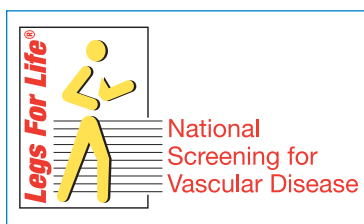


Promote Vascular Disease Awareness Month by Holding a Legs For Life® Screening



September is national Legs For Life screening month. Be a part of Legs For Life's continued and exciting growth! Even if you have done the screenings for several years, enrollment

as an "official" Legs For Life site is vitally important to the SIR Foundation because it ensures your screening data are captured for national reporting.

Each September thousands of people contact SIR about Legs For Life and vascular disease. These individuals are directed to the SIR Web site and the SIR Doctor Finder.

When Legs For Life screenings are conducted annually and are part of a multifaceted outreach program, practice benefits result. Outcomes reported by members who have participated in Legs For Life for multiple years include:

- Increased visibility for IRs inside and outside their practice/hospital
- Increased local media about you and the interventional procedures you perform
- Expansion of your clinical practice
- Increased primary care awareness of vascular disease and better recognition of IR treatment options and expertise
- Growth in the number of procedures and patients after three consecutive years of a multifaceted communications effort including annual screenings, physician relations and public education

After seven successful years, the SIR Foundation is reviewing this program to provide members with a turn-key operation that gives members more flexibility through customizable documents on a CD. The Foundation is also exploring adding a more robust data collection enhancement to the program. A survey was recently sent to past Legs For Life participants to get their input on program enhancements and how they have tailored the program to their individual practice needs.

Legs For Life collaborating organizations include:

- American Diabetes Association
- American Radiological Nurses Association
- Council on Cardiovascular Radiology and Intervention of the American Heart Association
- Society for Vascular Nursing



To sign up for Legs For Life 2005, go to the Members section of the SIR Web site and click on Legs For Life or contact the SIR office. The registration kit is \$499 for first time members — and if you've participated before, it's only \$250 to be a returning site.

The program is sponsored by the Guidant Foundation, which has provided a grant of \$1 million for the current three-year cycle (2003, 2004, 2005). Legs For Life founding sponsors are Abbott Laboratories and Boston Scientific Corporation. ❖

Don't Forget to Renew Your SIR Dues

Invoices for your 2005–2006 membership year were mailed and emailed to all members in May. If you have not yet paid your membership dues, renew now to ensure that you do not lose your membership benefits, including:

- Access to the Members section of the SIR Web site and to *JVIR* online
- Monthly issues of *JVIR* and bimonthly *IR News*
- Member discounts to the IR Store
- Reduced registration for the SIR Annual Scientific Meeting.

Also, by renewing your dues you will automatically receive your complimentary copy of the *2005 Coding Users' Guide*.

To check the status of your SIR membership or pay your dues online, click on the Renew Membership link found under Quick Links at the bottom of SIR's home page. Direct any questions to Membership@SIRweb.org or call the SIR office at (703) 691-1805.

Adapting the Legs For Life® Program Into a Practice Builder

Bob Smouse, MD, Terry Brady, MD, and Deborah Beach, NP, RN

In our practice, we have adapted Legs For Life® to be a better practice builder to the primary care physicians (PCP) in our community. First, we send out letters every year to PCPs in our geographic area to inform them about the upcoming screening. We obtain this list from our hospital administration and work with our regional development office.

During the screening, our interventional radiologists spend time evaluating and counseling the patients, and, if they are at moderate to severe risk, we send the form back to their PCP advising their physician about the ABI test and vascular disease, their patient's risk and the need for further evaluation. Although this has had the intended outcome of educating the PCPs about vascular disease, this action alone is generally not enough to result in referrals. We have adapted the process so that if anyone is at moderate to severe risk, we phone their physician, recommend further evaluation and get the appointment scheduled with the patient. We recognize that the PCPs are busy too, so we don't put the onus on them to get back to us; we manage the process for them and arrange for the suggested course of action.

We always invite local PCPs to staff a slot or two and see patients with us. This allows us to talk with them for a good three-to-four hours about our practice and the latest in PAD treatment. Over the years, the PCPs have gotten to know us individually and this is reinforced with outreach lectures. We are just starting to increase our local and regional talks, which are now once a

month throughout the year. We speak on PAD, UFE, carotid stenting, venous ablation, AAA, thoracic aneurysms, etc. This, plus Legs For Life, really gives us a presence in Peoria.

We have kept the majority of vascular work and have actually expanded in some areas: endoluminal grafts, carotid stenting, and PAD. We are considered the dominant force for PAD in Peoria despite turf issues with cardiology and surgery. We now have an aneurysm clinic where PCPs send any patient with any size AAA for us to see, counsel and follow at our discretion, with the idea that we will repair their AAA when it reaches 5cm or grows rapidly. We just started the Illinois Neurological Institute carotid clinic, in which we see all patients with carotid disease along with a neurologist and neurosurgeon and then decide whether the patient should be managed via medication, stenting or surgery, and we do all of the stenting. We are now stenting all high-risk patients and have several ongoing clinical stent trials.

