



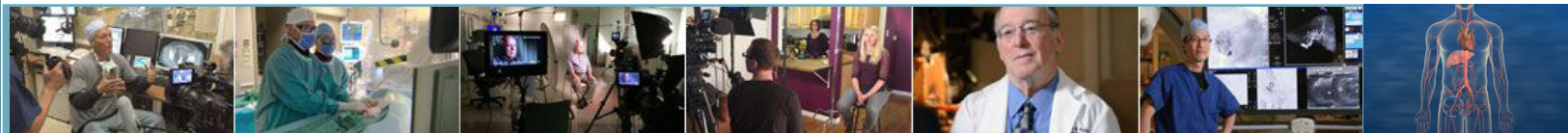
2015

ANNUAL REPORT

Empowering patients

Expanding minds





CONTENTS

A Letter from our CEO.....2

Strategic Partners.....20

About the Interventional Initiative.....3

Financials Statements.....22

Our Mission & Vision.....4

Leadership Team.....28

Strategic Initiatives.....6

A Letter from our Board Chair.....30

Teamwork in Action.....16

Contact Information.....32

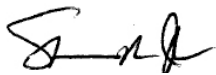


A LETTER FROM OUR CEO

Dear Friends & Colleagues,

In April 2015, the II was founded to address an ongoing issue in the healthcare environment; a significant knowledge deficit about minimally invasive, image-guided procedures (MIIPs) and the specialized doctors who perform them. As an increasing number of healthcare consumers are turning to online resources for medical information, we believe that engaging the public with credible and comprehensible information is vital at this time. The II organized a team of professionals to focus on several core initiatives, designed to elevate the message of the Interventional Initiative and the broader MIIPs community. The initiatives and goals we've set for our organization are nothing short of challenging, yet necessary to reach the millions of people who could benefit from knowledge of MIIPs. Our achievements in 8 short months have set the stage for a direct and lasting dialogue with patients, healthcare administrators, policy makers and media executives about one of the most innovative areas of medicine. We welcome your support and collaboration as we continue this important mission.

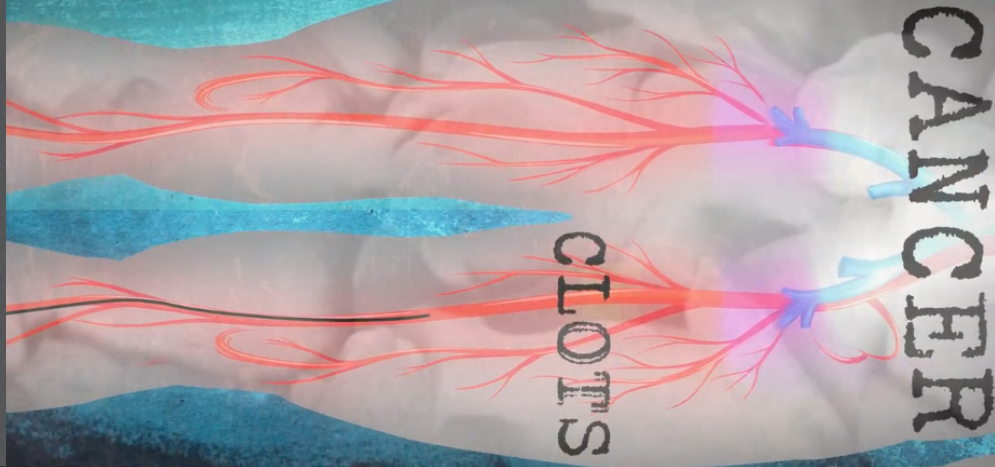
Most Sincerely,



Susan Jackson, MBA, RT(R)(CV)
CEO & Executive Producer



ABOUT



WHAT WE DO

Passion, vision, and purpose are the energy that power our team. We are a group of dedicated physicians, patients, allied health professionals, filmmakers, graphic designers, marketing specialists and journalists that have come together to produce engaging information about minimally invasive, image-guided procedures (MIIPs). We have organized our talent into committees that write content, develop storyboards, create rich media, design marketing campaigns, and produce documentaries and high quality videos for television and digital platforms.

It all begins with our Written Content Committee who expertly translates complex medical jargon into plain language that can be understood by any patient. Our Media Production Committee then identifies areas where graphics, Podcasts, animations, infographics or narrated videos will be useful in supplementing written information. Next, our website and social media committees deliver the content to target audiences. Our business, fundraising and patient engagement committees work behind the scenes to ensure that our initiatives are funded and that content meets standards for patient privacy, CDC Health Literacy, and excellence as a non-profit.

OUR MISSION AND VISION



OUR MISSION

to educate and engage the public about the life-changing value of minimally invasive, image-guided procedures (MIIPs).

The Interventional Initiative aims to close the health literacy knowledge gap between the public and MIIPs options with a focus on these values:

- Procedures are performed through a pinhole so patients leave with only a band-aid.
- Patients are kept whole and avoid painful alternatives.
- Patients often have less time in the hospital and can return to their normal lives sooner.
- MIIPs typically cost much less than surgical alternatives.



