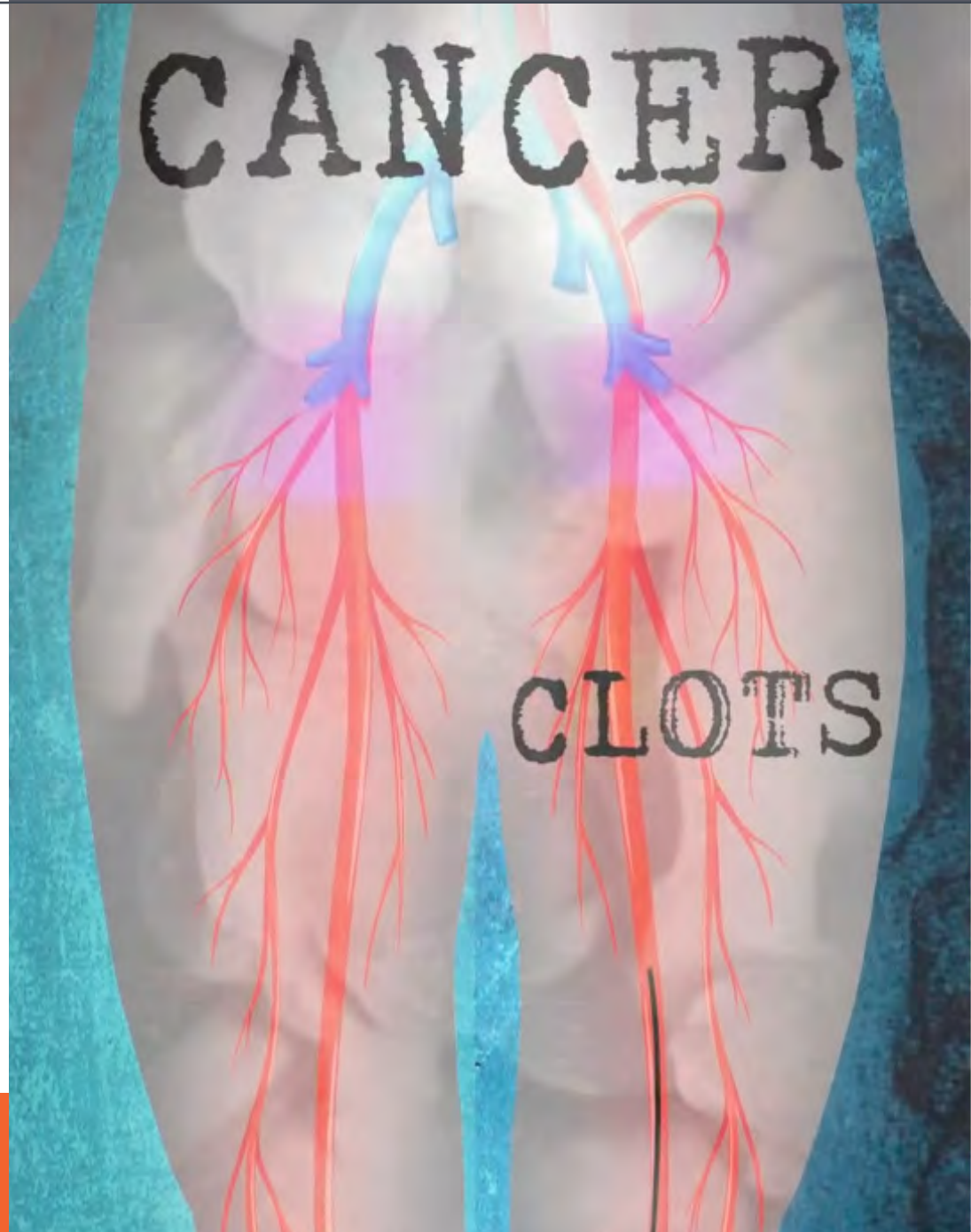


ORGANIZATION PROSPECTUS



the Interventional Initiative

PUBLIC EDUCATION
AND ENGAGEMENT
ABOUT THE VALUE
& BREADTH OF
MINIMALLY INVASIVE,
IMAGE-GUIDED
PROCEDURES (MIIPs)



