



 the  
Interventional  
Initiative

2016  
ANNUAL REPORT



Patients empowered to make informed healthcare decisions have better outcomes.





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12%

of adults have  
proficient  
health  
literacy<sup>1</sup>

<sup>1</sup> National Assessment of Adult Literacy

# CEO MESSAGE

## A YEAR OF PROGRESS

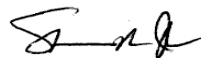
Dear Friends, Colleagues, Supporters,

Recently, the Interventional Initiative (the II) celebrated its 2 year anniversary and we are very excited about all that has been accomplished. It's true - we began with the notion that a documentary about Interventional Radiology would be a highly visible way to share amazing stories about the "The Secret World of Interventional Radiology". But, we soon discovered that the enormous public knowledge gap about minimally invasive, image-guided procedures (MIIPs) is a critical issue, resulting in a significant number of uninformed patients with limited access to these treatment options. Most will agree that MIIPs have tremendous value as they offer shorter recovery times, fewer complications, and less painful treatment than their more invasive alternatives. For some patients, MIIPs are their only option.

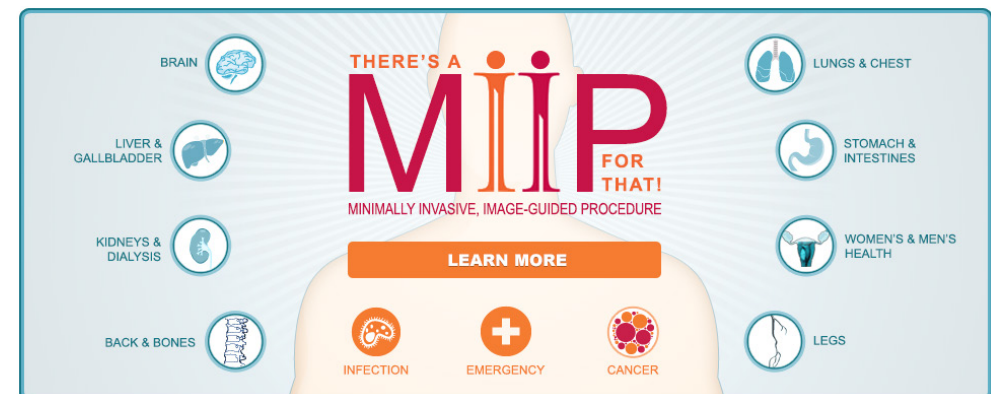
While we believe that strategic marketing offers a viable framework for addressing the anonymity of this field of medicine, we want to be clear that the II was not founded as a simple promotional activity. Our mission to engage the public about these procedures is a long term commitment towards improving access to MIIPs, imparting knowledge so people understand the full breadth of diseases treated with MIIPs, and empowering people to take an active role in their healthcare decision making. In the US, only 12% of adults have proficient health literacy. Evidence suggests that the percentage of people who know about MIIPs or Interventional Radiology is even lower.

Increasingly, healthcare consumers are spending more time researching chronic diseases, treatment options, and doctors that offer cutting edge solutions. We believe this represents an opportunity to provide comprehensive information about MIIPs that is highly visual, easy to understand and provided at the appropriate health literacy level. In 2016 we created a campaign called, "There's a MIIP for That" to visually convey the vast number of diseases and conditions that can be treated "Without a Scalpel". The number of people that are now reaching out to us regarding this content, as well as our documentary series is both humbling and motivating! Please read on to see how far we've come!

Most sincerely ~ Susan Jackson, MBA, RT(R)(CV)



### THERE'S A MIIP FOR THAT CAMPAIGN



# ABOUT THE II

## OUR WHY

**Our mission to educate the public about the value of Minimally Invasive, Image-guided Procedures (MIIPs) is achieved through several public-centric multimedia production and engagement initiatives, including the documentary series titled, *Without a Scalpel*.**

Today, Minimally Invasive, Image-guided Procedures (MIIPs) can be done as an alternative to surgery, to assist with surgery or sometimes when there is no surgical option at all. MIIPs can treat a wide range of diseases including cancer, stroke, aneurysms, blocked blood vessels, infections, trauma, pediatric diseases, fibroids, and a multitude of women's and men's health conditions. But, what if you or a family member were ill but did not know all of your available treatment options? In fact, most people have never heard of MIIPs, even if one could save their life. As a result, many people go untreated, undergo major surgery or die.

