

For Immediate Release
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Society of Interventional Radiology Highlights Interventional Oncology Therapies in Webinar, Offers Resources

“Image-guided Interventional Oncology (IO) Therapies” Features Updates on Percutaneous and Transcatheter Treatment of Liver Tumors, Kidney and Lung Tumor Ablation; Society Offers Variety of Cancer Resources

FAIRFAX, Va.—Registration is now open for the Society of Interventional Radiology’s “Image-guided Interventional Oncology (IO) Therapies” Webinar, which will provide the latest updates on percutaneous and transcatheter treatment of liver tumors, kidney tumor ablation and lung tumor ablation. SIR is a national organization of physicians, scientists and allied health professionals dedicated to improving public health through pioneering advances in image-guided therapy.

The Webinar, which will include a question-and-answer session, will be held from 6–7:30 p.m. (Eastern) on Wednesday, Nov. 18. The program’s coordinator is Debra A. Gervais, M.D., associate director, Division of Abdominal Imaging and Intervention, Massachusetts General Hospital, Boston. Instructors include Kamran Ahrar, M.D., associate professor, Department of Diagnostic Radiology, Division of Diagnostic Imaging, M.D. Anderson Cancer Center, Houston, Texas; Joseph P. Erinjeri, M.D., Ph.D., assistant attending radiologist, Memorial Sloan-Kettering Cancer Center, and assistant professor of radiology, Weill Cornell Medical College, both in New York, N.Y.; and Kenneth J. Kolbeck, M.D., Ph.D., assistant professor, Dotter Interventional Institute, Portland, Ore.

For more information or to register, go online to www.SIRweb.org/meetings/webinars.shtml or phone (703) 691-1805. Registration includes one site license; program participants will need a computer with high-speed Internet access and a phone. If you have any questions, please contact Jackie Cochran McCombs, SIR eLearning program manager, via e-mail at jcochran@SIRweb.org or by phone at (703) 691-1805.

SIR is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide medical education for physicians. SIR designates this educational activity for a maximum of *1.50 AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity. The primary registrant at a site is eligible to receive CME credit for attending this event. Additional participants at a site may receive CME credit for a \$10 administrative fee per person. Please call (703) 691-1805, extension 561, to register additional attendees for CME credit.

Additionally, SIR also offers the following oncology resources.

“Interventional Radiological Treatment of Liver Tumors” (Contemporary Issues in Cancer Imaging Series, Adam and Mueller, 2009, hardbound, 232 pages, 231 illustrations): This comprehensive volume provides an account of interventional radiological methods by some of the greatest experts in the field. It includes chapters on cryotherapy, chemoembolization, radiofrequency ablation and imaging techniques. SIR member, \$90; nonmember, \$100.

“Colorectal Cancer” (Contemporary Issues in Cancer Imaging Series, Brown, 2008, hardbound, 272 pages, 158 illustrations): This book covers major advances that have occurred in diagnosis, staging, preoperative and adjuvant therapy, surgery and follow-up assessment of patients with colorectal cancer. A multidisciplinary team brings together expertise from many specialties to promote the understanding and application of modern imaging in overall patient management. SIR member, \$90; nonmember, \$100.

“Prostate Cancer” (Contemporary Issues in Cancer Imaging Series, Hricak and Scardino, 2008, hardbound, 242 pages, 120 illustrations): This comprehensive volume describes the clinical value of imaging for improving not only staging and treatment selection, but also the diagnosis, treatment planning and treatment follow-up for patients with prostate cancer. This is a valuable reference for interventional radiologists, radiologists, urologists, medical and radiation oncologists and all practitioners involved in the management of prostate cancer. SIR member, \$90; nonmember, \$100.

“Carcinoma of the Kidney” (Contemporary Issues in Cancer Imaging Series, Patel, 2007, hardbound, 256 pages, 224 illustrations): This practical, clinically oriented volume focuses on the diagnostic and clinical challenges of diagnosing kidney tumors. It discusses the shifts in the epidemiology, genetics, diagnosis and management of renal cancer over the last two decades. SIR member, \$90; nonmember, \$100.

Patient information brochures are also available from SIR. These brochures include “Minimally Invasive Treatments for Cancer” and “What Is Interventional Radiology?” SIR member, \$50 (pack of 100); nonmember, \$100 (pack of 100).

Additional cancer-related resources can be found on the SIR Web site at www.SIRweb.org/patients/ and www.sirweb.org/medical-professionals/. For more information on SIR publications, visit the Society of Interventional Radiology’s Web site at www.SIRweb.org (click on IR Store) or call (888) 695-9733. More information about SIR, interventional radiologists and how to find an interventional radiologist in your area can be found online at 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.