

2016 | CORPORATE IMPACT REPORT Q3



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Dear Corporate Colleagues,

Welcome to the Society of Interventional Radiology's inaugural corporate impact report.

Our first issue is an overview of the latest actions SIR and SIR Foundation have taken to advance our members, our partners and our specialty.

Interventional radiology defines modern medicine, providing innovative therapies that use pioneering technologies to achieve better outcomes for patients.

This is only possible with the products and expertise shared by our corporate partners. Your involvement helps us forge a community with unmatched **vitality, influence** and **access**—themes that define our work and help us tell this story.

SIR and SIR Foundation thank you for your support, your commitment and your partnership. We look forward to a bright, productive and visionary future together.



James F. Benenati, MD, FSIR
SIR Past President
Chair, CAP Delegate Task Force



VITALITY

The promise of interventional radiology is reflected everyday in the vitality and engagement embodied by our diverse and growing member community.

Steady growth in membership, and mounting interest from trainees and medical students, fuel new spaces for collaboration, like SIR Connect and our special membership sections. SIR is proud to host such robust platforms for knowledge-sharing, networking, communal innovation and volunteerism.



6,937
members

SIR KEEPS GROWING

Our membership has grown **29%** over the last 2 years. Through SIR's forum and other activities, our members have the opportunity to engage deeply and thoughtfully.



4,500
collaborators

SIR CONNECT'S SUCCESS

Members are enthusiastically embracing this new online forum which debuted in 2015. **1,906** participants have also registered for three special sections to address our diverse membership: Women in IR; Residents, Fellows, and Students; and Early Career.



1,201
volunteers

VOLUNTEERS CHANGING IR

Our members' **time, talent** and **expertise** are invaluable in guiding the activities of the society and foundation. Our professional opportunities and communications platforms presently enable our member volunteers, organized into **72** different committees, to alter the growth of IR.

SIR welcomes record numbers of trainees

Excitement is building among medical students, residents and fellows for image-guided techniques and the promise to lead medicine. These trainees are **flocking to IR**, especially since its acceptance as the **37th** medical specialty in 2012. With the ensuing establishment of the IR residency, trainees who choose a career in IR now enjoy a program that exposes them to IR sooner, requires clinical practice and remains grounded in advanced imaging.

The new integrated IR residency

The new residency is off to an impressive start. In September 2015, the first integrated IR residency programs became eligible for accreditation from the ACGME—with many more now applying for acceptance.

- 2015–2016 match: 7 programs filled all 15 of their new residency slots.
- As of today 61 integrated IR residency programs are approved. Most will participate in the 2016–2017 match.

- More programs are scheduled to be reviewed by the Residency Review Committee in January 2017.

Early Specialization in Interventional Radiology (ESIR)

- 27 diagnostic radiology residencies have an approved ESIR designation.

Our trainees are leaping into action

They strive for excellence and bring new members into IR. They run webinars, manage a robust website and execute educational programming. And they bring the promise of continued vitality and success into the future of the specialty.

SIR's membership includes about **2,190** trainees, which reflects growth this year of **22%** more residents and **53%** more medical students trying to get involved as early as possible. We continue to marvel at the numbers who turn out for SIR and also the intensive meetings.



2016 RECORD SETTING

245 ★ **MATCH**
These are the IR fellowship positions filled, **97.2%** of available spaces.

802 ★ **SIR 2016 TRAINEES**
Vancouver, B.C., Canada
Residents **398**
Fellows **213**
Medical students **191**

Your support for trainees ensures future innovation and dedication

Positive, early exposures will prove vital in motivating and enabling trainees to pursue a lifelong career in IR. Today's investments in these experiences by forward-thinking companies helps position residents, fellows and medical students for greater success as they become physician leaders and scientists.



80

2016 RIT (resident-in-training) and **MIT** (medical student-in-training) **scholarships** awarded to trainees to attend the SIR 2016 Annual Scientific Meeting.



33%

Growth (%) in industry-supported RIT and MIT scholarships from 2015.



4

SIR Foundation Summer Medical Student Research **Internships** in 2016.



101

Participants. Highest attendance of any Fellows Practicum.



INFLUENCE

SIR engages in high-impact work thanks to the support of so many corporate partners. It is from this solid base that we advance the field together.

SIR engages stakeholders, legislators and other specialties; collaborates globally; helps the dissemination of clinical knowledge; and educates the payer community and federal government on reimbursement and the value of IR treatments to national health.

Improving standards of practice

Representing the newest independent medical specialty, we push to build evidence for how our techniques deliver higher quality and better outcomes, so that IR becomes the first choice for patients needing precision care.