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 policymakers are unaware of their value and do not promote them at the institutional and systems levels. Interventional Radiologists and other specially-trained physicians perform these cutting-edge procedures all across the world, but most people have no idea that minimally invasive, image-guided procedures exist and if these procedures could help them. Advances in this field happen so fast that it is hard to keep up or even understand what is out there. For some patients, IR treatments are their only hope. Not every disease can be solved this way, but many can.

We formed the Interventional Initiative to bridge this significant public knowledge gap. We believe that people deserve to understand their options so they can choose what is best for them and their families. Patients empowered to make informed healthcare decisions have better outcomes like this patient who avoided major surgery for peripheral disease.

This is what a MIIPs patient looks like





# HIGHLIGHTS

## FROM 2016

With production complete, our primary focus in 2016 was the distribution and promotion of *Without a Scalpel, Episode 1: Bloodless*.

After many pitch sessions with television networks and through our own extensive research, we decided that On Demand distribution was consistent with our goal to provide a worldwide platform for a documentary series. Online access to *Without a Scalpel* allows for long term visibility of the entire series, provides a forum for us to collect public feedback and offers the benefits of social sharing. At close of fiscal year 2016, we calculated over 209k views from organic sharing of our video content. In addition to launching our Behind the Scrubs short segment videos, we produced infographics and informative articles about MIIPs and conducted our own public surveys. In 2016, these surveys revealed that not only are healthcare consumers spending more time online to research treatment options, many place greater trust in health information from non-profit and patient advocacy organizations. These trends underscore the importance of our mission.

### Video Content Views

# 209,642

This is the total number of views of *Without A Scalpel Episode 1*, the trailer and other promotional videos distributed across our social media platforms. Our social media analytics will inform our strategically targeted activities for 2017.

### Trust non-profit health info

# 66%

In an independent survey conducted by the II, we asked people what Internet sources they trusted most for accurate, comprehensive options about disease treatment. Two thirds of respondents trust advocacy & non-profit health orgs.

