

## SIR highlights critical need to expand endovascular stroke training and education

Stroke affects 16.9 million worldwide each year, with 795,000 new cases in the United States annually. While approximately 100,000 of U.S. cases are eligible for EVT treatment, only a fraction are treated due to the shortage of thrombectomy-capable stroke centers. To meet that volume, the U.S. needs 500 endovascular stroke centers and 2,000 physicians. It currently has 231 thrombectomy-capable stroke centers.

In a joint, [global position statement](#), the Society of Interventional Radiology (SIR), Cardiovascular and Interventional Radiological Society of Europe (CIRSE) and the Interventional Radiology Society of Australasia (IRSA) committed to providing necessary stroke training to interventional radiologists in order to alleviate the shortage of physicians trained in endovascular stroke therapies.

To help increase the number of appropriately trained interventional radiologists practicing endovascular stroke care, **SIR will once again hold The Stroke Course, March 27-28 in conjunction with SIR 2019 in Austin.** The program features a multidisciplinary faculty, emphasizes imaging, hands-on workshops, case presentations, patient selection and reporting outcomes for quality improvement.

In addition, **SIR will hold an advanced imaging course Nov. 1-2, 2019 in Reston, Va.**

Through in-depth study of more than 60 cases, learners will interpret non-contrast CT head, CT angiogram of the head and neck, CT perfusion examinations and catheter cervicocerebral angiograms in patients with suspected acute ischemic stroke.



EVT eligible – 100,000 U.S. stroke cases

2,000 physicians  
needed to  
meet volume



16.9 million affected  
by stroke worldwide



500 endovascular stroke  
centers needed to meet  
patient needs.

**IMPACT:** SIR is taking action to increase patient access to endovascular stroke therapy.

**ACTION:** Review the multi-society [global position statement](#) and consider your organization's role in SIR's stroke initiatives (education, training and policy). For more information contact Jonas Nash, SIR director of corporate relations at [jnash@sirweb.org](mailto:jnash@sirweb.org).

## SIR diversity campaign receives national recognition, while increasing investment in D&I initiatives

In July, the American Society of Association Executives (ASAE) awarded SIR with a 2018 Power of A Silver Award for its “IAmIR” campaign designed to celebrate and draw greater visibility to diversity and inclusion within interventional radiology. SIR formalized its commitment to diversity within the 2018-2022 strategic plan and is investing in an array of new and continuing programs through the Diversity and Inclusiveness Advisory Group and Women in IR Governing Council. Current initiatives include:

- **SIR Speakers Bureau**, comprised of women, under-represented minorities, young professionals and international members to present at national and regional meetings
- **Microgrants** for research on D&I issues in IR practices and communities
- **Pipeline grants** to survey medical students participating in dozens of student symposia occurring around the country each year
- **Interventional Radiology Outreach Program (IROP)** to introduce IR into academic institutions and medical centers without current exposure to IR
- **Clinical and population health research** to identify health disparities in areas such as dialysis access, PAD, UFE, HCC



**IMPACT:** SIR is increasing diversity within the specialty to align with the patient population and ensure that IRs will thrive in their chosen practice model leading to expanded access to high-quality patient care.

**ACTION:** Get involved! There are many opportunities for your organization to stand behind the work of the Diversity and Inclusiveness Advisory Group and Women in IR Governing Council. To learn more, contact Jonas Nash, SIR director of corporate relations at [jnash@sirweb.org](mailto:jnash@sirweb.org).

## SIR Foundation identifies priority research in musculoskeletal oncology

In December, Matthew Callstrom, MD, PhD, of Mayo Clinic led the SIR Foundation Research Consensus Panel (RCP) on Musculoskeletal Interventional Oncology (MSK IO) Interventions. International, multi-disciplinary experts gathered to evaluate and discuss current research gaps and to reach consensus on the highest priority areas in which to focus future research. Key representatives from academia, government, and industry were invited to contribute to the discussion before the panel determined priority areas of research.



**IMPACT:** A prioritized research agenda for musculoskeletal oncologic interventions, as determined by international, multidisciplinary experts will be published as a proceedings paper in *JVIR* in early 2019.

**ACTION:** Learn more about the outcomes from the MSK IO Interventions RCP, contact Terrienne Zeifman, SIR Foundation director of development, at [tzeifman@sirweb.org](mailto:tzeifman@sirweb.org).

# The vision to heal Together



## SIR Vision to Heal, Together campaign to build alliances with referring physicians and empower patients

SIR has identified a critical need to better inform primary care physicians, referring physician specialists and patients of the image-guided, non-invasive treatment options performed by interventional radiologists. In 2019, the society will launch an IR awareness campaign to encourage greater dialogue and alliances with PCPs and referring specialists and to provide actionable information about IR to patients.

The campaign will focus on venous/PAD, cancer, women’s and men’s health, providing the opportunity to highlight a variety of IR treatments. The IR story will be told through national media outreach, engagement with allied organizations, video panel discussions, sponsored content and website resources that will begin in Q4 of 2019 and likely carry into 2020. In four local markets, a combination of radio, display and social media advertising will help stimulate patient/referrer interest and outreach around IR in those markets.

**IMPACT:** *Vision to Heal, Together* aims to increase patient access to IR care through stronger alliances with referring physicians and increased awareness of IR in the community. Success will be measured through media impressions, advertising engagement, website traffic (including SIR’s Doctor Finder), increased IR referrals, and greater dialogue between IR and other physicians.

**ACTION:** To support the campaign or to learn more, contact Jonas Nash, SIR director of corporate relations at [jnash@sirweb.org](mailto:jnash@sirweb.org).

### Corporate Ambassador Program

SIR and SIR Foundation are grateful for the Corporate Ambassador Program (CAP) Partner companies that invest in the specialty and help make our missions possible.

\*Partner listing current as of 12/17/19

|                               |                                   |
|-------------------------------|-----------------------------------|
| <b>LEADERS</b>                |                                   |
| Boston Scientific Corporation | BTG                               |
| Cook Medical                  | Medtronic                         |
| <b>CHAMPIONS</b>              |                                   |
| Merit Medical                 | Sirtex Medical                    |
| Penumbra                      |                                   |
| <b>ADVOCATES</b>              |                                   |
| Bard has joined BD            | Guerbet                           |
| Bristol-Myers Squibb          | Siemens Healthineers              |
| Gore and Associates           | Stryker IVS                       |
| <b>FRIENDS</b>                |                                   |
| Abbott Vascular               | Cordis, A Cardinal Health Company |
| Argon Medical                 | Dova Pharmaceuticals              |
| B. Braun                      | Eisai                             |
| Interventional Systems        | Endocare                          |



### 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).