ORGANIZATION SUMMARY

Corporate Name:	The Interventional Initiative (DBA The II)
Corporate Status:	Not-for-Profit 501(c)(3), Incorporated April 2015
Industry:	Health, Medicine (Minimally Invasive, Image-Guided)
Mission:	To increase awareness of the value of minimally invasive, image-guided procedures (MIIPs) through public education and engagement
Websites:	www.theii.org and www.WithoutAScalpel.com

Board of Directors & Leadership Team

- Isabel Newton, MD, PhD - Chairman of the Board, Founder
VA San Diego Healthcare System, UCSD, San Diego, CA
- Susan Jackson, MBA, RT(R)(CV) - Chief Executive Officer, Founder
Western Angiographic & Interventional Society, Oakland, CA
- E. Brooke Spencer, MD - Vice Chairman of the Board
Minimally Invasive Specialists, Littleton, CO
- Darren Klass, MD, PhD - Board Member
Vancouver Imaging Inc, Vancouver BC, Canada
- Margaret Simor, MSN, BSN, RN - Board Member, Treasurer
the Interventional Initiative, Alamo, CA

About the II

Directors: The Interventional Initiative (the II) is incorporated to educate the public about advances in minimally invasive, image-guided procedures (MIIPs) used to diagnose and treat a wide variety of diseases and conditions throughout the body. A five member Board of Directors, who has the responsibility to guide the mission through a strategically developed and fiscally accountable plan, currently governs this not-for-profit enterprise. The Board's Directors are visionary thought leaders in the treatment of MIIPs and who share a passion to empower the public with knowledge they will need to make informed healthcare decisions.

Members: Our 80+ members include former patients, healthcare administrators, marketing professionals and industry representatives from medical device and manufacturing companies. Committees and special initiatives are staffed by physicians, fellows, residents, medical students and allied health professionals who are equally passionate about patient education and outcomes. Increasingly, former patients and lay people have reached out to join our mission, providing the important perspective of non-medical individuals.

Advisory Board: Many luminaries with years of expertise in the field of MIIPs provide access to their networks and thought leadership to forward the II's mission. Our advisors also include experts in documentary filmmaking and distribution.

Without a Scalpel Episodes 1-4 Documentary Filming Locations



The Interventional Initiative seeks to bridge a considerable patient knowledge gap by creating an enjoyable and interactive learning and sharing experience for the public.

What Makes Us Unique? A Patient-Centric Focus

Studies show that the general public and even patients have little or no awareness of the field of IR and the life-changing MIIPs that may be options for them¹⁻⁷. Meanwhile, existing online patient education materials about MIIPs are written far beyond the health literacy level of the average US adult. As more healthcare consumers seek medical information and advice online, it is imperative that materials are reliable, unbiased and comprehensible. One study showed that poor health literacy leads to significantly worse patient outcomes, suggesting that a better understanding of MIIPs could lead to improved patient outcomes⁸. The II seeks to bridge this considerable knowledge gap by creating an enjoyable and interactive learning and sharing experience for the public.

Through its not-for-profit enterprise, the II has designed a multimedia platform to disseminate information to the public about MIIPs. With the completion and distribution of each episode of our documentary series, *Without a Scalpel*, the public is introduced to patients who have had MIIPs that changed and, in some cases, saved their lives. *Without a Scalpel* is available On Demand at Amazon Video, Vimeo Films, TubiTV, and Realez Indie Films. Direct links to the various platforms as well as the trailers for each

episode can be accessed at the documentary website at www.WithoutAScalpel.com



We completed phase one of the first ever online community center for MIIPs at the II website, which is networked with multiple social media platforms. The website includes information about specific procedures written in plain language and paired with illustrations designed by and branded to the II.

