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## **The Society Of Cardiovascular & Interventional Radiology Is Now The Society Of Interventional Radiology Logo and Tag Line Accompany the New Identity**

BALTIMORE – April 10, 2002 – The membership of the Society of Cardiovascular & Interventional Radiology Tuesday approved changing its name to the Society of Interventional Radiology. Well over the two-thirds majority required to pass the name change voted to approve during the business meeting at the Society's Annual Scientific Meeting in Baltimore. The name change is being accompanied by a new Society logo which includes the tag line, "Enhanced care through advanced technology."

"The issues of our name and creating a stronger identity for interventional radiology have been raised consistently by members for a number of years," said Michael Darcy, M.D., president of S.I.R. "The Society has spent the past year formulating a strategic plan and there was consensus that a name change and stronger identity was important if we are to continue making progress in educating other physicians and the public about the scope and breadth of interventional radiology."

"Removing 'cardiovascular' from our name not only shortens and simplifies the name but will remove some of the confusion we encounter," said Curtis W. Bakal, M.D., M.P.H., immediate past president, who headed up the Society during much of the process leading to the name change. We conducted considerable research to determine what primary care physicians and consumers know and understand about interventional radiology. We are viewed as a highly trained group of sub-specialists with distinct skills and talents not offered by cardiology or surgery and it is important to differentiate ourselves. "A shorter name is more memorable to pronounce and describe. Many of us have non-vascular components to our practices. By deleting "cardiovascular" we aren't giving up our stake in cardiac or vascular work, but broadening the scope of what we do to carry us into the future and to help firm-up our distinct identity," said Bakal.

The Society did extensive quantitative and qualitative research with primary care physicians (PCP) and found PCPs almost universally know IR and could define the types of procedures they perform. PCPs overwhelmingly said "interventional radiologist" is a very accurate descriptor for the extensive training these physicians have and they did not want it changed to a new descriptive name, such as minimally invasive specialist, because they want to be certain of which kind of specialist they are sending their patients to. Consumers, on the other hand, were largely unaware of the specialty. Various names for the specialty were presented to both groups as part of the research and "interventional radiologist" was retained since it was so recognizable to physicians and equally recognizable to consumers as other alternatives.

"Primary care physicians are our most relevant audience; more and more PCP's, refer directly to interventional radiologists," said Dr. Darcy. It certainly benefits us to be known by consumers, too. As we pursue our strategic plan we intend to be more aggressive in communicating with these two audiences so referral physicians know the capabilities of the doctor they are sending their patients to, and consumers know who is providing their care."

S.I.R. is the professional society of interventional radiologists – physicians who specialize in minimally invasive, targeted treatments performed under guided imaging. Interventional radiology procedures are an advance in medicine that replace open surgical procedures. They are generally easier for the patient than surgery because they involve no large incisions, less risk, less pain and shorter recovery times. An estimated 5,200 people are attending the annual meeting in Baltimore.

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