

## Growth, Innovation, Diversity at SIR 2018

### Strong numbers, proud voices

SIR 2018 in Los Angeles mirrored the specialty's accelerating growth, spirit of innovation and commitment to diversity and inclusion. The meeting realized record-breaking abstract submission and trainee attendance, growing numbers of exhibitors and impressive coverage of IR by the media. #IAMIR messaging permeated the meeting and social media in a collective celebration of clinical expertise, diversity and inclusion.



### Scientific Meeting by the numbers

**5,084**

total attendees



**114**

exhibiting  
companies

**425**

international  
attendees



**51**

countries  
represented

### SIR's reach and impact



**636,934,298**  
media impressions\*

**74%**

of online articles  
included SIR messaging

**91%**

of online articles  
mentioned SIR

### Engaging the social media audience

**6,431,569**

Twitter  
impressions

**17,780**

Instagram  
impressions

**49,962**

Facebook impressions



\*Estimated exposures to articles, radio, television or webpage/blog.

**IMPACT** The specialty's forward momentum is evidenced by strong numbers and proud voices that comprised the 2018 annual meeting. Members and supporters are looking upon IR's present and future with confidence.

**ACTION** SIR's Annual Scientific Meeting provides access to IR decision-makers and influencers on a large scale. Prepare now to engage with them at SIR 2019—encourage your physician colleagues to [submit topic suggestions](#) by Friday, Aug. 31, 2018. Additionally, SIR's Call for Abstracts will open in July 2018.

## New fundraising record for IR research

The 2018 SIR Foundation Gala, held at the Beverly Wilshire Hotel, set a new fundraising record of \$570,000 for IR research—a substantial increase over 2017. The Frederick S. Keller, MD, Philanthropy Award was posthumously awarded to Constantin Cope, MD, FSIR for his pioneering work in IR and exceptional generosity to SIR Foundation. Guest speaker Ryan Kiefer, a graduating medical student from University of Pennsylvania, shared his experience as an Howard Hughes Medical Institute (HHMI) fellow funded by SIR Foundation and as a 2018 recipient of the Dr. Constantin Cope Medical Research Student award.



**IMPACT:** SIR Foundation advances research in IR, increases the number of skilled investigators in IR, and supports the development of new, innovative IR treatments that lead to improved patient care and quality of life.

**ACTION:** Contact SIR Foundation Director of Development [Terrienne Zeifman](#) to discuss your company's support of IR research at the 2019 SIR Foundation Gala in Austin, Texas.

## I matched! IR residents celebrate their entry into IR



SIR experienced a highly successful Match Day during SIR 2018, with 100 percent of the 136 residency spots filled—an increase from the 125 spots available in 2017. Expanded outreach to medical students is attracting top talent to IR.

**IMPACT:** The newest class of residents, who can now proudly declare #IAMIR, are entering the single most competitive specialty in medicine, a powerful indication that awareness of IR is increasing.

**ACTION:** For more information on how to engage with IR's future leaders, and to learn more about IR's transition to a six-year residency, contact SIR Director of Corporate Relations [Jonas Nash](#).

## Capitol Hill briefing explores how IR revolutionizes medical treatment

SIR, in conjunction with Rep. Mia Love, R-Utah, held a briefing on Capitol Hill on May 2 to share information about the life-saving and life-restoring treatments that IRs provide. Featured speakers included Theresa M. Caridi, MD, MedStar Georgetown University Hospital; Arshad A. Khan, MD, FSIR, MedStar Washington Hospital Center; Venu Vadlamudi, MD, Inova Alexandria Hospital; and Jeannie Franklin, an interventional radiology patient. SIR Executive Director, Susan E. Sedory, moderated the panel.

**IMPACT:** Nearly 50 congressional and Senate staffers learned more about IR through the Capitol Hill briefing and the event's Facebook live-stream has been viewed more than 2,300 times. **Thank you** to SIR's Corporate Ambassador (CAP) Partner companies who donated the materials featured at the briefing.

**ACTION:** Contact SIR Director of Government and Policy Affairs [Doug Huynh](#) to learn more about upcoming health policy initiatives.



## Identifying research areas for future development

SIR Foundation held an international multidisciplinary Research Consensus Panel (RCP) on pelvic venous disorders (PVD) led by Neil M. Khilnani, MD, FSIR, in Oct. 2017 to identify the most highly prioritized research needs in PVD. The panel ascertained the need to develop a validated instrument to quantify quality-of-life (QOL) impacts of PVD. Following on that priority, Dr. Khilnani was awarded a SIR Foundation Funding Source Development Grant to develop a PVD patient reported outcome (PRO) tool. He will seek subsequent funding to support the psychometric validation of this tool in a PVD patient population treated by IRs.

**IMPACT:** The RCP resulted in a vetted list of high priority research needs in PVD. Panel proceedings will be submitted for publication in the *Journal of Vascular and Interventional Radiology*. A QOL assessment tool to evaluate the value of PVD treatment will be developed and validated for use by investigators across all disciplines.

