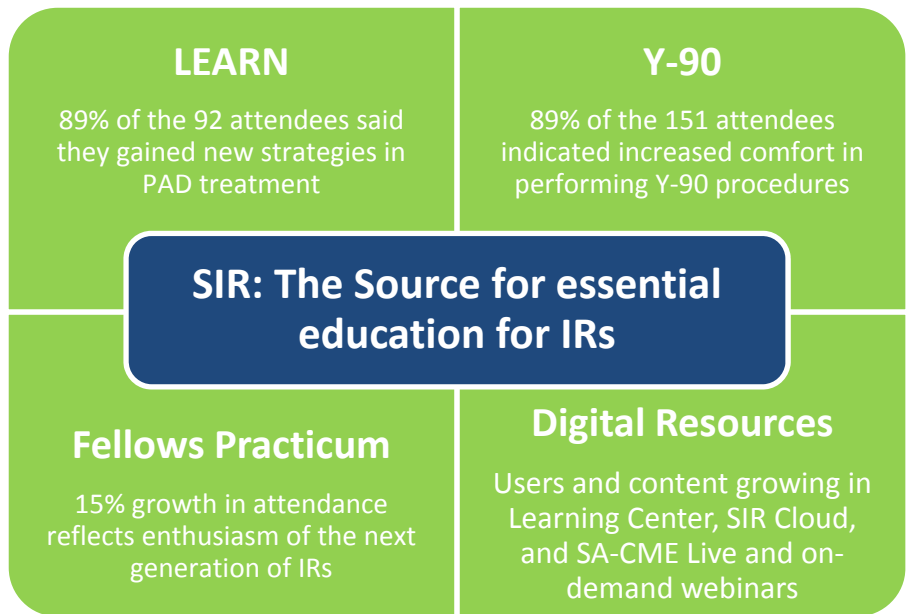


Impact on knowledge

Today, more than ever, the profession turns to SIR because of its world renowned and respected education. Your support is vital to new and innovative educational programming to support practicing IRs and trainees alike. Your generosity has helped us to expand delivery options, enhance the learner experience, and create new content. Together, we have impacted knowledge sharing in so many ways.

The Annual Scientific Meeting continues to grow in attendance, relevance and opportunities

- The Annual Scientific Meeting has grown nearly 20% since 2012 – that’s a 50% increase in trainees and a 7% increase in practicing physicians
- Certification and development courses have been expanded at the annual meeting, including a Registered Physician in Vascular Interpretation (RPVI) Exam Prep Course
- In 2015, SIR helped fulfill MOC requirements by doubling the number of onsite SAM credits available to attendees
- SIR will introduce a new Stroke Course in conjunction with the 2016 annual meeting
- For the first time, hands-on learning labs and posters were hosted in the SIR 2015 Expo to help build networking opportunities and drive traffic to the hall



Beyond the Annual Meeting, our collection of expert resources are being made accessible in new and engaging ways, offering content when and where our users choose to participate

- **LEARN, Y-90, Fellows Practicum** continue to give IRs and supporter targeted opportunities for highly valued, intensive education and networking.
- **The IR Domain: A Case-based Review: A sell-out crowd of 185** people attended the first IR Domain: A Case-Based Review, taking advantage of a comprehensive, half-day course after SIR 2015, packed with cases covering the key overlapping domains of IR: imaging, interventions (arterial, venous, nonvascular) and clinical care. Attendees rated the IR Domain highly and valued this new opportunity for help with MOC. Thanks in part to your support, we were able to make the IR Domain available in a digital format, providing the opportunity to new audiences to participate year-round.