OUR VISION

We believe that people deserve to fully understand their treatment options so they can choose what is best for them and their families. Patients empowered to make informed healthcare decisions have better outcomes. Increased public awareness about MIIPs will lead to

- More informed healthcare choices
- Better access to MIIPs
- Better healthcare outcomes
- Overall healthcare cost savings as MIIPs are better utilized
- Greater allocation of healthcare resources to support MIIPs
- More funding of research and innovation to advance MIIPs



OUR STRATEGIC INITIATIVES



MEDIA PRODUCTION



DOCUMENTARY

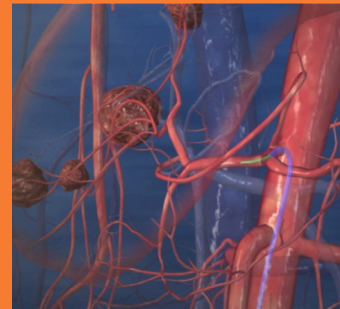
In September 2015, we completed the pilot episode of our docseries, titled *Without a Scalpel*. Filming and production activities were paused in Q4 while we shifted our activities towards positioning for distribution and a developing a greater online digital presence necessary to support marketing for both On-Demand and television distribution.



DR. GREGG ALZATE
Interventional Radiologist

SHORT FORMAT VIDEOS

Our team identified the need for more public friendly video content about MIIPs. During 2015, we created various short format videos focusing on patient experiences, specific procedures and the history of MIIPs. We also have created content for digital and television news segments.



MEDICAL ANIMATIONS

While working on the documentary series, we identified a gap in the amount of publicly available procedure animations. Our media production team began curating a list of existing animations to use as references. Moving forward, we will design our own branded animations to illustrate the many diseases treated with MIIPs.



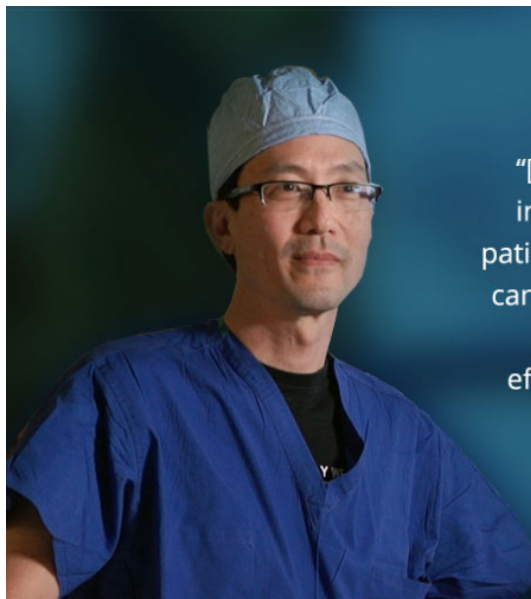
INFOGRAPHICS

We have designed and launched two infographics; one that focuses on MIIPs for poor circulation and one that focuses on MIIPs for Women's Health. We will continue to design and share more. In the interim, we utilize quality, publicly available infographics from the CDC and other sources.

ABOUT THE DOCUMENTARY

Without a Scalpel is a fascinating glimpse inside the dramatic journeys of regular people transformed by crisis but saved by minimally invasive, image-guided procedures. Each episode of the series focuses on a group of brilliant, specialized doctors performing incredible cutting-edge procedures to treat blood clots, cancer, stroke, aneurysms, blocked blood vessels, infections, infertility and other women's health conditions, pediatric diseases, and trauma... **all without a scalpel.**

RIGHT:
Dr. Daniel Sze
interviewed for
Episode 2 of
Without a Scalpel.



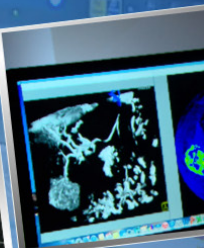
On treating cancer with MIIPs:

“[MIIPs] can not only reduce the symptoms involved with cancer, but also can extend a patient’s life span [through] the application of cancer killing medicines or radiation in a way that is very focused...[to avoid]...the side effects and toxicities...of more conventional cancer treatments.”

—Daniel Sze, MD, PhD
Stanford Hospital & Clinics, Stanford, CA

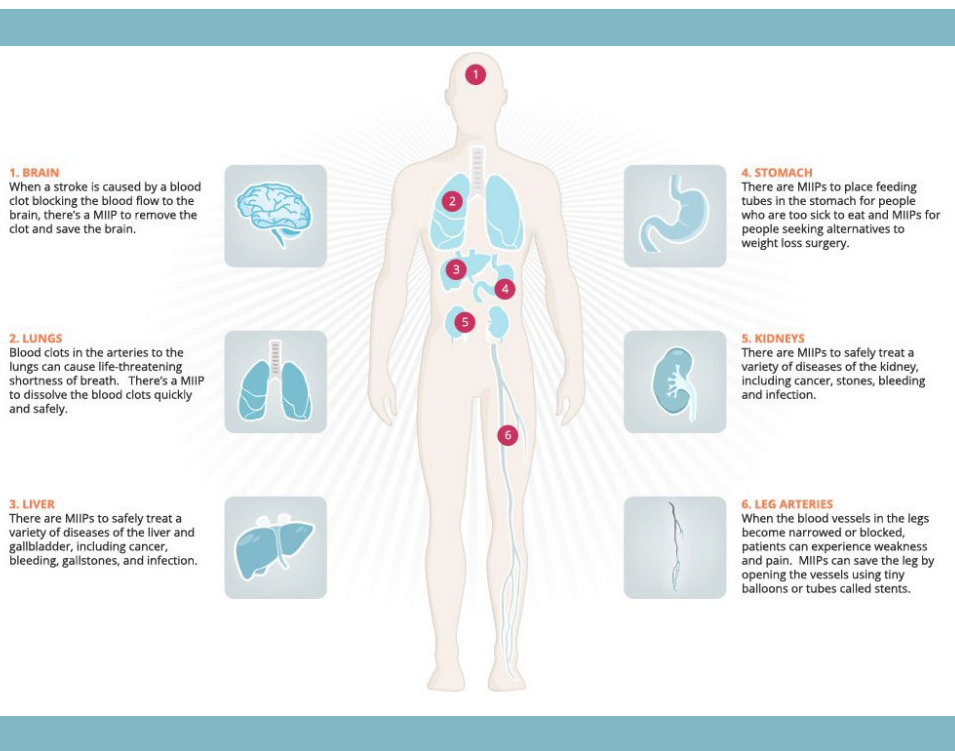
WITHOUT A SCALPEL:

