

**Jan. 25, 2011**

## **Media Alert: Registration Open for Society of Interventional Radiology's 36th Annual Scientific Meeting**

***Revolutionizing Modern Medicine With High-Quality, More Efficient Minimally Invasive Medical Treatments; Press Conferences Set for March 28 and 29 at McCormick Place (West Building) in Chicago, Ill.***

- WHAT:** **SIR's 36th Annual Scientific Meeting:** nearly 5,300 physicians, scientists and allied health professionals
- **Hot topic main sessions:** 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
  - Breaking news from two scientific press conferences; opportunity to interview experts in interventional radiology
- WHEN:** **Meeting dates:** Saturday, March 26–Thursday, March 31  
**Scientific press conferences:** 9 a.m. (Central) on Monday, March 28, and Tuesday, March 29
- 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
  - Impacting treatment for MS patients: Social networking and demand for medical service
  - 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; enlarged prostates
  - Understanding deep vein thrombosis (DVT): Not just from extended plane ride anymore, especially relevant since March is DVT Awareness Month
  - Treating peripheral arterial disease: An interventional radiologist's medical arsenal
  - Lowering your blood pressure: With catheters?
- REGISTER FOR MEETING:** 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 36th Annual Scientific Meeting March 26–31 at McCormick Place (West Building) in Chicago, Ill. The theme of the meeting is "IR Rising: Leading Image-guided Medicine," chosen to reflect interventional radiology's continued revolutionizing of modern medicine.