Guidelines and statements published

SIR successfully released several important publications this year, including:

- Staffing the interventional radiology suite
- Quality improvement guidelines on chronic pelvic pain
- Research reporting guidelines on prostate artery embolization
- IR treatment of pulmonary embolism

Registries and clinical trials

National IR Quality Registry

In partnership with ACR (American College of Radiology), the IR Quality

Registry will enable the collection of performance measures for image-guided interventional procedures across the country. Currently in the pilot phase, the registry is set to launch in January 2017.

PRESERVE In conjunction with SVS (Society of Vascular Surgery), SIR oversees the Predicting the Safety and Effectiveness of Inferior Vena Cava Filters trial (PRESERVE), the first large-scale, multi-specialty prospective clinical study to evaluate the use of IVC filters and related follow-up treatment in the United States. PRESERVE is growing daily and has enrolled over 350 clinical subjects.

VANGUARD Multi-disciplinary initiative made possible by SIR Foundation seed funding. The study covers complications related to central venous access and patients treated with central venous catheters. The VANGUARD Symposium took place May 12–13, 2016. A coordinated action plan is in place involving the entire venous access community.

Optimizing success through research and reporting

Corporate contributions helped SIR Foundation award **18** research grants worth a total of **\$ 300,000** to physicians trying to push the boundaries of medicine.

SIR and SIR Foundation are committed to quality improvement and either lead or autonomously manage mechanisms to assess performance in interventional radiology.

June 2016 saw the creation of a structured reporting paradigm for quality

and outcomes. In anticipation of federal MACRA rules going into effect this coming January, SIR released structured report templates to standardize reporting on patient treatments and clinical procedures including IVC filter insertion/removal, renal ablation, venous access/ports, uterine artery embolization and spinal interventions. More templates will be added on an ongoing basis, the format of which will ensure care compliance and also benefit reports to performance registries like the above.

With corporate support

\$ 300,000

18

research grants



were awarded to physicians trying to push the boundaries of medicine.

Reaching IRs across the global community

SIR's quality draws doctors, trainees and other healthcare affiliates on other continents who seek the same value and benefit their American counterparts receive from participating in our community.

At SIR 2016, a remarkable **43** countries were represented. The SIR International Scholarship Program welcomed **15** new scholars from **11** countries. This group included the first scholars from Belgium, Ethiopia, Egypt and Turkey. The society has awarded **58** International Scholarships over the life of the program, enabling scholars from **21** countries to attend the meeting for the first time.

In May 2016, SIR launched a targeted share platform within SIR Connect for international scholars to communicate with each other. Some of the single most prolific contributors to the open forum are doctors abroad.



16 | **Ensuring the specialty thrives under favorable conditions**

SIR champions the value of our doctors' procedures and services through both public and private channels. We are a leader in CPT coding and advocate for the best possible reimbursement standards.

2016 milestones The society helped establish new families of percutaneous biliary and genitourinary codes and contributed to CPT development at large, allowing for greater precision in recording office-based procedures. We also successfully advocated with healthcare payers for new ablation interventions, such as HiFU and microwave, for pain palliation coverage.

On the horizon SIR is collaborating with other societies to establish accurate coding and fair reimbursement for newly approved venous devices.

MACRA matters

MACRA is set to have a major impact on the healthcare industry. To get ahead of these changes for our members, SIR established an online resource center, published an FAQ on our blog, drafted

a summary of the proposed rules and submitted formal comments to CMS on June 27.

Political action and SIRPAC

On May 11, SIR backed legislation (H.R. 5188: The Enhancing Opportunities for Medical Doctors Act of 2016) introduced by Rep. Mia Love, R-Utah, that would provide additional GME funding for the new IR residency program. The bill has been referred to the House Ways and Means and Energy and Commerce Committees.

Communications

SIR is being seen and heard across a range of media. SIR 2016 in Vancouver produced over **242 million media impressions**, **doubling** the number generated from the 2015 meeting.

National news coverage also brought to the American public new awareness of the ground-breaking difference interventional procedures can have on overall health and quality of life.