- **The 2015 SIR vIRtual Meeting** led to expanded annual meeting participation by 236 people from 29 countries. Investing in a technology upgrade for the popular Digital Video Library (DVL) further increased knowledge dissemination, as evidenced by a 60% increase in DVL sales.
- **JVIR is an impactful educational choice:** Bringing the latest in the highest quality clinical and basic science and analyses in our field, the complimentary JVIR CME program awarded 1,620 CME credits to SIR members since Jan. 1. JVIR's impact factor increased 12 percent, underscoring its significance as the highest ranking of IR journals. Equally important, is the doubling of new journal manuscript submissions in the past three years.
- **New activities are helping to grow the digital offerings and their use by SIR members:** The SIR Learning Center experienced growth through the addition of new activities to compliment the hundreds of hours of ACCME-accredited CME and MOC self-assessment credit materials available online. Learners participated in more than twice the online educational activities than the previous year, made possible through upgraded technologies and enhanced content. And thanks to additional financial resources, 10 new unplanned online educational programs were developed.). The SIR Resident and Fellow Section produced more than a dozen complimentary Webinars for trainees as of September 2015, representing relevance and value for this important group of learners.

We confidently look to 2016 and to the continued progress in these areas. Armed with insights gained from this year's annual meeting attendees, as well as strategic input from the 2015 education strategy session, we will seek to identify and address gaps in learning expressed by our members in new and different ways -- all with a goal of delivering the relevant content served the way the learner seeks it.

Impact on member engagement

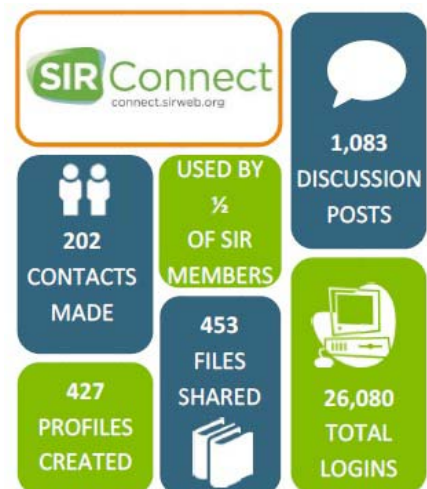
SIR continues to support its more than 6,000 members. Membership growth can be seen in every major category, with total membership growth of 24% in 2015. As institutions convert to the new IR residency program, medical students are being informed of their options for these IR programs much earlier in their training. We are meeting the goal of introducing medical students to IR earlier, as evidenced by the 152% increase in medical student membership. In addition, resident members grew by 33%, fellows by 19%.

Launched this year, SIR Connect empowers volunteers and members to more efficiently collaborate and work online, as well as access discussions in a more user-friendly open forum. SIR Connect provides nearly 6,000 SIR members with the opportunity to share their interests, challenges, and successes.

Another avenue for community, networking, and knowledge sharing is through SIR's sections. The Residents, Fellows and Medical Student (RFS) Section, Women in IR Section and Early Career Section currently make up over 2,000 members.

SIR is expanding its horizons, welcomed by our international colleagues. The new SIR International Division, working with the Annual Meeting Program Committee and international leaders, is facilitating international society sessions for the SIR 2016 in Vancouver. Entering its 5th year, the SIR International Scholarship has funded 47 SIR International Scholars from 17 countries to attend the SIR Annual Scientific Meeting for the first time.

SIR Connect is the place IRs go for networking and collaboration





“This opportunity is definitely the most important point in my career in IR as of now...unlike most of my peers I have been getting trained in staccato fashion and so a chance to come to a big meeting with a one stop theme to learn from all aspect of IR, meet leaders, tell my story and get both encouragement and possible solutions to the challenges I face was priceless.” -- Obiora Ajuluchukwu, MD, Lagos, Nigeria, International Scholar

Impact on practice

Together, we are advocating for IR in many ways, to many stakeholders. As the physician payment system undergoes a transformation that will incentivize quality, outcomes, appropriateness and value, SIR is embracing this change. Through SIR’s leadership and outreach, we are IR’s voice, ensuring CMS is educated about how IR measures quality, is controlling costs, and increases value. Through our CPT/RUC involvement, we represent IR on the front lines of coding and reimbursement. Collaborative work with members and coding leadership, and when appropriate with industry, we are addressing coding issues and helping to expand coverage. Our UFE payer advocacy shared in the sidebar on this page is an example of the impact we have in this arena. SIR was also instrumental in proposing practice expense inputs for a number of procedures which, until now, had not been priced in the office setting – bringing them to the office leads to cost-efficiency and higher patient satisfaction.