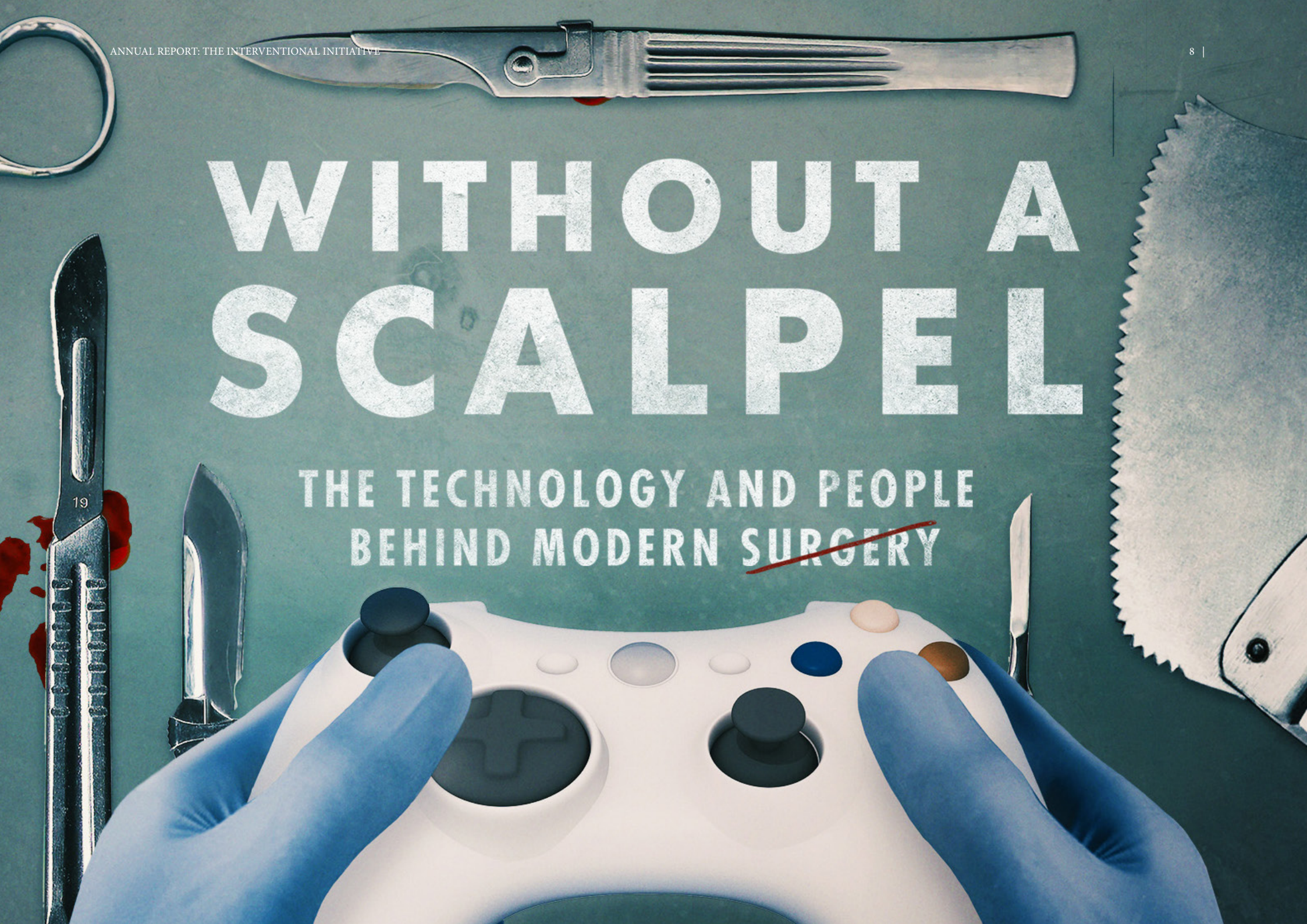
### Total Donations to the II

# \$325k

In 2016, we held one Q4 fundraising event at the 46th Annual WAIS Conference. Donors in attendance at WAIS and in the subsequent months donated more than \$50k to support the II mission. All donations since incorporation are \$325k.

# WITHOUT A SCALPEL

THE TECHNOLOGY AND PEOPLE  
BEHIND MODERN SURGERY







# THE DOCUMENTARY SERIES

## WITHOUT A SCALPEL

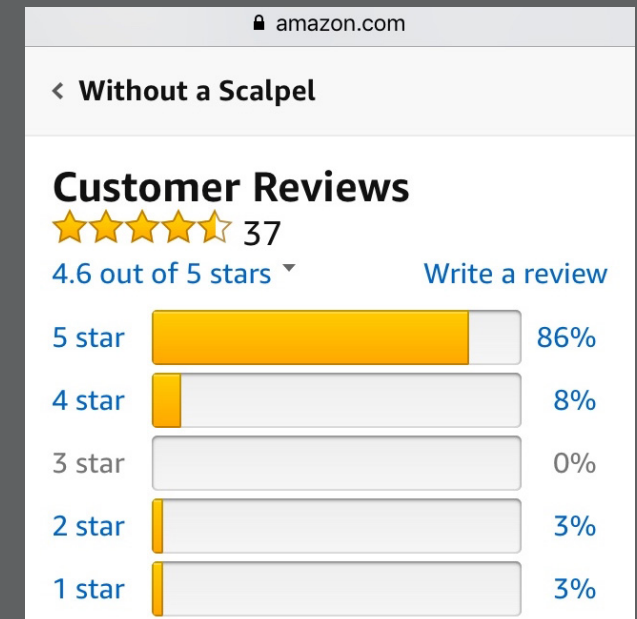
We celebrated one of our greatest achievements in August 2016 when the pilot episode of our documentary series was released on several major On Demand platforms including Amazon, Vimeo Films On Demand, TubiTV and RealeyZ Indie Films. In a short time, episode 1 and its trailer have received positive accolades from viewers. We have even heard of showings at medical schools and random sitings of viewings during air travel!

### THE SERIES

*Without a Scalpel* is a fascinating glimpse inside the dramatic journeys of regular people transformed by crisis, but saved by specialized doctors performing incredible, cutting-edge procedures deep inside the body, without a scalpel.

**Episode 1: Bloodless** - focuses on the stories of three women who suffer from blocked blood vessels deep inside their bodies. On the eve of becoming a US citizen, a hard-working Mexican immigrant struggles to walk and longs to dance again. A beautiful newlywed dreams of starting a family, but her condition makes it too dangerous.

**Episode 2: The Cancer Snipers** is the story of two heroic patients with cancer. A 27-year old video game tester and an 60-year old at-risk youth advisor are determined to maintain their quality of life during their remarkable journeys.



*Without a Scalpel*, Episode 1 has been viewed on Amazon by thousands of people and has a 4.6 out of 5 star rating. It is the only medical documentary about MIIPs and is ranked 2nd in this category when more than 20 customer ratings were posted.



