

MEDIA ALERT

Register Now For Interventional Radiology Meeting Press Conferences Advances in Minimally Invasive Medicine to be Presented on Carotid Stenting, Cancer, Women's Health, Male Infertility and Pediatrics

WHAT: 31st Annual Scientific Meeting of the Society of Interventional Radiology to present the latest research and trends in minimally invasive medicine.

WHEN: **Press Conference Friday, March 31 at 9 a.m. ET – also via webcast**

- **Cognitive Improvements in Carotid Stenting Patients**
New research challenges the classification of “symptomatic” and “asymptomatic” patients by evaluating cognitive function after non-surgical treatment to open blocked carotid artery to prevent stroke.
- **Non-Surgical Treatment for Male Infertility, Already as Good as Surgery, Just Got Better**
Original technique’s inventor adds foam to procedure to treat varicoceles to relieve groin pain, eliminate testicular atrophy and reverse male infertility.
- **Women with Debilitating Chronic Pelvic Pain Have Non-Surgical Solution**
Study evaluates new a treatment for pelvic congestion syndrome, caused by varicose veins in the pelvis; multiple pregnancies increase risk.

Press Conference Monday, April 3, at 9 a.m. ET

- **First Study of Uterine Fibroid Embolization for Post-Menopausal Women**
Although uterine fibroids generally regress after menopause, there are many post-menopausal women who continue to suffer pain, constipation, urinary frequency and other symptoms due to their fibroids.
- **Non-Surgical Thermal Ablation Treats Painful Chest Wall Tumors**
New non-surgical techniques — radiofrequency ablation, cryoablation and microwave ablation — heat or freeze the cancerous cells, which kills the tumor and nerve endings in the vicinity that were causing pain.
- **Laser Provides Children with Less Painful Treatment for Vascular Malformations**
Interventional Radiologists adapt existing non-surgical laser technology to treat painful and disfiguring vein defect.
- **Study Compares Complications of Surgical and Non-Surgical Treatments for Uterine Fibroids**
Major complications, infections and pulmonary embolisms were tracked in 312 patients.

WHERE: Metro Toronto Convention Centre– Press conference room 802A

RSVP: Please call to register at above contact numbers or email Emily@SIRweb.org

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BROADCAST-QUALITY VIDEO FOOTAGE AVAILABLE**

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