



10201 Lee Highway
Suite 500
Fairfax, Virginia
22030
703.691.1805
703.691.1855 fax
www.sirweb.org
info@sirweb.org

**Contacts: Diane Shnitzler
Emily Oehler Murdoch
703-691-1805**

FOR IMMEDIATE RELEASE, Monday, December 2, 2002

**PETER LAUER APPOINTED NEW EXECUTIVE DIRECTOR FOR
SOCIETY OF INTERVENTIONAL RADIOLOGY**

Fairfax, VA (December 2, 2002) – Today, the Society of Interventional Radiology (SIR) named Peter B. Lauer, CAE, as its new Executive Director. Lauer has already begun an active role at key events in the Society as he prepares to formally assume the duties of Executive Director on January 1, 2003. SIR represents interventional radiologists – physicians who specialize in minimally invasive, targeted treatments performed using guided imaging. These newer treatments generally replace open surgical procedures.

“Lauer’s leadership comes at an important time for our Society,” says Michael Darcy, M.D., Society of Interventional Radiology President. “SIR is a dynamic Society that will be facing many new challenges in the coming years, and Pete brings a wealth of experience to our organization.”

Lauer joins SIR from the American Medical Association (AMA) where he played a vital role in building relationships for the AMA within organized medicine. He served in several key executive positions including vice presidencies of the House of Delegates, Professional Relations and Membership and Federation Relations. Lauer was Executive Director of AMA’s American Medical Political Action Committee (AMPAC) which he reorganized and moved to Washington. He managed a staff of 14 and was responsible for the organization’s bi-annual budget of \$7 million. He also brought innovative and proactive advances to the organization, including “politics 101” seminars and a grass roots network that facilitated member contact with key government agencies, Congress and even the White House. The network was a sophisticated program and a leader in grassroots education and contact.

Lauer says he sees both challenges and opportunities for SIR’s 4,000 members. “There’s no question that interventional radiologists are on the cutting edge of medicine and providing better treatment options for patients. The real challenge is to educate patients to be informed consumers and to ensure health care practitioners are aware of the latest advances,” he says.

The Society of Interventional Radiology represents interventional radiologists — physicians who specialize in minimally invasive, targeted treatments performed using imaging guidance. Interventional radiology procedures are a major advance in

medicine that do not require large incisions – only a nick in the skin – and offer less risk, less pain and shorter recovery times compared to surgery. Interventional radiologist pioneered modern medicine with the invention of angioplasty, the first catheter-delivered stent and the coronary angiography technique most used worldwide - state of the art treatments that are common place in medicine today. More information can be found at www.SIRweb.org.

#