In addition to everything that Legs For Life has done for our practice, we also follow-up on the hospital side. Our hospital has a share-house data center and we provide the records for all patients at moderate to severe risk so we can track their progress and see if they come back to St. Francis Hospital for intervention or diagnosis to the vascular lab. Thus, we have proven to the hospital administration that the screening is worthwhile for the hospital, in addition to all the good publicity that it provides to the hospital and the interventional radiologists. ❖

Maximize Your Practice's Exposure — Marketing Opportunities for Peripheral Vascular Disease Awareness Month

Looking to market your practice to patients and referring physicians? Promote your vascular excellence during Peripheral Vascular Disease Awareness Month in September. Here are six ways you can capitalize on this opportunity:

- Update your Doctor Finder profile so PAD patients can find you — it averages 1,500 hits per month
- Mail out SIR's patient information brochure on peripheral arterial disease (PAD) with a letter about your practice to primary care physicians in your community
- Ask to write an article for your hospital newsletter about PAD being a warning sign for heart attack or stroke — check out SIR's fact sheet on the topic for current facts and statistics (available in the Media section of the Web site)
- Participate in Legs For Life® — utilize the “how to” manual to implement the program locally
- Visit a retirement center and give a lecture on the disease — bring along help to provide free ABI tests
- Place an ad in your local newspaper — a PAD ad is part of the IR Awareness Kit you can purchase online in the IR Store and customize
- Host a “lunch and learn” at a local primary care physicians office
- Show a video on PAD and AAA in your waiting room — order one in SIR's online IR Store ❖

Committed to Proactively Shaping the Future of Medicine



The SIR Foundation Board of Directors has approved programs and initiatives for 2005 designed to keep interventional radiology at the forefront of patient care, technology, and innovation. Focused on advancing interventional radiology through research and education, the SIR Foundation will proactively develop and support programs for initiating pivotal clinical trials that show promise to dramatically impact interventional radiology and to promote future innovation through the support of research grants and research conferences.

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DEVELOPING CLINICAL RESEARCH TRIALS

In response to the need for strong, clinically relevant research in the interventional radiology community, the SIR Foundation created the Cooperative Alliance for Interventional Radiology Research (CAIRR). CAIRR is a dedicated clinical trials research network that enables the development, facilitation and broad dissemination of clinical research throughout the interventional radiology community. CAIRR facilitates the development of research protocols considered to be of high priority and strategic value to interventional practices and national health care. CAIRR-sponsored protocols will seek to ensure that both existing and evolving therapies provided by interventional radiologists become readily incorporated into the standard of practice and clinical care.

SIR Foundation and CAIRR clinical trial initiatives in development for 2005 will include:

- Carotid stenosis
- Uterine artery embolization
- Venous thromboembolism
- Interventional oncology

FOSTERING NEW AND INNOVATIVE FIELDS OF STUDY

SIR Foundation research conferences are designed to bring together interventional radiology researchers and clinical practitioners, non-interventional radiology physicians and scientists, members of industry, and government funding agencies for the purpose of cross-fertilizing

research ideas and identifying areas of research priority for the future. By organizing and leading a forum for multidisciplinary interaction, SIR Foundation provides the opportunity for researchers and clinical practitioners to become committed to and involved in the expansion of new areas of research and the development of new technologies that can enhance patient care in the future.

INTERVENTIONAL ONCOLOGY SYMPOSIUM

November 28, 2005 – December 2, 2005

The SIR Foundation is collaborating with the Radiological Society of North America to develop and host a four-day interventional oncology clinical and research symposia focused on the development and application of image-guided, minimally invasive therapeutic techniques for the treatment of cancer. The program will include state-of-the-art reviews and abstracts of current research in biological targets, imaging technology, materials science, and therapeutic techniques for image-guided oncologic interventions. Basic scientists, physician-scientists, academic trainees, and federal and industry researchers are encouraged to attend. For more information on the program and registration information please visit www.SIRfoundation.org/2005_ir2-oncologymtg.shtml.

ENCOURAGING INNOVATION AND CONCEPT DEVELOPMENT

Since 1996, the Foundation has funded over 60 research projects totaling over \$1.5 million in grant awards. According to a recent survey of SIR Foundation grant recipients, many of these investigators are beginning to receive larger multi-year grants from the National Institutes of Health. In fact, previous SIR Foundation grant recipients have received over \$6,000,000 in federal grant funding since receiving their SIR Foundation grant. Each year the SIR Foundation encourages the scientific advancement of interventional radiology by sponsoring a robust portfolio of grant programs. Investigators are encouraged to submit their original research ideas that demonstrate promise of advancing the practice of interventional radiology to the SIR Foundation for consideration. Visit the Foundation Web site at www.sirfoundation.org/grant_programs.shtml for more information. ❖

2005 SIR Foundation Grant Program Deadline is December 15

Dr. Ernest J. Ring Academic Development Grant Program
 Pilot Research Grant Program
 Academic Transition Award
 ACRIN Protocol Development Award

Application guidelines for these awards can be downloaded from the SIR Foundation Web site at www.SIRFoundation.org/grant_programs.shtml.