneered minimally invasive modern medicine. Today, interventional oncology is a growing specialty area of interventional radiology. Interventional radiologists can deliver treatments for cancer directly to the tumor without significant side effects or damage to nearby normal tissue.

Many conditions that once required surgery can be treated less invasively by interventional radiologists. Interventional radiology treatments offer less risk, less pain and less recovery time compared to open surgery. Visit www.SIRweb.org.

The Society of Interventional Radiology is holding its 35th Annual Scientific Meeting March 13–18 in Tampa, Fla. The theme of the meeting is “IR Innovation,” celebrating the remarkable inventiveness of SIR members and highlighting the contribution made to both creating the field of interventional radiology and to improving patient care.

Local interviews are available by contacting SIR’s communications department via e-mail at mverrillo@SIRweb.org or by phone at (703) 460-5572.