THE INTERVENTIONAL INITIATIVE

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

ORGANIZATION PROSPECTUS

CORE MULTIMEDIA INITIATIVES:

* DOCUMENTARY SERIES
* ONLINE COMMUNITY CENTER
* SOCIAL MEDIA CAMPAIGNS
* PATIENT ENGAGEMENT

E: susan@theii.org
E: isabel@theii.org
PH: 510-910-8669
Without a Scalpel
Episode 1 & 2
Documentary Filming Locations

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 seven 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. By Q4 2015, the II will appoint additional Directors to include members of the lay public, healthcare administrators and industry representatives (medical device and equipment manufacturing). Committees and special initiatives are staffed by IR physicians, Fellows, Residents, Medical Students and Allied Health Professionals who are equally passionate about patient education and outcomes. Our Advisory Board includes luminaries in the field who provide access to their networks and thought leadership to forward the II’s mission.
The Interventional Initiative seeks to bridge a considerable patient knowledge gap by creating an enjoyable and interactive learning and sharing experience for the public.

The 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 them. 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 outcomes. 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 our documentary series, Without a Scalpel, the public will be introduced to patients who have had MIIPs that changed and, in some cases, saved their lives. Concurrently, we will launch the first ever online community center for MIIPs at the II website, which will be networked to multiple social media platforms. Subsequent phases will expand our education initiative through other media channels such as popular news and 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. Subsequently, anonymous patient-centered outcomes data will be captured and analyzed for the reciprocal education of physicians who perform these procedures.

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

Photo Above: Rachel, a 27-yo Orion Spacecraft Engineer being interviewed about the MIIP she had, a deep vein reconstruction procedure performed by Dr. Elizabeth Brooke Spencer.

The Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hal Coons, MD</td>
<td>WAIS</td>
<td>Escondido, CA</td>
</tr>
<tr>
<td>Rod Raabe, MD</td>
<td>Inland Imaging</td>
<td>Spokane, WA</td>
</tr>
<tr>
<td>Frank Facchini, MD</td>
<td>VIR</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Anne Roberts, MD</td>
<td>University of CA San Diego</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>Barry Katzen, MD</td>
<td>Miami Cardiac &amp; Vascular Institute Miami, FL</td>
<td></td>
</tr>
<tr>
<td>Richard Saxon, MD</td>
<td>Tri-City Medical Center Oceanside, CA</td>
<td></td>
</tr>
<tr>
<td>Fred Keller, MD</td>
<td>Dotter Interventional Institute Portland, OR</td>
<td></td>
</tr>
<tr>
<td>Daniel Sze, MD, PhD</td>
<td>Stanford Hospitals &amp; Clinics</td>
<td>Stanford, CA</td>
</tr>
<tr>
<td>Lindsay Machan, MD</td>
<td>Vancouver General Hospital</td>
<td>Vancouver BC, Canada</td>
</tr>
<tr>
<td>Roger Jackson</td>
<td>Kinonation Film Distribution</td>
<td>Santa Monica, CA</td>
</tr>
</tbody>
</table>
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. To launch our website, we currently own five domains:

- www.theii.org
- www.theinterventionalinitiative.org
- www.theinterventionalinitiative.healthcare
- www.theinterventionalinitiative.com
- www.withoutascalpel.com

Phase one of the website includes videos, graphics and accompanying text that is written at the recommended health literacy rating of 6th grade. 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.

The continued 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.

A dedicated url for the documentary (www.withoutascalpel.com) provides the audience with links to On Demand platforms where the episodes are shown, trailers, press releases and meet the patient videos to learn more about the challenging diseases presented in each patient’s journey.
The launch initiative to advance the mission of the Interventional Initiative is the documentary series, *Without a Scalpel*. This documentary, which is supported by 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* will focus 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: Women’s Health (Working Title).

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, women’s & men’s health conditions such as pelvic congestion syndrome, varicoceles, fibroids and infertility. 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 stories about how MIIPs use cutting edge technology to treat diseases, without the cutting. Patients are afforded the opportunity to be treated quickly, with fewer complications and return to their normal lives sooner.

Without a Scalpel is already receiving widespread attention as it has been picked up on major On Demand platforms including Amazon, Vimeo On Demand, TubiTV and RealeyZ Indie Films. Through our website, social media and community engagement activities, we are hearing from people from across the globe about how the film prompted them to ask if there is a MIIP for their condition.

---

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. Thus, the II will curate 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. Independent surveys conducted by the II reveal that

(1) Consumers are spending more time online searching for treatment options
(2) they have a high degree of trust in non-profit health organizations
(3) They prefer the shorter recovery times associated with MIIPs.

---

**Diagram Left: Illustration of the needs met by the II.**

---

If you became ill, which of these equally effective treatments would you choose?

<table>
<thead>
<tr>
<th>Treatment Type</th>
<th>18-29 (n=34)</th>
<th>30-44 (n=112)</th>
<th>45-59 (n=133)</th>
<th>60+ (n=99)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine that you take once a day for the rest of your life (mild side effects)</td>
<td>41%</td>
<td>40%</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>A minimally invasive procedure (3-day recovery)</td>
<td>79.2%</td>
<td>84.8%</td>
<td>82.7%</td>
<td>76.8%</td>
</tr>
<tr>
<td>Surgery (6-week recovery time)</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Without a Scalpel, Episode 1: Bloodless is finished. It follows the journey of patients undergoing different minimally invasive procedures, demonstrating the life changing potential of their MIIPs.

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.

Social Media
(Twitter, YouTube, Facebook, LinkedIn) – 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 will include visual material such as Podcasts and infographics that correspond with current events and disease or domain specific topics such as Women's Health, Cancer Care, Stroke, etc. Metrics will be analyzed to determine the degree of public engagement as well as to retrieve vital feedback from the public regarding topics of high interest.

Public Radio
The II is working with public radio affiliates to support Health Information Segments about MIIPs. We have also developed a content plan to bring disease specific treatments to the forefront of health news via guest physician interviews and public discussion forums.

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. Independent surveys conducted by the Interventional Initiative are written up for the medical community's consumption.

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. Our committee members include journalists and healthcare analytics professionals who create visualization graphics to help tell the story of MIIPs. Recently, the II published an article in the Huffington Post titled, Fighting Cancer with a Sniper Rifle.

REFERENCES