



ANNUAL REPORT

2017



CANADIAN INTERVENTIONAL
RADIOLOGY ASSOCIATION
ASSOCIATION CANADIENNE
DE RADIOLOGIE D'INTERVENTION

Guiding innovative care
Guider l'innovation des soins



MESSAGE FROM THE PRESIDENT

2017 has been in many ways a remarkable year for CIRA.

Our Annual Meeting, held in Montréal, Québec, was a tremendous success. The satisfaction rate of our attendees reached unprecedented levels. I want to thank my two other Program Committee chairs, Dr. Tara Graham and Dr. Amol Mujoomdar, for their hard work and dedication towards CIRA's flagship annual event.

We innovated in 2017 with our first Grand Slams & Catastrophes Course held in February in Lake Louise, Alberta. In light of the event's very positive results, we decided to repeat it in 2018. I want to thank Dr. Andrew Benko for co-chairing and for his support in making this new event a success.

The CIRA Board of Directors approved a very exciting strategic plan for years 2018-2020. Our vision for the future is to bring together interventional radiologists, as well as other professionals of the field, and to work with patient groups, in order to help increase access for Canadians to patient friendly, effective, minimally invasive, image guided treatments. Canada ranks poorly compared to other countries such as the US, the UK and Germany, with respect to the utilization of interventional radiology. Canadians expect the best possible health care and measures must be taken to make patient friendly interventional radiology treatments widely available to them.

The CIRA will change its name in 2018 and will, moving forward, be called CAIR, the **Canadian Association for Interventional Radiology**. We plan to launch in 2018 the **CAIR Initiative**, a multi stakeholder endeavor aimed at promoting interventional radiology and its benefits for Canadian patients.

We will continue to provide exceptional professional development meetings and courses to our IR physicians, technologists and nurses. But we will also work hard at improving Canada's ranking in terms of accessibility to IR treatments.

2017 brought along a change in leadership at CIRA. Annie Bilodeau, CIRA's first and only Executive Director, left the organization to pursue another career opportunity. Thanks to Annie's leadership and skills, CIRA grew from a concept tossed around by interventional radiologists 15 years ago to the organization we know today. I want to thank Annie for her remarkable contribution to CIRA and I wish her all the best for the future. Daniel Lapointe took over from Annie in 2017. I look forward to working with Daniel as we take on the new and exciting challenges of our strategic plan.

Jason Wong
President

CIRA 16TH ANNUAL MEETING

JUNE 1 – 3, 2017 - MONTRÉAL, QUÉBEC

The 16th edition of CIRA's Annual Meeting, held in Montréal, Québec, was a huge success. More than 300 attendees enjoyed 2.5 days of quality sessions delivered by a remarkable cast of speakers headed by three outstanding guest speakers:



DR. WILLIAM T. KUO

Associate Professor of Interventional Radiology at the Stanford University School of Medicine, Stanford, California, USA



DR. MICHAEL LEE

Professor of Radiology at the Royal College of Surgeons Medical School, and Interventional Radiologist at Beaumont Hospital, Dublin, Ireland



DR. CONSTANTINOS SOFOCLEOUS

Interventional Radiologist at the Memorial Sloan Kettering Cancer Center, New York, New York, USA



GRAND SLAMS & CATASTROPHES COURSE

FEBRUARY 24 - 25, 2017 - LAKE LOUISE, ALBERTA

CIRA held a new and innovative course in February 2017 based on the presentation of thought provoking cases in the field of Interventional Radiology. 50 participants attended this limited seating event designed to encourage interaction amongst the attendees. Thanks to Guest Speaker Dr. Robert Ryu, Professor of Interventional Radiology at the University of Colorado Hospital, the course fulfilled the expectations of the attendees. A second edition of the course is planned for 2018.



CIRA EXPRESS

CIRA recruited Dr. Vamshi Kotha, Associate Professor, Cardiovascular and Interventional Radiology, Foothills Medical Centre in Calgary Alberta, as the Editor of CIRA Express, the Association's quarterly newsletter.

Thanks to Dr. Kotha, CIRA Express provides insightful articles and interviews with key players in the field of Interventional Radiology in Canada.



