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## STRATEGIC PLAN 2025–2030 EMPOWERING YOU, ADVANCING IR

Interventional radiology is changing lives—and changing healthcare. SIR and SIR Foundation's 2025–2030 strategic plan ensures you're supported, seen and set up to thrive. Here's what it means for you:

### 1. OPERATIONAL EXCELLENCE THAT WORKS FOR YOU

We're making SIR and SIR Foundation more nimble, efficient and aligned with what you need—whether it's through programs, services or day-to-day operations.

- **You benefit from streamlined, strategic programs** that are built around real member needs.
- **You get clear, consistent communication** from leadership and staff who are unified in vision and responsive to the specialty.
- **SIR and SIR Foundation stay sustainable** and future-ready through smart governance and innovation.

### 2. DEMONSTRATING THE REAL VALUE OF IR

We're raising the profile of IR and proving its value to patients, policymakers and the broader medical community.

- **You'll be backed by data and evidence** that show how IR transforms care.
- **You'll be equipped to tell your own story**, showcasing your role in improving outcomes and leading minimally invasive care.
- **You're part of a specialty with staying power**, and we will work to ensure a robust, sustainable IR workforce.

### 3. LEADING THE FUTURE OF IR

We're amplifying your voice, supporting your leadership and boosting IR's visibility across medicine and beyond.

- **You'll be better recognized for your expertise**, thanks to our partnerships and advocacy efforts.
- **You'll be supported in providing longitudinal care**, building patient relationships, and driving better outcomes.
- **You'll have the tools to evolve your practice** because SIR and SIR Foundation are with you at every step.
- **You'll see IR in the spotlight**, as we expand public understanding and trust in the field.

## THIS STRATEGY IS MORE THAN A PLAN—IT'S A COMMITMENT

To you. To your patients. To the future of interventional radiology.

SIR and SIR Foundation are here to fuel your success, highlight your impact and build the future *with* you.