“No surgery,
No Stitches, No Scars



ONLINE COMMUNITY CENTER

Rich media and other content that is developed by the Interventional Initiative is organized on our mobile responsive website at www.theii.org. In 2015, version 1 was launched with introductory information about MIIPs and the purpose of our organization. We began with a simple phrase, “There are MIIPs for that” to help people understand what diseases and conditions can be treated with MIIPs. Our vision includes continued development of an online community center where people not only find comprehensible, credible information about MIIPs but also see it as the “go to” place to engage with each other and with our MIIPs physicians.



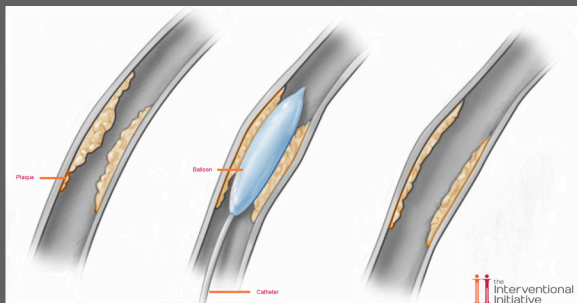
PATIENT VIDEOS

Our online community center includes patient videos that share the amazing stories of people who have had life-changing MIIPs. These courageous patients and their family members share their stories with the hope of helping others learn about treatment options that could improve their outcomes and quality of life. In “Meet Margarita”, we share that Margarita has poor circulation in her legs, which threatens her with a foot amputation. Thanks to her amazing physician, Dr. Gregg Alzate, she is still walking on both feet.



My story is sad but beautiful at the same time.

Above: a frame capture from the Meet Margarita video. English subtitles translate as Margarita speaks in Spanish.



Left: graphics or animations accompany narrative of patient stories, illustrating how the disease is treated with MIIPs through a tiny pinhole.

SOCIAL MEDIA

Vimeo - As our initial SM platform, we launched our first Vimeo asset 1 year ago. Today, the II has 13 videos and animations on our Vimeo site. One of our first trailers, a 5:14 minute video with the subtitle “The Secret World of Interventional Radiology” has been played more than 13.5k times since it was loaded. These are non-promoted organic plays. In 2016, we will strategically promote specific content.

Facebook - the Interventional Initiative page was established in Q2 2015. Our FB feed runs on our website and is a high priority channel for promotion and engagement campaigns in 2016.

LinkedIn - As the premiere professional networking site, we established our LinkedIn company page in Q4 2015 to post general information about the II and spotlight our medical colleagues. Our LinkedIn community is quite diverse and reaches a broad audience in terms of industry, education level and geographic location.

Instagram - Our Instagram account was launched in late December 2015 and will be in a community building phase in 2016.

ACTIVE PLATFORMS 2015 HIGHLIGHTS



Twitter - In Q4 2015, we began actively building our Twitter community in preparation for delivering our 2016 content marketing plan. Since the launch, our organic followers have grown to more than 950 and some Tweet content is showing engagement rates of up to 13%. Engagement mostly consists of video plays and traffic to our website, both intended objectives.

Twitter analytics provide demographics of people who are engaging with our content, allowing us to learn more about the gender, location, occupation, interests, mobile footprint, and lifestyle of people who engage with our content. We use these analytics as a feedback loop to inform us about which content has the greatest interest to specific audiences. We then tailor our content development accordingly. For 2016, we have many planned Twitter parties and Tweet chats to interact specifically with audiences that will benefit most from certain types of health information.



Oct 2015 • 31 days

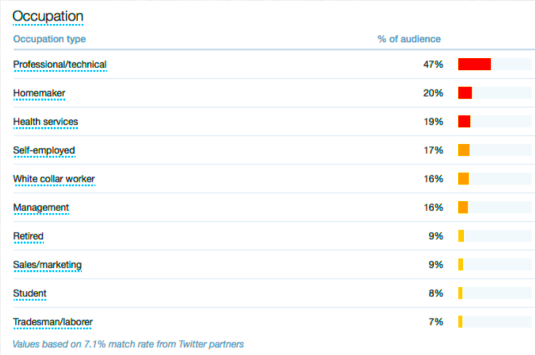
TWEET HIGHLIGHTS

Top Tweet earned 26.2K impressions

Watch "The Origins of Minimally Invasive, Image-Guided Medicine" on @Vimeo
vimeo.com/theii/miip?ref...