Subsequent phases will expand our education initiative through other media channels such as news segments, magazine articles and public talk radio. A blog for discussion about disease- or treatment-specific experiences will allow patients, family members and physicians to engage and learn about MIIPs. A long term goal is to capture anonymous patient-centered outcomes data to be analyzed for the reciprocal education of physicians who perform these procedures as well as guide our future content development.



Our first documentary series, Without a Scalpel introduces the public to MIIPs via real patient cases and experiences.

Photo Above: Rachel, a 27-yr Orion Spacecraft Engineer being interviewed for episode 1 about the MIIP she had, a deep vein reconstruction procedure.

The Advisory Board

Hal Coons, MD
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Escondido, CA

Janette Durham, MD, MBA
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Stanford University
Stanford, CA



The Mission of the Interventional Initiative is Obtained Through 3 Core Initiatives

Photo Right: Dr. Gregg Alzate, Sharp Memorial Hospital, San Diego, CA is filmed for the documentary.



1 WITHOUT A SCALPEL DOCUMENTARY

The launch initiative to advance the mission of the Interventional Initiative is the documentary series, *Without a Scalpel*. This documentary, which was originally conceived at the Western Angiographic and Interventional Society, introduces the public to minimally invasive, image-guided procedures (MIIPs) through the perspective of patients and their families. We chronicle the experience of several patients as they are diagnosed, treated, and recover from their procedures. As a multi-episodic documentary, *Without a Scalpel* focuses on the value of MIIPs in domain specific treatment areas. Episode 1: Bloodless - Peripheral Disease (unblocking vessels), Episode 2: The Cancer Snipers - Interventional Oncology (catheter directed treatment), Episode 3: HYSTERical (Women's Health Episode). Graphic Below: Scenes from Episode 3 filmed with VIR Chicago.

These patients represent a sampling of the breadth of diseases and conditions treated by MIIPs, including blocked veins in the legs and pelvis, blocked arteries in the legs, blood clots in the lungs, liver cancer and metastatic disease, and pelvic congestion syndrome. In the documentary, we meet several patients and their families and also come to know the interventional radiologists who treat them. Moreover, the documentary tells the remarkable story of how, through the continued innovation of this field, all of medicine has been pushed toward more minimally invasive solutions for medical problems.

Each episode also touches on important issues such as patient awareness about treatment options, organ donation, insurance reimbursement, and what quality of life really means.



ONLINE COMMUNITY CENTER

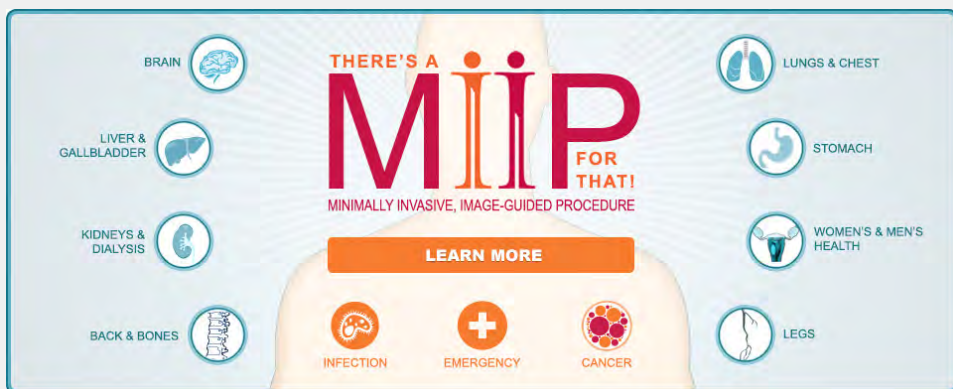
The vision of the II to become the most comprehensive and trusted source for public-centric information on MIIPs is grounded in its online community. The website focuses on visually oriented materials with accompanying text that is written at the U.S. adult health literacy level.

Currently, there are no sites that fulfill the MIIPs information needs of the public with the following criteria: (1) Primary focus is MIIPs (2) Written at a 6th grade level (3) Comprehensive (4) Unbiased towards devices, geography, specialty, or healthcare system.