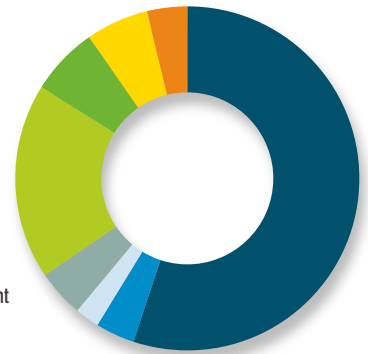
**ACTION:** [Learn more](#) about the RCP outcomes.

## Advancing IR Innovation through grants and awards

Seventeen new lines of research have been initiated with support of SIR Foundation through Corporate Ambassador Program (CAP) partner contributions. The foundation received 49 high-quality, competitive grant and award applications, which were peer-reviewed by IR clinician-researchers. Of the 17 funded projects, three were funded through the prestigious Dr. Ernest J. Ring Academic Development Grant, which is supported by BTG.

SIR Foundation Grant Funding Amounts by Program (2016-2018)

\$598,519	● Dr. Ernest J. Ring Academic Development Grant, Supported by BTG
\$40,000	● Allied Scientist Grant
\$25,000	● Academic Transition Grant
\$48,343	● Funding Source Development Grant
\$200,000	● Pilot Research Grant
\$69,998	● Radiology Resident Research Grant
\$64,000	● Dr. William C. Culp Student Research Grant
\$41,000	● HHMI Medical Research Fellows Program



**IMPACT:** The 2018 grant cycle awarded the largest amount of grant funding since 1994, and is the first time three Ring Grants were funded in a single grant cycle. The Ring Grant is an advanced funding mechanism for research that has moved beyond the pilot stage with the goal of subsequent NIH submission.

**ACTION:** To learn more about how the foundation's grants and awards advance the next generation IR, or if you would like to support the SIR Foundation through grant sponsorship opportunities, contact [Terrienne Zeifman](#).

## Summer Medical Student Internship Program

This summer, SIR Foundation will support eight medical student interns. As competition intensifies to enter the specialty, SIR Foundation is seeing increasing numbers of internship applications from students interested in IR research and medical device development.

**IMPACT:** Medical students are introduced to IR research and medical device development, igniting their early career interest. Internships provide rewarding experiences and lifelong relationships between student mentees and their mentors.

**ACTION:** Industry support is critical to providing these excellent learning opportunities for medical students. Learn how your company can serve as host site in the [2019 Summer Medical Student Research Internship](#) program.



## IR IN THE NEWS

### BMM VCF Registry

SIR Foundation supported site participation in the BenchMarket Medical (BMM) Vertebral Compression Fracture (VCF) Registry, which collected data to evaluate the efficacy of vertebral augmentation. The VCF registry reached its enrollment goal and collected data from more than 1,000 procedures, mainly from IR sites. Plans are in place to review the data for publication.

**IMPACT:** Vertebral augmentation is a common treatment for osteoporotic vertebral fractures, but there is limited evidence to support its use and effectiveness. The BMM VCF Registry collected standardized data that can be used to examine the effectiveness of vertebral augmentation and to improve patient care.

**ACTION:** [Learn about current registries](#) in the SIR Foundation Clinical Research and Registries Division.

On May 14, First Lady Melania Trump underwent an embolization treatment at Walter Reed National Military Medical Center to address a renal mass. In a public statement, SIR President M. Victoria Marx, MD, FSIR, explained this therapy, pioneered by IR. [Read the statement](#) on SIR's website and find more [commentary from Dr. Marx on CNN.com](#). This comes less than a year after an interventional radiologist was recognized for successfully delivering an embolization procedure in the [trauma care of Steve Scalise](#), R-La., following a shooting at a congressional baseball game practice.

*IR gratefully acknowledges its Corporate Ambassador Program (CAP) partners for collaborating with the society in its mission to improve lives through image-guided therapy. These forward-thinking companies are advancing the specialty and informing the future of IR.*

**Leader:**

Boston Scientific Corporation, Inc.  
BTG International, Inc.  
Medtronic

**Champion:**

Cook Medical  
Merit Medical  
Penumbra, Inc.  
Sirtex Medical, Inc.

**Advocate:**

Bard has joined BD  
Guerbet, LLC  
Siemens Healthineers  
Stryker IVS  
W. L. Gore & Associates, Inc.

**Friend:**

Abbott Vascular  
Argon Medical Devices  
Cordis, a Cardinal Health Company  
Endocare, Inc.

*To become a CAP partner, please contact Jonas Nash at (786) 512-4228 or [jnash@sirweb.org](mailto:jnash@sirweb.org).*

## Make an impact, get involved.

The Corporate Ambassador Program (CAP) is a high-visibility, coordinated support-and-recognition program for businesses that seek more for IR, now and in the future. Ambassador companies partner with us to advance critical efforts that enhance minimally invasive patient care, promote image-guided therapies and improve patient outcomes.

Learn more at [sirweb.org/cap](http://sirweb.org/cap)