CIRA COMMUNITY

Dr. Sean Kennedy, Resident, Department of Medical Imagery at the University of Toronto, and CIRA Board member, took over the role of moderator of the CIRA Community, the Association's online discussion forum that enables members to share thoughts and advice in a spirit of continuing professional development.



STRATEGIC PLAN 2018-2020

The CIRA Board approved in 2017 a new strategic plan.

The Association's mission statement remains the same but the Board approved an exciting new vision for the years to come:

VISION 2020

The Canadian Association for Interventional Radiology (CAIR):

- Brings together a vast majority of Interventional Radiologists as well as other professionals of the field;
- Works with patient groups and other allies;
- To help increase accessibility for Canadians to patient friendly, effective, minimally invasive, image guided treatments.

MISSION STATEMENT:

Improve the health and quality of life of Canadians through **minimally invasive, image guided therapy.**



STRATEGIC DIRECTION NO. 1

Plan, develop and lead the CAIR Initiative for patient friendly, interventional radiology treatments.

The CAIR Initiative is a multi-stakeholder endeavor aimed at making patient friendly, minimally invasive, interventional radiology (IR) treatments widely accessible to Canadian patients.

The CAIR Initiative will be implemented through a number of actions, including:

- Raise awareness about IR amongst target audiences.
- Influence decision-makers to make IR treatments more accessible to Canadians.
- Team up with other professional associations and with patient groups to promote the benefits of IR treatments.
- Maintain regular media relations and public relations to raise awareness about patient friendly IR treatments.
- Showcase testimonials of patients who can speak about the benefits of IR treatments.
- Bestow awards to recognize the achievements of outstanding Interventional Radiologists and of hospitals that have provided extraordinary leadership in making IR treatments accessible to patients.
- Create a new corporate identity through a new name and logo:
 - Canadian Association for Interventional Radiology (CAIR)
 - Association canadienne pour la radiologie d'intervention



Canadian Association for
Interventional Radiology

Association canadienne pour
la radiologie d'intervention

STRATEGIC DIRECTION NO. 2

Improve value of membership in CAIR

Most Interventional Radiologists practicing in Canada are members of CAIR. The Association will implement measures to attract an even greater number of physicians as well as other professionals such as Technologists and Nurses.

Measures include:

- Create a revamped website that will be a hub for healthcare professionals, patients and decision-makers interested in IR treatments.
- Maintain group membership in CIRSE (Cardiovascular and Interventional Radiological Society of Europe) in order to provide CAIR members with the benefits of belonging to two outstanding professional associations.
- Make membership in CAIR even more relevant to Technologists and Nurses.
- Provide members with an opportunity to obtain all required CME credits for the Royal College MOCOMP program
- Continue to provide members with outstanding continuing professional development activities.
- Maintain the Association's quarterly newsletter and community forum as well as the ongoing circulation of clinical cases.



STRATEGIC DIRECTION NO. 3

Ensure the Association's financial sustainability and growth

The Association's income is mainly based on membership fees, revenue from events and support from corporate partners. Additional sources of income are required to ensure sustainability and growth.

The Association will take measures to generate new revenue, including:

- Have membership fees reflect the additional benefits provided to members.
- Adjust Annual Meeting registration fees in order to offset rising expenses.
- Ensure that relations with corporate partners are more mutually beneficial than ever before.
- Explore new funding opportunities.



NEW BRAND

The highlight of the strategic plan the CIRA Board approved for 2018-2020 is the new brand the Association will promote moving forward.

Starting in 2018, CIRA will be called CAIR, the Canadian Association for Interventional Radiology.

This new identity is in line with the Association's key strategic directions for the future. CAIR wants to be the Association of all stakeholders who work for the advancement of Interventional Radiology. Furthermore, CAIR phonetically expresses the Association's vision of making Interventional Radiologist's care and treatments widely accessible to all Canadian patients.



MANY THANKS TO OUR CORPORATE PARTNERS



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la radiologie d'intervention

1370, Notre-Dame W.
Montreal, Qc, H3C 1K8

(T) 514-282-2744
(F) 514-282-4292

cairweb.ca