🔗 4 ❤️ 6

[View Tweet activity](#) [View all Tweet activity](#)



Top Follower followed by 153K people



Rick Sanchez 
 @RickSanchezTV [FOLLOWS YOU](#)

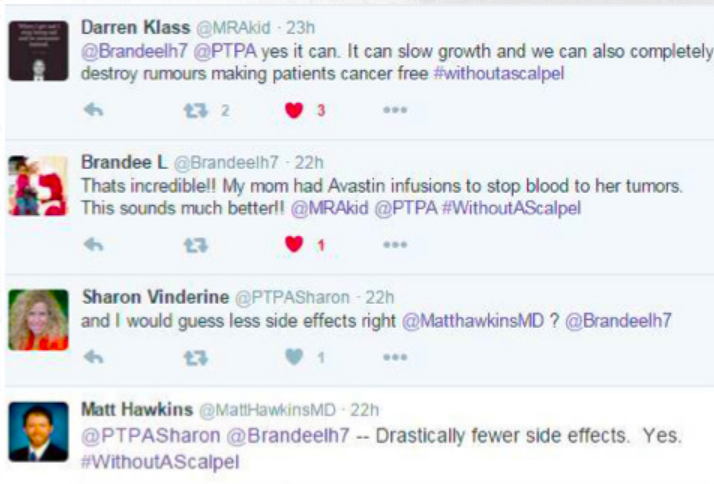
FOX News Contributor & Host of The Rick Sanchez Show online & @WIOD. Journalist, author & news anchor dedicated to family, friends, & truth. RTs ≠ endorsements.

[View profile](#) [View followers dashboard](#)

Apr 2015 • 30 days

SOCIAL MEDIA ENGAGEMENT

Twitter Party Discussions The public and the II's MDs



Darren Klass @MRAkid · 23h
@Brandeel7 @PTPA yes it can. It can slow growth and we can also completely destroy rumours making patients cancer free #withoutascalpel

Brandee L @Brandeel7 · 22h
Thats incredible!! My mom had Avastin infusions to stop blood to her tumors. This sounds much better!! @MRAkid @PTPA #WithoutAScalpel

Sharon Vinderine @PTPASHaron · 22h
and I would guess less side effects right @MatthawkinsMD ? @Brandeel7

Matt Hawkins @MattHawkinsMD · 22h
@PTPASHaron @Brandeel7 -- Drastically fewer side effects. Yes. #WithoutAScalpel



Guchie23JL

11:44am via Twitter Web Client

@PTPASHaron I want to share my knowledge about this with my loved ones #WithoutAScalpel

Top Engagements



Bit O Everything @udbl · 23h

@Interventional2 @PTPAamy @PTPA Just how long does the procedure last #WithoutAScalpel



The II @Interventional2 · 23h

@udbl @PTPAamy @PTPA @theiIMD it depends on the procedure but some are very quick and some last a couple of hours. #WithoutAScalpel

Social Media Engagement with the II & Medical Community



MESSAGE FROM THE INTERVENTIONAL INITIATIVE FACEBOOK PAGE

"My name is Hunaid Rana, i am president of the Interventional Radiology Interest Group at UTMB in Galveston, Texas. I wanted to let you guys know how great of a job you are doing, we showed the trailer of "without a scalpel" at our very first meeting as an ice breaker to "what is IR" to first year medical students. the 5 minute trailer was an excellent tool for medical student IR education and interested quite a bit of students. Once again, thank you for the hardwork and time you put into this vital resource!"

December 15, 2015



"People deserve to understand what health care options are available to them so they can make the best choices for themselves and their families. That's why we are dedicated to empowering the public through education about MIIPs."

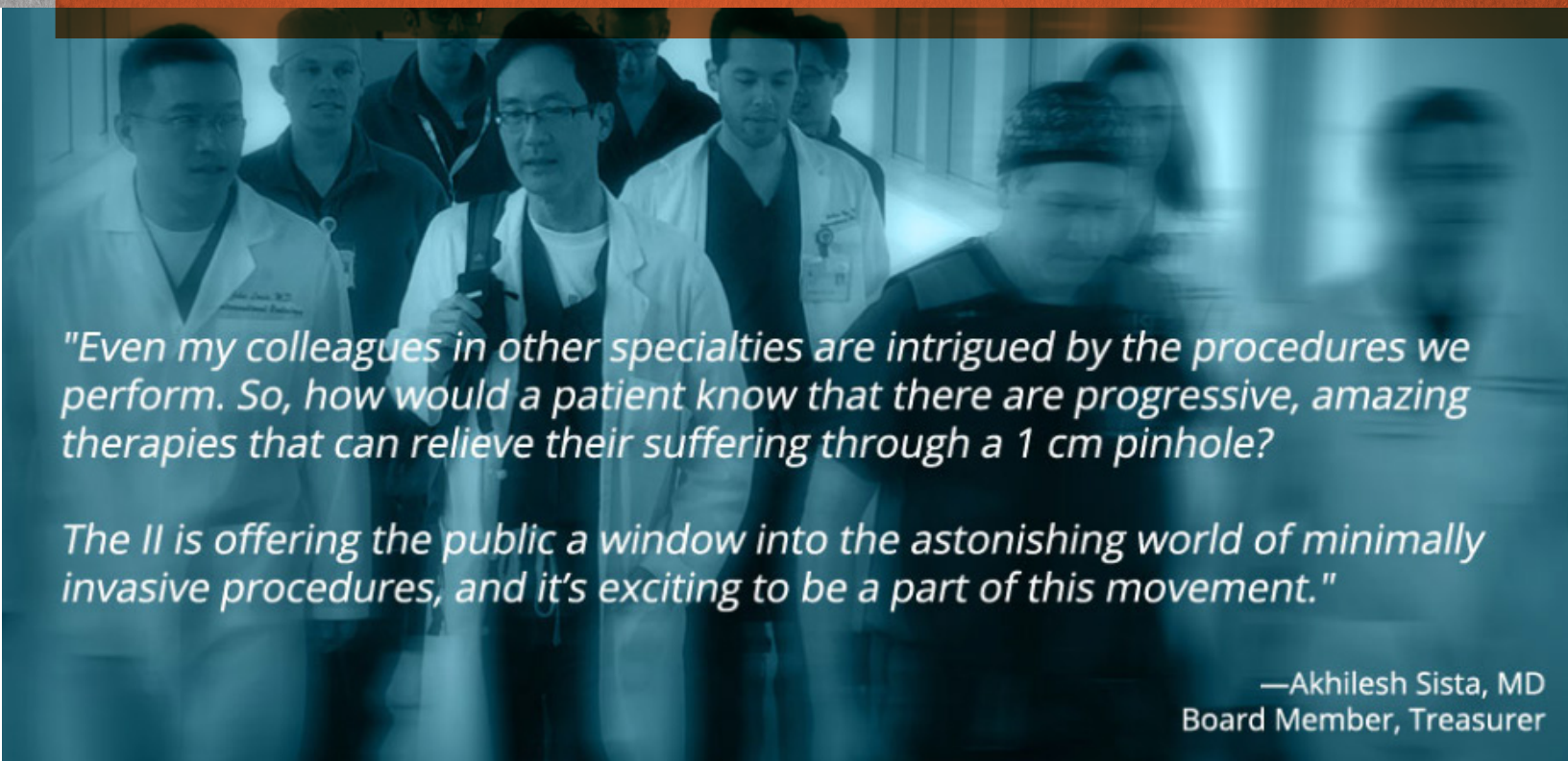
—Isabel Newton, MD, PhD
Chairperson of the Board, Secretary

