

March 3, 2011

Media Alert: Press Registration Open: 2011 SIR Annual Scientific Meeting

Society of Interventional Radiology Showcases Latest Minimally Invasive Treatments at 36th Annual Scientific Meeting March 26–31 in Chicago, Ill.

Health, science and medical reporters are invited to register now for the Society of Interventional Radiology's 36th Annual Scientific Meeting March 26–31 at McCormick Place (West Building), Chicago, Ill. This meeting will showcase scientific advances and new discoveries in minimally invasive treatments for a host of diseases. The theme of the meeting is "IR Rising: Leading Image-guided Medicine," chosen to reflect interventional radiology's continued revolutionizing of modern medicine. The SIR Annual Scientific Meeting attracts medical and scientific leaders from around the world who are dedicated to improving public health through disease management and minimally invasive image-guided therapeutic interventions.

- WHAT:** **SIR's 36th Annual Scientific Meeting:** more than 5,000 physicians, scientists and allied health professionals
- **Hot topic main sessions:** chronic cerebrospinal venous insufficiency in individuals with multiple sclerosis; high-quality, more efficient care for patients; frontiers in interventional oncology; and controversies of the past year in "The (Sterile) Gloves Are Off"
 - Nearly 400 scientific presentations and posters covering the latest trends in interventional radiology research; about 150 technical exhibits and product demonstrations
- WHEN:** **Meeting dates:** Saturday, March 26–Thursday, March 31
Scientific press conferences: 11 a.m.–12:30 p.m. (Eastern) Monday, March 28, and 10–11:30 a.m. (Eastern) Tuesday, March 29; opportunity to interview experts in interventional radiology
- WHERE:** McCormick Place (West Building), Chicago, Ill., press conference room: West 176B; press room: West 176A
- TOPICS:** Some of the exciting topics that will be featured at this year's news conferences include
- Innovating research: Interventional radiology treatment for chronic cerebrospinal venous insufficiency (CCSVI) in individuals with multiple sclerosis
 - Advancing cancer treatments: New safety and survival outcomes for liver cancer patients; new science to fight breast cancer
 - Detecting stroke and other diseases: With submarine technology
 - Bringing new advances in women's and men's health: Uterine fibroid embolization (UFE) and lower urinary tract symptoms; curbing postpartum hemorrhage; treating enlarged prostates
 - Understanding deep vein thrombosis (DVT): Know the risk factors, especially relevant since March is DVT Awareness Month
 - Lowering your blood pressure: With catheters?
 - Complete program, view scientific abstracts, download a meeting schedule: <http://www.SIRmeeting.org>
- MEDIA REGISTRATION:** To receive **complimentary** media registration, contact Ellen Acconcia, eaconcia@SIRweb.org, (703) 460-5582, or Maryann Verrillo, 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.

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Local interviews, medical illustrations and broadcast-quality video footage are available by contacting SIR’s communications department staff: Ellen Acconcia, SIR communications manager/practice areas, eaconcia@SIRweb.org, (703) 460-5582, or Maryann Verrillo, SIR director of communications and public relations, mverrillo@SIRweb.org, (703) 460-5572.