Further development plan for the website includes a museum-style, interactive Human Information System (HIS) that will allow the public to pan over an area of the body such as the liver, tour its anatomy, explore those diseases and conditions that are amenable to MIIPs, and watch graphics or video illustrations of those MIIPs. Furthermore, the website will include an online community center where patients and family members can interact about experiences or inquiries that have a primary focus on diseases and treatments related to MIIPs. Information collected online will be sorted and analyzed to inform IR physicians on patient-reported outcomes, needs and concerns.

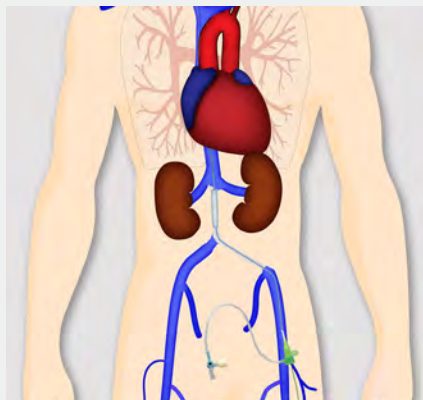
www.theii.org

www.withoutascalpel.com



Some of the existing internet resources on MIIPs are of high quality but are dispersed across numerous websites which are difficult to find using lay language searches. The II curates existing patient-centric information on MIIPs and will serve as a comprehensive repository for the Internet's best MIIPs resources. The gallery will organize information by domains such as Cancer (Oncology) and Blood Vessels (Vascular Disease), providing references for visitors who wish to conduct more in-depth research on a particular subject. Meanwhile, we continue to write and develop our own educational materials for other organizations and physician practice groups to utilize. Infographics & our short format video series, Ask An IRAD and

Behind the Scrubs are created for the public and disseminated via social media. We also make these assets available on the II media page. Graphics below: MIIPs illustrations and Infographics produced by the Interventional Initiative.



Social Media

(Twitter, Facebook, YouTube, HuffPost)
Social media initiatives serve to provide real-time, two-way communication via public platforms used to share pertinent information on minimally invasive technology and procedure advancements. The II content plan includes visual material such as short format videos and infographics that correspond with current events and disease or domain specific topics such as Women's Health, Cancer Care, Stroke, etc. Metrics are analyzed to determine the degree of public engagement as well as to retrieve vital feedback from the public regarding topics of high interest. With the release of each episode of *Without A Scalpel*, public engagement on our social media channels increases significantly. The trailer for Episode 2: the Cancer Snipers has been viewed more than 750,000 times across our platforms.



Medical Journals

Coordinated with other media outreach efforts will be the publication of articles about the latest achievements in MIIPs, authored by experts in the field. The primary audience will be healthcare professionals who will also benefit from integrating this information into health management programs. In 2017, articles featuring the Interventional Initiative were also published in *Radiology Today*, *Endovascular Today* and the *AVIR Newsletter*.

News Print & Health Magazines

Much of the content compiled for other multimedia platforms will be repurposed for news publications seeking to report on cutting edge technology and procedures. As guest editors on Huffington Post, we write public-centric stories about MIIPs that have the potential to reach 177m Huff Post visitors and direct them back to our website or to the documentary. For the launch of E2: the Cancer Snipers, we published a detailed article about one of the patients featured in the episode. The article was published on Huff Post.

1

DOCUMENTARY

Without a Scalpel, Each episode follows the journey of patients undergoing different minimally invasive procedures, demonstrating the life-changing potential of their MIIPs.

2

ONLINE COMMUNITY CENTER

The Online Community Center is the first patient-centric resource for information on the MIIPs available to diagnose and treat a wide range of conditions and diseases throughout the body.

3

MULTIMEDIA INITIATIVES

Through a variety of social and multimedia channels, the public will be connected to the world of MIIPs, including its physicians, patients and allied professionals.

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For more information about MIIPs or the II, visit us
www.theii.org

To follow the documentary series, visit
www.WithoutAScalpel.com