Left: LinkedIn Post



The Interventional Initiative LinkedIn Page has followers from the U.S., Canada, Netherlands, Greece, Brazil, and India. They work in a variety of industries.

TEAMWORK IN ACTION



"Even my colleagues in other specialties are intrigued by the procedures we perform. So, how would a patient know that there are progressive, amazing therapies that can relieve their suffering through a 1 cm pinhole?"

The II is offering the public a window into the astonishing world of minimally invasive procedures, and it's exciting to be a part of this movement."

—Akhilesh Sista, MD
Board Member, Treasurer

WRITTEN CONTENT COMMITTEE

With a strong commitment to improving the readability of MIIPs information for patients, the II's Written Content Committee translates complex medical terms, procedures and disease information into plain language.

Members of this committee are trained in the Center's for Disease Control and Prevention's Health Literacy for Public Health Professionals and have thorough knowledge of the Federal Plain Writing Act. Members of this committee are physicians, allied health professionals and writers.

We also offer this service to physician groups, hospitals and other patient organizations. If your organization is interested the II's Health Media for the Public professional services, please contact us at info@theii.org.

WHY WE CARE

The US. Department of Health and Human Services called a lack of health literacy a "critical problem", and it is not unique to patients.

- **Even the most astute primary care providers have little familiarity with the breadth of MIIPs, which limits their ability to inform patients of their MIIPs options.**
- **Though MIIPs offer cost savings, many hospital administrators and policy makers are unaware of their value and do not promote them at the institutional and systems levels.**

COMMITTEES



Written Content Committee

Isabel Newton, MD, PhD
Steve Chen, MD
Becky Glasgow, MD
Susan Jackson, MBA, RTCV
David LoPresti, MD
Christopher Malone, MD
Kazim Narsinh, MD
Franklin Nwoke, MD
Sven Rose, MD
David LoPresti, MD
David W. Shoemaker, MD
Aaron Smith, MD
Karen Young, RN



Media Production Committee

Isabel Newton, MD, PhD
Susan Jackson, MBA, RTCV
Elie Balesh, MD
Matt Hawkins, MD
Stephen Johnson, MD
Dave Liu, MD
David LoPresti, MD
Christopher Malone, MD
Don J (DJ) Perry, MD
Sven Rose, MD
Gregory Shaw, MD
Daniel Sze, MD, PhD
Anna West, MD, RTCV
John Whitaker



Website Committee

Susan Jackson, MBA, RTCV
Elie Balesh, MD
Steve Chen, MD
Christopher Malone, MD
Aaron Smith, MD
Isabel Newton, MD, PhD
Franklin Nwoke, MD
Don J (DJ) Perry, MD



Social Media Committee

Peder Horner, MD
Elie Balesh, MD
Becky Glasgow, MD
Matt Hawkins, MD
Arun Jagannathan, MD
Susan Jackson, MBA, RTCV
Stephen Johnson, MD
Darren Klass, MD, PhD
Franklin Nwoke, MD

COMMITTEES



Fundraising Committee

Susan Jackson, MBA, RTCV
Elie Balesh, MD
Matt Hawkins, MD
David Heister, MD
Stephen Johnson, MD
Stephen Kee, MD
David LoPresti, MD
Christopher Malone, MD
Isabel Newton, MD, PhD
Richard Saxon, MD
Margaret Simor, MSN, BSN
Aaron Smith, MD
Brooke Spencer, MD
Anna West, MD, RTCV



Business Committee

Susan Jackson, MD
Stephen Kee, MD
Christopher Malone, MD
Isabel Newton, MD, PhD
Don J (DJ) Perry, MD
Richard Saxon, MD
David Shoemaker, MD
Margaret Simor, MSN, BSN
Akhilesh Sista, MD
Aaron Smith, MD
Anna West, MD, RTCV