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242,202,576

total media impressions

167,704,459

generated by **388** trade articles

49,961,461

generated by **814** press release posts

15,479,874

generated by **2,648** radio segments

9,056,782

generated by **159** broadcast/TV segments





ACCESS

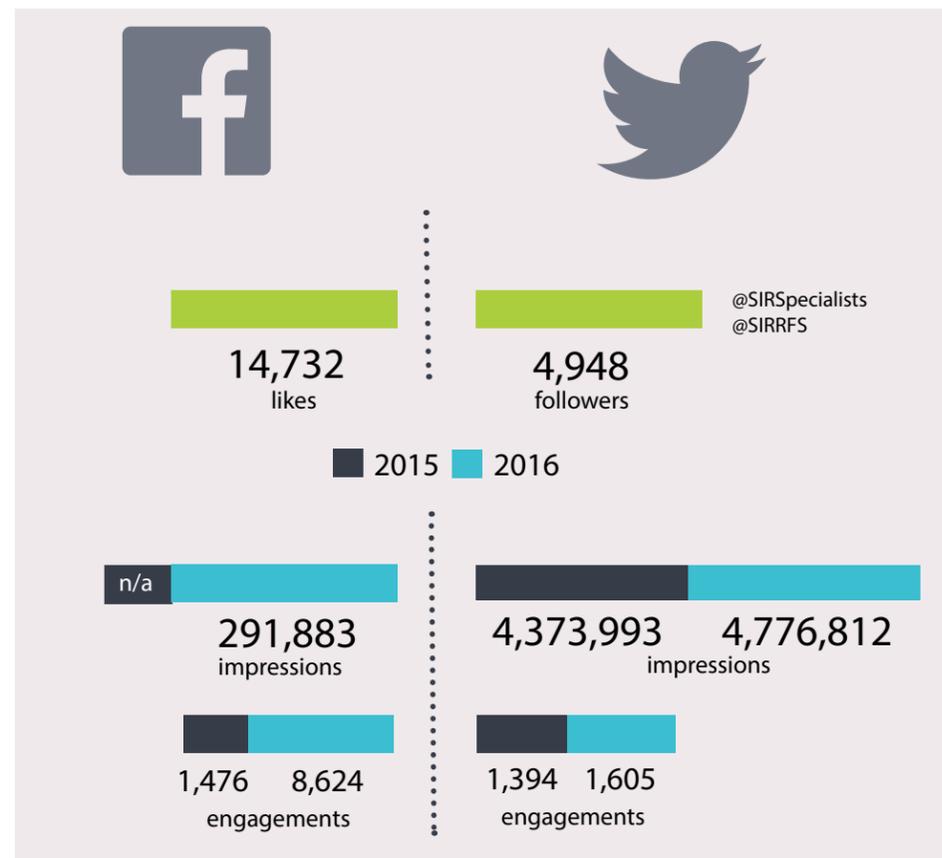
Our alliance with corporate partners begins with mutual opportunities to meet and learn and extends to intertwined relationships that add value to IR.

The society is proud of its role in becoming a pillar for the healthcare community, a catalyst for invested partners to build relationships with IR thought leaders, decision-makers and influencers.

Industry and SIR engage at SIR 2016

Our myriad communications channels allow you to reach members with your message, meaning industry and physicians can work together to advance the field more completely.

Corporate presence is strong across many of our regular conferences. At our marquee event, the Annual Scientific Meeting, companies achieved unprecedented levels of two-way contact with our members, inside the Expo and out, with benefits shared by everyone.



Industry and SIR engage at SIR 2016



MESSAGE DELIVERED

Total exhibition square footage	34,400
Total exhibitors	115
Companies hosting hands-on workshops	40
Hands-on workshops	25
New exhibitors	13

MESSAGE RECEIVED

Total leads generated (across 74 companies)	6,259
SIR attendees at hands-on workshops	1,400
Most leads generated (by one company)	690
Clicks on NPS kiosk products	224

MOBILE APP

Total app downloads	4,205
Corporate expo views	3,793
Bookmarks of corporate exhibits	794



SIR takes the lead as host of a variety of peer society “meets,” helping ensure our IR community remains networked with and aware of evolution in other specialties and the medical sector as a whole. Your partnership with SIR means you have affiliation and a broader voice and reach, encompassing communities beyond the SIR core.

CAP meets APDIR

At the 2016 Vancouver meeting, top Corporate Ambassador Program (CAP) company executives held roundtable discussions with program directors in IR in an effort to discover new ways to work together. Exploring each other’s needs and opening new lines of communication are critical to our mutual success—SIR is uniquely positioned to create those opportunities.



SIR meets American Society of Clinical Oncology (ASCO)

SIR meets Podiatric Medicine

SIR meets American Venous Forum (AVF)

SIR meets Society of Vascular Medicine (SVM)



SIR opens new doors to industry and attendees

We are dedicated to providing cutting-edge training as we strive for better outcomes in interventional medicine. SIR 2016 was home to new types of education, bringing together industry, faculty and learners in dynamic learning environments including:

- The Stroke Course**
- Medical student simulator days**
- Spine Lab cadaveric training**
- Forum on diversity and inclusion**

We welcome your feedback
on this report. Send your
comments to Erica Holland,
eholland@sirweb.org.