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## MEDIA ALERT

### **Register Now for Interventional Radiology Meeting Press Conferences**

*Advances in Minimally Invasive Medicine To Be Presented on Cancer, Women's Health, DVT, Bone Marrow Transplants and More*

- WHAT:** SIR's two press conferences highlighting the latest advances in interventional radiology
- WHERE:** Walter E. Washington Convention Center, Washington, D.C.; press conference room: 203B
- WHEN:** **Press Conference Monday, March 17, 9–10:30 a.m. ET**
- Freezing Kidney Cancer:** Two leading cancer centers show the same remarkably successful result for kidney cryoablation. Interventional radiologists can treat localized kidney tumors on an outpatient basis for most patients.
- Lung Cancer:** Study on outpatient procedure using heat to destroy lung tumors in nearly 250 patients will be released.
- Deep Vein Thrombosis—Exciting News for DVT Awareness Month:** Significant advance, new standard of care suggested. Data will be presented on more than 500 patients.
- New Frostbite Treatment:** Frostbite has typically been treated by re-warming the affected area and—in severe cases—by amputating limbs. Interventional radiologists now bring the first new treatment in decades to save frozen tissue in hands and feet.
- Eye Cancer in Children:** A new interventional radiology treatment successfully treats advanced retinoblastoma—a deadly, inherited cancer of one or both eyes in children—saving eyes from being surgically removed.
- WHEN:** **Press Conference Tuesday, March 18, 9–10:30 a.m. ET**
- Older Seniors:** New study shows that what is an appropriate treatment at 55 is just as safe and appropriate at 85. There's no reason for seniors with leg pain caused by peripheral arterial disease to put up with pain, limited mobility and diminished quality of life.
- Osteoporosis:** Five-year results from nearly 900 patients in a vertebroplasty study to treat spinal fractures caused by osteoporosis will be presented.
- New Treatment for Bone Marrow/Stem Cell Transplant Rejection:** New interventional radiology treatment offers hope for patients facing death from graft-versus-host disease.
- Women and Uterine Fibroid Embolization:** New study shows few women hear about UFE treatment option directly from private practice gynecologists.
- Failed Focused Ultrasound:** Uterine fibroid embolization succeeds when focused ultrasound fails as a treatment for uterine fibroids.
- RSVP** Please call to register at above contact numbers or email [mverrillo@SIRweb.org](mailto:mverrillo@SIRweb.org)

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