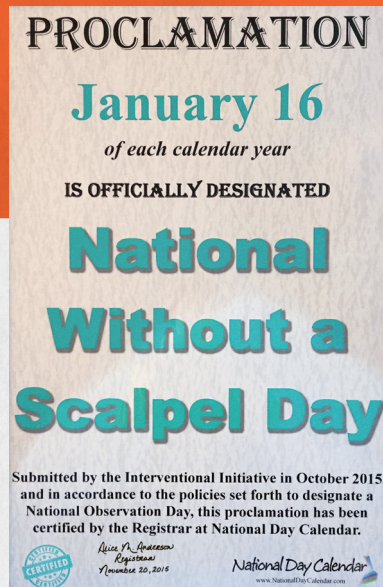


Patient Engagement Committee

Elie Balesh, MD
Jeremy Durack, MD
David Heister, MD
Don J (DJ) Perry, MD
Sven Rose, MD
Akhilesh Sista, MD
Aaron Smith, MD
Karen Young, RN

STRATEGIC PARTNERS

We believe that alliances and synergistic partnerships provide an opportunity to elevate the mission of each organization involved. That's why we began building relationships with organizations who share a common vision for patient education and engagement about MIIPs. Some of the blossoming partnerships we started in 2015 are highlighted on subsequent pages. These include companies that we consider to be an extension of the Interventional Initiative through the services and expertise they provide. Others have collaborated on patient outreach, messaging, campaigns and shared assets. In 2016, we will continue to identify forward-looking professional societies, medical device companies, physician practice groups, and patient advocacy groups who agree that together, our accomplishments are taken to new heights!

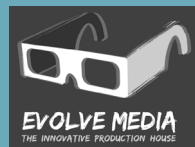


Above: In 2015, National Without a Scalpel Day was registered by the Interventional Initiative and is an official National Calendar Day commemorating the day in history when Dr. Charles Dotter performed the first MIIPs. Many of our partners helped promote the inaugural day.

HOW WE WORK TOGETHER

Documentary Production

Evolve Media is an award-winning production company with studios in San Francisco and New York. The EM creative team worked with the II on post production of the pilot episode of *Without a Scalpel* and the *Origins* video. Evolve Media has pledged to donate 50% of profits from future projects brought to them by the Interventional Initiative.



Website Design

Persone Design began working with the Interventional Initiative in December 2015 to build our online community center (version 1). They have provided high quality service and valuable style concepts for the website.



Medical Community Engagement

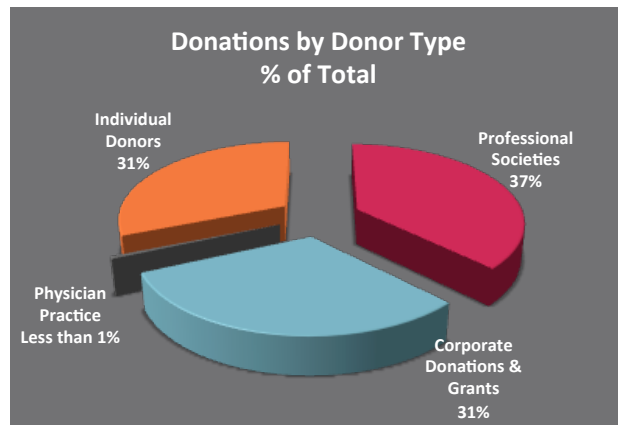
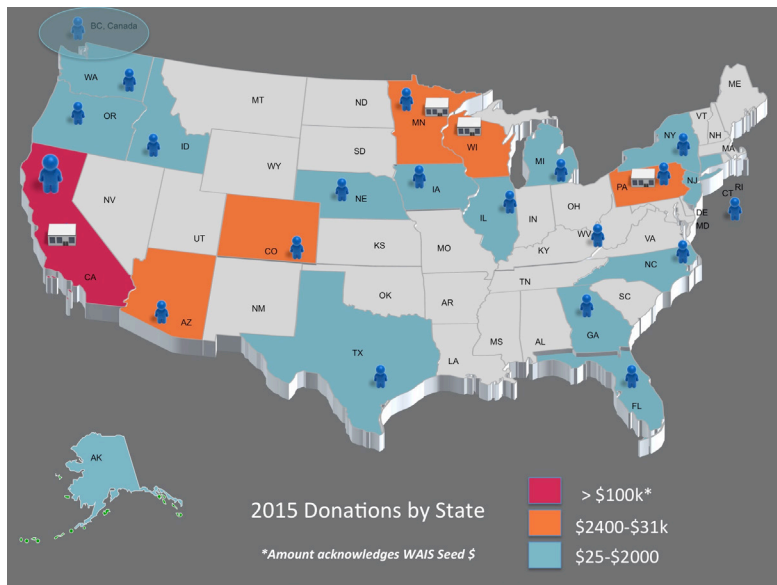
In addition to early round funding support, BTG has emerged as a visionary corporation in its collaboration with the II on the shared mission of patient outreach and education. Our teams have worked together to plan ways to reinforce our messaging, share content and highlight patient experience and stories.



FINANCIAL STATEMENTS

*The 2015 Non-profit tax filings (Form 990) are prepared by RGP LLP, certified public accountants & consultants, Walnut Creek, CA.

DONATIONS BY GEOGRAPHY & DONOR TYPE



Many thanks to all who supported the Interventional Initiative in our inaugural year!

We proudly allocate **100% of donations** directly to our initiatives!

