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## Media Alert: Society of Interventional Radiology's 37th Annual Scientific Meeting

***"IR Evidence" Spotlights Results of Care-changing Investigations; Press Conferences Set for March 25 and 26 at Moscone Center (North) in San Francisco***

**WHAT:**

**SIR's 37th Annual Scientific Meeting:** Nearly 5,300 physicians, scientists and allied health professionals

- Hot topic sessions: "Extreme IR" showcases the exciting ways that interventional radiologists address diagnostic and therapeutic dilemmas. Experts will report on new research related to multiple sclerosis and controversies in interventional oncology and explore "I/O Evidence: From Science to Practice." There will be debates and results from dozens of clinical trials that may change the way patients are treated for everything from AAA to vertebroplasty. This year's Dr. Charles T. Dotter Lecture, "IR 360," delivered by John A. Kaufman, M.D., FSIR, will explore the many ways interventional radiology is seen by patients, competing disciplines and policy makers.
- The meeting features nearly 500 scientific presentations and posters covering the latest trends in interventional radiology research and about 150 technical exhibits and product demonstrations.
- Hear breaking news from experts at scientific press conferences on Sunday, March 25, and Monday, March 26.

**WHEN:**

Meeting dates: Saturday, March 24–Thursday, March 29; two scientific press conferences: Sunday, March 25, and Monday, March 26.

**WHERE:**

Moscone Center, San Francisco, Calif.; press conference room: 111 North; news room: 110 North

**SPEAKER:**

Carolyn M. Clancy, M.D., director, Agency for Healthcare Research and Quality (AHRQ), U. S. Department of Health and Human Services, delivers the keynote at the plenary "IR Economics: Overcoming Challenges and Delivering Quality Care" on Monday, March 26. Clancy will discuss the role of evidence-based medicine in patient care, national research priorities and how interventional radiology can support the national research agenda.

**TOPICS:**

Some of the exciting topics that will be featured at this year's news conferences are listed below.

- Hope for individuals with MS may be possible through interventional radiology.
- New research on pelvic arterial embolization to help men's enlarged prostate.
- Technology spurs development of safe, effective, minimally invasive treatments for pancreatic cancer.
- Get the cold facts on starving breast cancer tumors through cryoablation.
- Whet your appetite for minimally invasive weight loss treatments.
- Older individuals and AAA: What's the connection?
- It's a dangerous, silent killer, but you'll hear the current FYI on DVT.

**REGISTER**

**FOR MEETING:**

Reporters, please visit [www.SIRmeeting.org](http://www.SIRmeeting.org) to register online (free), view scientific abstracts and download a meeting schedule. For more information, contact Ellen Acconcia, [eaconcia@SIRweb.org](mailto:eaconcia@SIRweb.org), (703) 460-5582, or Maryann Verrillo, [mverrillo@SIRweb.org](mailto:mverrillo@SIRweb.org), (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](http://www.SIRweb.org).

The Society of Interventional Radiology is holding its 37th Annual Scientific Meeting March 24–29 at the Moscone Center (North) in San Francisco, Calif. The theme of the meeting is "IR Evidence," with the focus on gathering, presenting and discussing the results of relevant and care-changing investigations.