The large-scale, multi-specialty PRESERVE (Predicting the Safety and Effectiveness of Inferior Vena Cava Filters) trial provides a great way to showcase IR (and SIR) with the FDA. We have made additional strides in our work with the FDA this year, participating in its Workshop on Acute Ischemic Stroke Medical Devices, as well as the MDEpiNet Annual Meeting. MDEpiNet is a public private partnership working to build a strategically coordinated network of existing/developing registries so that the FDA can transform the device evaluation and surveillance processes. We were pleased to showcase PRESERVE and VANGUARD (Venous Access National Guideline and Registry Development) as case studies during this event.

This year, SIR was integral in representing IR on the hill. Our work led to:

- Discussion with key committee members about repeal of the device tax and provided input about effects of the on IRs and innovation. We also provided input and worked collaboratively with members of the key health care committees towards the 21st Century Cures bill’s establishment, with emphasis placed on providing input for provisions for regulation, review of breakthrough devices, and streamlining of clinical trials.
- Meetings with crucial health care committee legislators to discuss IR policy issues, with an emphasis on collaborating in development of alternative payment models as Congress looked to repeal the SGR.
- Drafting a legislative bill aimed at providing more GME funding for IR residency slots. SIR received considerable support from committee staff and is looking to incorporate the bill into a larger legislative package.
- Investing heavily in coding and reimbursement venues, such as the national CPT Panel and the AMA’s RBRVS Update Committee (RUC). Engaging payers on multiple coverage issues, such as uterine fibroid treatments, and new ablation methods to support interventional oncology care.