CORPORATE DONATIONS & FOUNDATION GRANTS



The Western Angiographic & Interventional Society is a 501c6 professional society whose primary activity is a continuing education conference for its members. For 46 years, WAIS has focused on providing a forum for advances in MIIPs. In 2014, WAIS leadership voted to provide a \$75k donation as seed funding for the documentary. The funds were used to directly pay documentary expenses in 2014 and 2015 prior to incorporation of the II. Therefore, the WAIS donation is not part of the revenue statement for the II, which was founded in April 2015. This is an acknowledgement of the vision of WAIS leaders and the catalytic effect of the initial support.



BTG

**Donation - \$30k
July 2015**

Medtronic

Further, Together

**Donation - \$20k
October 2015**

Penumbra 

**Donation - \$20k
*Pledged December 2015
(recognized as 2016 receipts)**



NeuWave Medical

**Donation - \$10k
September 2015**

Genentech

**Donation - \$2k
September 2015**



**MINNEAPOLIS RADIOLOGY & VASCULAR
RESEARCH FOUNDATION**

**Donation - \$1k
September 2015**

INDIVIDUAL DONORS

Susan Jackson	\$32,000
Isabel Newton	\$5,000
Gregory Gordon	\$2,500
Steve Chen	\$2,000
Anne C. Roberts	\$1,000
Harold Coons	\$1,000
Peder E Horner	\$1,000
A. Franklin Turner	\$1,000
Kari Nelson	\$1,000
Stephen Johnson	\$1,000
Michael Katz	\$1,000
Todd Kooy	\$1,000
David & Rosemarie Kump	\$1,000
James Lutz	\$1,000
Timothy Maroney	\$1,000
Harold Pimenta	\$1,000
Sanjiv R Parikh	\$1,000
Sven Eben Rose	\$1,000
Richard & Alexa Saxon	\$1,000
Elizabeth Brooke Spencer	\$1,000

Gregg Alzate	\$500
Tyler & Heidi Green	\$500
Lawrence John Briggs	\$500
Steven Kikolski	\$500
Darren Klass	\$500
John Knockel	\$500
Trevor Nelson	\$500
Jeanne Stryker	\$500
Alda L Tam	\$500
Jason Yeung	\$500
David LoPresti	\$400
David M Liu	\$400
Steve Peck	\$400
Akhilesh Sista	\$300
Paul Escott & Candelas Gala	\$300
Ryan A Newton	\$250
Arun Jagannathan	\$250
Jack Phillips	\$250
Maureen Kohi	\$200
Justin McWilliams	\$200

Geoffrey Abell	\$100
Connie Hsu	\$100
Stephen Kee	\$100
Michael M Hummel	\$100
Aneesa Majid	\$100
Martin Malachovsky	\$100
Cynthia Maskeny	\$100
Teresa Maskeny-Tabacco	\$100
Fawzi Mohammad	\$100
Ilan Rzadkowsky-Raoli	\$100
Jeffrey Wolinsky	\$100
Gina Autobee	\$50
Jeanne Ballard	\$50
Jeffrey J Critchfield	\$50
Bjorn Engstrom	\$25
Jessica Panko	\$25

STATEMENT OF ACTIVITIES

Fiscal Year 2015			
Revenue	Donation Type		Total
	Unrestricted	Temporarily Restricted	
Individual Donations	\$59,225	\$0	\$59,225
Foundation Grants	\$62,700	\$0	\$62,700
Professional Societies	*\$75,000	\$0	\$75,000
Interest income	\$0	\$0	\$0
Investment income	\$0	\$0	\$0
Unrealized gain (loss)	\$0	\$0	\$0
Realized gain (loss)	\$0	\$0	\$0
Other Revenue (Credits)	\$275	\$0	\$275
Total support & revenue	\$197,200		
Expenses			
Direct Program Services	\$81,706	\$0	\$83,546
General & Administrative	\$11,539	\$0	\$0
Fundraising	\$910		
Paid Directly by WAIS	\$75,000	\$0	\$0
Total Expenses	\$169,155		
Profit/Loss	\$28,045		
Beginning Assets (Incorporated April 2015)	\$26,502	\$0	
Net Assets at End of Period (Dec. 31st, 2015)	\$32,239	\$0	\$32,239

*\$75k donation was made as direct pay expenses by WAIS



STATEMENT OF FUNCTIONAL EXPENSES

Fiscal Year 2015					
Expenses	EXPENSES by CORE INITIATIVES				Total
	Media Production	Online Community Center	Social Media	Operations & Support Services	
Wages	\$0	\$0	\$0	\$0	\$0
Documentary Production	*\$149,598	\$0	\$0	\$0	\$149,598
Tax & Legal Services	\$0	\$0	\$0	\$0	\$0
Promotion & Engagement	\$0	\$0	\$2,500	\$6,257	\$8,757
Website, Software & Subscriptions	\$300	\$1,503	\$0	\$183	\$1,986
Equipment & HD Storage	\$1,941	\$0	\$0	\$546	\$2,487
Online Donation Reconcile	\$0	\$0	\$0	\$1,000	\$1,000
Staff Travel Expenses	\$830	\$0	\$0	\$0	\$830
Patient GoFundMe Donations	\$0	\$0	\$0	\$808	\$808
Office Supplies	\$0	\$0	\$0	\$55	\$55
Shipping & Postage	\$35	\$0	\$0	\$0	\$35
Online Donation Credit Card Fees	\$0	\$0	\$0	\$1,222	\$1,222
Int'l & Bank Transaction Fees	\$0	\$0	\$0	\$77	\$77
Incorporation, Branding	\$0	\$0	\$0	\$1,390	\$1,390
Fundraising Events	\$0	\$0	\$0	\$910	\$910
Totals Expenses	\$152,703	\$1,503	\$2,500	\$12,449	\$169,155

**\$75k directly paid expenses by WAIS prior to incorporation of the II*

STATEMENT OF FINANCIAL POSITION

- As of December 31, 2015, our cash assets totaled \$32,239.
- Accounts Receivables for January 2016 totally \$70k from corporate pledges:
Penumbra Inc. (\$20k) & WAIS (\$50k)
- Accounts Payables due in January 2016 include \$7k for web design.

