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## **Society of Interventional Radiology Names New Executive Director**

***Susan E. Sedory Holzer, M.A., CAE, Takes SIR Helm to Support Continued Growth of Interventional Radiology***

FAIRFAX, Va.—The Society of Interventional Radiology announced today the appointment of Susan E. Sedory Holzer, M.A., CAE, a respected chief executive with more than 20 years of experience working in association, corporate and federal government sectors, as its executive director, effective Jan. 3, 2011. SIR is a national organization of 4,700 doctors, scientists and allied health professionals dedicated to improving patient health care through minimally invasive treatments.

“Sue Holzer joins SIR with a mandate to advance the society’s infrastructure to support the continued growth of interventional radiology and contribute to furthering its science, clinical practice and public awareness,” said SIR President James F. Benenati, M.D., FSIR, an interventional radiologist and medical director for the Noninvasive Vascular Laboratory at Baptist Cardiac & Vascular Institute in Miami, Fla. Holzer, who has been serving as chief strategy officer for the American Academy of Otolaryngology–Head and Neck Surgery and its foundation, understands the specialty’s challenges—such as furthering name recognition, advancing health policy issues and maintaining relationships with other medical specialties, he said.

“Sue’s understanding of current challenges and proven track record for attaining strategic goals, along with her incredible energy and enthusiasm, make her the right person at the right time to guide the society,” said Benenati. “Her wealth of collaborative expertise and experience in all aspects of association management will prove invaluable to SIR and its members,” he added.

“I am honored to have the opportunity to lead interventional radiology’s foremost organization,” said Holzer. “Interventional radiologists lead in the development, advancement and maintenance of minimally invasive, image-guided treatments that are first-line care for a variety of disease conditions that used to only be treated surgically. There is a real need to educate patients to be informed consumers, to ensure that health care practitioners are aware of the latest interventional radiology advances, and to continue the commitment to developing and maintaining the highest standards of excellence in patient care,” she emphasized.

As chief strategy officer at AAO–HNS in Alexandria, Va., Holzer oversees key programs in governance, strategic operations, membership, international and humanitarian efforts and society relations. She ensured that the annual operating plan and budget were aligned with strategic goals; guided its board through several key initiatives to improve governance; spearheaded member-focused research initiatives; and represented the society in major advocacy and corporate development activities. During her 13 years at AAO–HNS, she also served as director of both Internet services and outcomes research. Previously, Holzer was a research manager for the MEDSTAT Group’s research and policy division (Washington, D.C.) and a research speech pathologist for the National Institutes of Health National Institute on Deafness and Other Communication Disorders (Bethesda, Md.). Holzer, who holds a master’s degree from the University of Maryland, College Park, has written or presented numerous peer-reviewed papers.

This key executive appointment by SIR’s Executive Council comes as SIR continues to support research, procedures and technology that improve patient care; ensure that the invaluable contributions of interventional radiology to patient care are recognized and properly reimbursed by both public and private health insurers; facilitate national and international outreach to advance the profession; relay the



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importance of interventional radiology to hospital administrators; and support the educational and other professional needs of SIR members and the training and mentorship of young professionals, said Benenati.

Holzer, who will work closely with the volunteer physician leadership and staff, succeeds Peter B. Lauer, who served as SIR executive director for more than seven years and died in February.

SIR represents interventional radiologists—board-certified doctors who specialize in minimally invasive, targeted treatments performed using imaging guidance. Interventional radiology procedures are a major advance in medicine that do not require large incisions—only a nick in the skin—and offer less risk, less pain and shorter recovery times compared to open surgery. For more information about the Society of Interventional Radiology and minimally invasive treatments, visit online at [www.SIRweb.org](http://www.SIRweb.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](http://www.SIRweb.org).

*Local interviews are available by contacting SIR's communications department via e-mail at [mverrillo@SIRweb.org](mailto:mverrillo@SIRweb.org) or by phone at (703) 460-5572.*