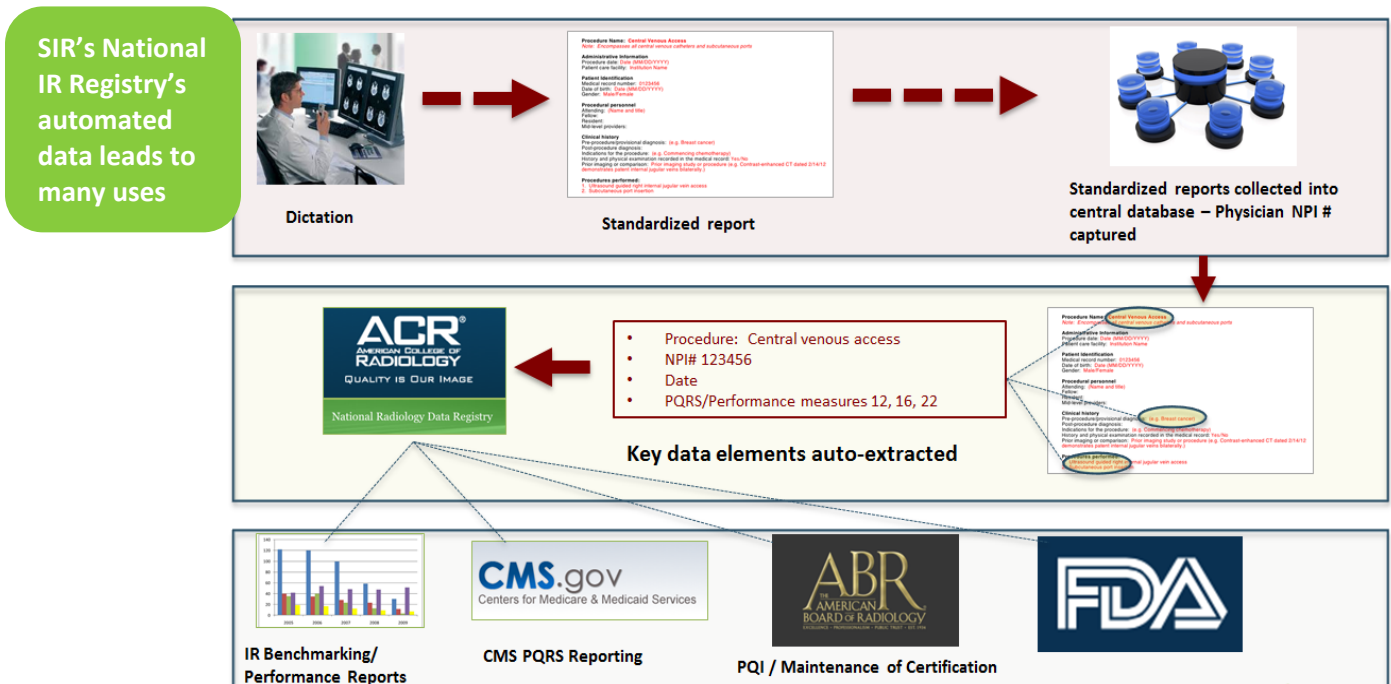
IR’s voice in reimbursement

SIR routinely advocates with payers for greater coverage and reimbursement of IR procedures. For example, recent cases have included UFE payer advocacy that resulted in a reversal of a previous denial of treatment. Other examples SIR is working on include microwave and cryoablation coverage and ovarian vein embolization to relieve pelvic congestion syndrome. Not only will these result in increased patient access, but also serve to build the evidence base for these procedures.

- Collaborated with the Physician Registry Coalition to promote the development of clinical registries and to advocate coalition concerns before Congress.

Impact on Quality

Supporters have helped us make tremendous strides in efforts to build a robust data repository that will lead to increased quality and outcomes for the specialty. We are excited to report that the National IR Registry, being developed as part of the ACR's National Radiology Data Registry (NRDR) portfolio, will be launched in early 2016. As a CMS Qualified Clinical Data Registry (QCDR) platform, NRDR enables submission of quality measures to fulfill requirements under the PQRS system as well as an alternative system incorporating a wider range of additional measures relevant to IR. Data from individual IR practices are necessary to demonstrate the IR value proposition, to highlight outstanding clinical care, to innovate, and to promote opportunities to raise the bar across our specialty. This graphic details the ultimate value of the quality registry in our efforts to build robust data and evidence for IR.



With the framework presented through the new quality registry, we are now exploring future topic-specific registries focused on prioritized clinical care issues or research questions. Examples include VANGUARD and the fluoroscopy radiation dose reporting registry.

The Standards Division is supporting our quality care and patient safety goals through its work to revise standards and streamline SIR's clinical practice guidelines resources (sirweb.org/clinical). This robust resource for quality patient care is reviewed, and new topics are added, based on innovation and prioritized needs for critical review. SIR's clinical practice guidelines define practice principles that generally should assist in producing high quality medical care and patient safety. New guidelines in development include:

- Ebola and other highly contagious diseases
- Quality improvement guideline on radioembolization of hepatic malignancies
- Best practices guide for performing CT-guided percutaneous procedures

- Occupational back pain
- Non-invasive imaging of PAD (position statement by the SIR and CIRA)

A new Complication Classification system (adverse events) is being piloted and will be unveiled at SIR 2016.