LEADERSHIP TEAM

"Modern day minimally invasive procedures are so sophisticated and change so rapidly that even the most astute primary physician has a hard time keeping up.

The Interventional Initiative provides information about these treatment options in a way that is understandable to the public and helps raise awareness of patient options. People have the right to make informed decisions about their personal health care."

—E. Brooke Spencer, MD
Vice Chair of the Board



BOARD OF DIRECTORS & OFFICERS



Isabel Newton, MD, PhD
Board Chair, Secretary
VA San Diego Healthcare System
UCSD, San Diego, CA



Susan Jackson, MBA, RT(R)(CV)
Board Member, CEO
the Interventional Initiative, WAIS
Oakland, CA



E. Brooke Spencer, MD
Vice Chair
RIA Endovascular, WAIS VP
Greenwood Village, CO



Akhilesh Sista, MD
Board Member
NYU Medical Center
New York, NY



Darren Klass, MD, PhD
Board Member
Vancouver Imaging Inc.
Vancouver BC, Canada



David LoPresti, MD
Board Member
Arizona Interventional Spine
Phoenix, AZ



Margaret Simor, MSN, BSN, RN
Board Member, Treasurer
the Interventional Initiative
Alamo, CA

ADVISORY BOARD

Our advisory board provides visionary advice and connects us with people and organizations!

Hal Coons, MD
WAIS Corporate Chair
Escondido, CA

Anne Roberts, MD
University of CA San Diego
San Diego, CA

Richard Saxon, MD
Tri-City Medical Center
Oceanside, CA

Frank Facchini, MD
VIR
Chicago, IL

Rod Raabe, MD
Inland Imaging
Spokane, WA


Daniel Sze, MD, PhD
Stanford Hospitals & Clinics
Stanford, CA

Barry Katzen, MD
Miami Cardiac & Vascular Institute
Miami, FL

Fred Keller, MD
Dotter Interventional Institute
Portland, OR

Lindsay Machan, MD
Vancouver General Hospital
Vancouver BC, Canada

Tom Neff
Tom Neff Productions
Founder, Documentary Channel
Nashville, TN



“Everything that we do, we try and make it less and less invasive, because it’s easier on the patient, they’re able to recover more quickly, and they can get back to their normal activities.”

—Anne Roberts, MD
FSIR UCSD, San Diego

A LETTER FROM OUR BOARD CHAIR

Dear Friends & Colleagues,

Minimally invasive, image-guided procedures (MIIPs) can be life-preserving solutions...*for those who know to ask for them*. Interventional Radiologists and other specially-trained physicians perform these cutting-edge procedures all across the world, but most people have no idea that MIIPs exist, even if one could save their life. For some patients, MIIP treatments are their only hope... like Rachel, an engineer whose blocked blood vessels went untreated until she met Dr. Spencer who performed Rachel's life-changing MIIP. Today, her quality of life is vastly improved.

There are countless more patients who could benefit from improved access to credible information about MIIPs. This issue is what motivated us to found the Interventional Initiative less than a year ago. Our fundamental mission to educate and engage the public about MIIPs is the first of its kind. However, reaching the public takes more than just putting information out there. We live in a multimedia world. To share our message effectively, we must encourage an interactive dialogue, create feedback loops and address MIIPs health literacy with comprehensible and focused discussions. As such, we have become expert in engaging the public through rich media, using language that we can all understand. In concert, our media team develops quality rich media to better illustrate and supplement MIIPs written content.



With the overwhelming support of so many individuals and organizations, we accomplished a great deal in just 8 months in our inaugural year. We have built a strong network of volunteer members, filmed a spectacular documentary, developed our first wave of multimedia initiatives, and forged partnerships with nonprofits and companies that share our values for public outreach. Already our dedication is paying off: people across the world are reaching out to us and thanking us for what we do.

The Interventional Initiative is primed to build on our successes and take our mission to the next level in 2016-2017. Without exception, television and film insiders have praised our documentary *Without a Scalpel*. We are diligently identifying the most impactful avenue to air it for the public, which will define our next phase of filming. Meanwhile, we are working with regional news teams to provide content that highlights the latest MIIPs advancements. Our social media and website committees are expanding our online community platforms to include disease-specific patient engagement events.

With your help, we can continue to grow, thrive, and reach millions of people with information that will empower them to make more informed healthcare choices, ultimately resulting in better health outcomes. There are many ways you can be part of our success. Connecting with us on social media will grow and strengthen our network. Volunteering your skills and time will allow us to implement campaigns more quickly, and your donation will fund our important initiatives. Thank you for your interest and support!

Most sincerely,



Isabel Newton, MD, PhD
Board Chair & Executive Producer
the Interventional Initiative

Interventional Radiologist
VA Healthcare System & UCSD
San Diego, CA



the Interventional Initiative

4100 Redwood Rd, Suite 10, Oakland, CA 94619

P: 510-910-8669 * E: info@theii.org

www.theii.org

Find us on these
social media sites:

