

Jan. 26, 2010

Media Alert: Registration Open for Society of Interventional Radiology's 35th Annual Scientific Meeting

Advances in Minimally Invasive Medicine Will Be Showcased for Cancer, Vertebroplasty, Women's Health, Cardiovascular Disease; Press Conferences Scheduled for March 15 and 16 at Tampa Convention Center

- WHAT:** SIR's 35th Annual Scientific Meeting: nearly 5,300 physicians/scientists/allied health professionals
- **Hot topic main sessions: interventional radiology in extremis (Iraq, Lebanon, Kenya, Katrina); IR frontiers (molecular medicine, nanotechnology); vertebral augmentation (past, present, future); future interventional oncology advances**
 - Breaking news from two scientific press conferences; opportunity to interview experts in interventional radiology
 - Nearly 400 scientific presentations and posters covering the latest trends in interventional radiology research; approximately 150 technical exhibits and product demonstrations
- WHEN:** **Meeting dates:** Saturday, March 13–Thursday, March 18, 2010
Scientific press conferences: 9–10:30 a.m. (Eastern) on Monday, March 15, and Tuesday, March 16
- WHERE:** Tampa Convention Center, Tampa, Fla.: press room 1; press conference room 3
- TOPICS:** Some of the exciting topics that will be featured at this year's news conferences include:
- Cancer advances: minimally invasive treatments coming for liver, breast, soft tissue, prostate, lung and pancreatic cancers
 - Spine fracture treatment (vertebroplasty)—parts 1 and 2: effective pain relief for patients with osteoporosis and non-osteoporotic patients too
 - Women's health: uterine fibroid embolization and pregnancy; sound wave-zapping treatment for uterine fibroids
 - Getting to the heart of stroke: carotid stenting and more
 - Examining heart attack risk: another surprising look at Framingham risk scores
 - Treating peripheral arterial disease: stem cell therapy and stenting advances
 - IRs as innovators: minimally invasive specialists responsible for thousands of patents, applications
- REGISTER FOR MEETING:** Visit www.SIRmeeting.org to register online (free), view scientific abstracts and download a meeting schedule or contact Maryann Verrillo via e-mail at mverrillo@SIRweb.org or by phone at (703) 460-5572.
- PRESS CONFERENCES:** Contact SIR's communications department to register for press conferences via e-mail at mverrillo@SIRweb.org or by phone at (703) 460-5572.

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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's 35th Annual Scientific Meeting will be held March 13–18 in Tampa, Fla. The theme of the meeting is "IR Innovation," celebrating the remarkable inventiveness of SIR members and highlighting the contributions made to both creating the field of interventional radiology and to improving patient care.