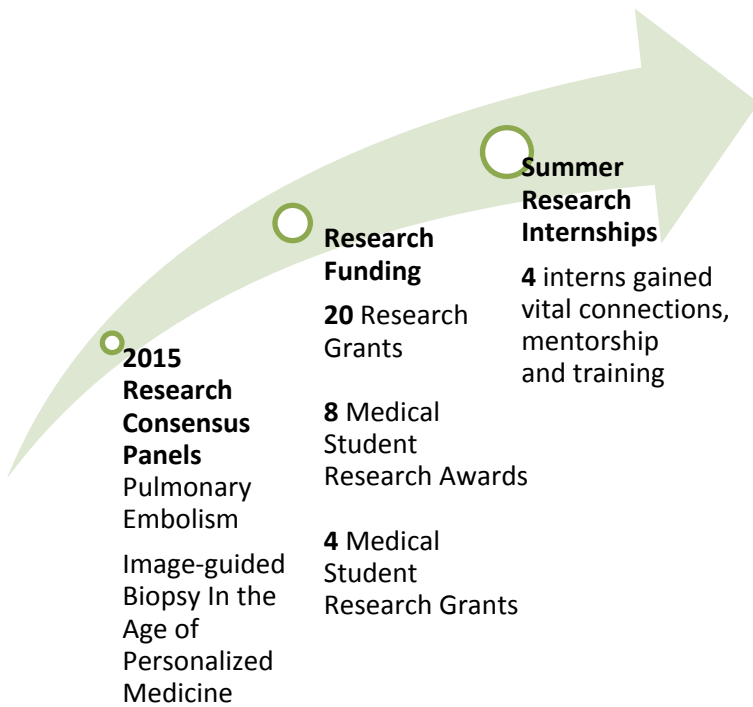
Impact on research

Discovery and foundation donors are helping our foundation advance IRs future of through research. Since the foundation’s inception, we have funded over 150 new research projects and awarded more than \$3 million in support of original research, which has led to \$50 million in subsequent funding (as reported by our grantees).

Generous support from the Discovery Campaign, as well as some unrestricted CAP funding, has helped us to build a robust grants portfolio that promotes research and research training in IR. Together with supporters, our efforts have this year have had a tremendous impact on research grants and awards in IR:

- Close to \$400,000 funding for new IR research in all areas of IR, including new cost effectiveness projects was awarded in 2015
- 45 grant applications were received this year, with 20 being awarded, representing a 150% increase over the number funded last year

Find out more about the 2015 Grants and Awards on sirfoundation.org. Foundation donors also helped to engage promising medical students in IR. Through research internships, medical student awards, and scholarships, these bright minds were given a look at IR and research, and meaningful experiences that will open doors that could be a key to their future careers.



Together, we encourage new IR research and researchers

Impact on messaging

We have been working to build upon the success of our branding efforts and messaging. As we reach out to our stakeholders to talk about what IR is and does in a new way, we have seen great success. For example, the SIR 2015 Annual Scientific Meeting media program led to increased public awareness of IR. Through well-orchestrated coverage, 73 original articles and 221 news pickups were heard around the world through major media outlets. Highlights include:

Did you know ...

139
million

was the potential audience reached by SIR 2015 media coverage?

- 179 TV broadcast segments; 1,261 radio airings, reaching over 139 million
- Nearly 250 new Facebook and Twitter followers; Facebook engagement spiked 94 percent over SIR 2014 activity
- Coverage included: *HealthDay*, *The New York Daily News*, *FoxNews.com*, *Endovascular Today*, *Urology Times*, *Pain Medicine News*, *AuntMinnie*, *Vein Magazine*

Our work to overhaul sirweb.org and our online communications is leading to a more robust, dynamic experience for SIR members, patients and the public, and other key audiences who visit the site. When it launches late Summer 2016, our new website will feature practice resource toolkits, an online patient center, user-friendly gateways to SIR's education offerings and JVIR, and improved search functionality. Many other activities are underway to extend SIR's exciting and contemporary new visual brand into all we do, including a fresh design of our e-communications. Stay tuned for 2016 progress in these vital areas!

Thanks CAP!

We hope this report provides you an understanding of the tremendous impact that we – the leaders, SIR members, and supporters – have been able to make together on advancing the specialty this year. We remain grateful to you for your commitment to our work. Whether your support has come through grants or donations in support of SIR and the foundation, through Discovery Campaign participation or support of the Gala – please know you are making an impactful difference in IR.

Your CAP delegate and staff will be reaching out to you over the next few weeks to visit with you about our progress. We look forward to continued communication and collaboration.

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