# ENGAGING THE PUBLIC

## THE KEY TO SUCCESS

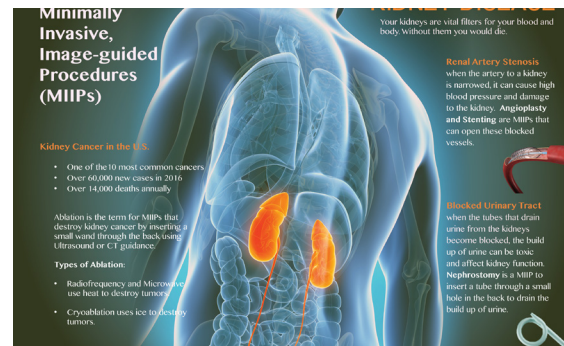
The II develops informative, visual content at the 6th grade health literacy level to educate the public about their Minimally Invasive, Image-guided Procedures. Recent surveys by PWC, Pew Research and the Interventional Initiative confirm that millions of people worldwide are using social media daily to look for treatment options, disease advocacy groups and doctors. At the II, we feel it is critical to engage with the public about MIIPs.



### VIDEO PODCASTS

5 episodes

74% of internet users engage on social media, specifically searching for health information, with 24% of those individuals looking at health related videos. (Source PWC). Addressing the need for more MIIPs video content to inform patients of these valued treatment options, the II created a series of short video podcasts titled, *Behind the Scrubs*. The series is distributed through our social media platforms and used to initiate discussions about disease treatment.



### INFOGRAPHICS

Specific to Disease Domains

Like videos, infographics are a powerful visual to help individuals understand disease-specific treatment options. Some of the most engaged people on social media are those coping with chronic conditions such as cancer and vascular disease. Visual content shared by these individuals about treatment options has significantly higher engagement rates than basic text posts. The II generates highly visual MIIPs content to help people understand more about them.



**Ken Nakanote, Contributor**  
Student physician at the University of California, San Diego, and member of the Interventional Initiative

### Fighting Liver Cancer With A Sniper Rifle

08/29/2016 10:09 am ET | Updated Aug 30, 2016

When Lorenzo Abeyta finally saw his doctor for worsening back pain, cancer was the furthest thing from his mind. The 60-year-old teacher and counselor for troubled youth had endured years of pain after hurting his back while lifting heavy boxes. However, the MRI of his aching back showed something unexpected: ominous spots on his liver. Shortly thereafter, Mr. Abeyta and his wife Vickie received a call from his physician with the devastating news – he had liver cancer.

### PUBLICATIONS

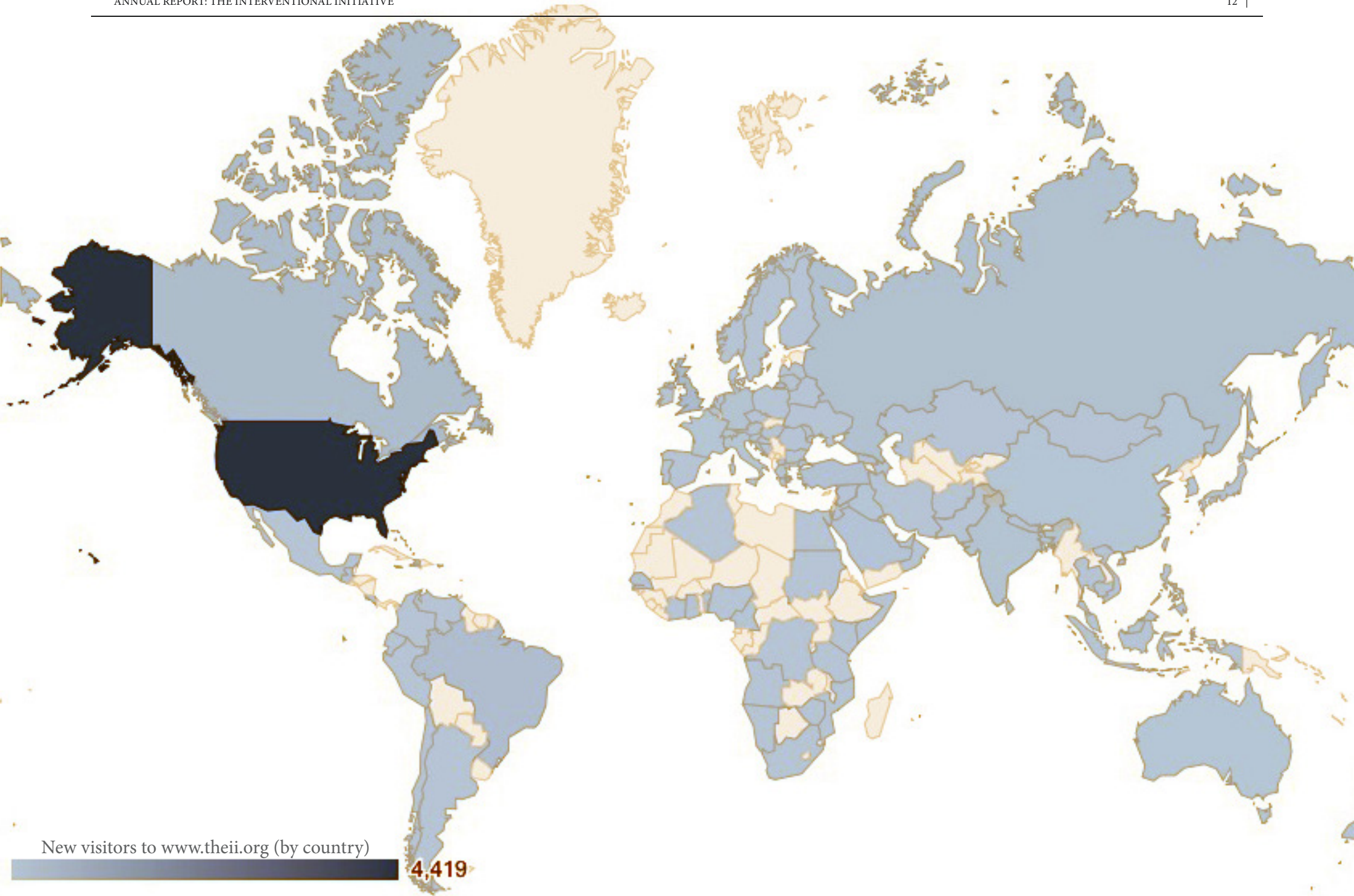
About MIIPs & Health

In August 2016, our Huffington Post publication titled, *Fighting Liver Cancer With a Sniper Rifle* featured a patient from Episode 2 of *Without a Scalpel*. We offer these writing opportunities to our talented volunteers who express an interest in authoring medically related publications. In 2017, look for more MIIPs specific articles to be featured in Huff Post, Radiology Today, Endovascular Today and other mainstream publications.



## IN THE COMMUNITY THEATER SCREENINGS

In Q3 & Q4, we held two theater screenings of Episode 1 to promote its On Demand release. The theater screenings took place in San Francisco & Denver and collectively included more than 200 VIP attendees from the local hospitals, schools, patient advocacy organizations, and the general public. Afterwards, we talked with our audience about the importance of knowing about MIIPs as an option to treat disease. Approximately one third of attendees participated in a post screening survey.



New visitors to www.theii.org (by country)

4,419



# MAKING A DIFFERENCE

## THE METRICS

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We review our engagement metrics, read comments on our content and from our surveys. We study it, learn from it and look for ways to improve our content so that an increasing number of people benefit from what we design and produce.



### THEII.ORG

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With the ultimate goal of developing a robust online community center, theii.org completed Phase I of the website redesign. This included designing the MIIPs graphic, additional procedure detail, and a media page where all content can be accessed by patients or IR groups who wish to utilize the information for patient engagement.

In 2016, our website saw traffic from across the world with the greatest number of new visits originating from the U.S. (graphic left). More than 30% of time spent on our website was viewing procedures on the MIIPs page and 20% on the documentary page.



### PUBLIC SURVEYS

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In 2016 we conducted several surveys to gauge healthcare decision maker trends about treatment options, attitudes towards MIIPs, and perceived quality in healthcare. In our survey of 368 people, we learned that the majority of people want to research their treatment options further. Surprisingly, 59% of older people (>60 years) in particular are researching treatment online and not just solely accepting PCP opinions. Good content at the appropriate health literacy level needs to be developed and disseminated so that people have comprehensive information when searching their options. Look for a comprehensive report on this survey data to be published in 2017.



### SOCIAL MEDIA

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This past year we launched the II on two of the leading social media platforms (Twitter and Facebook) and focused on growing our communities through organic and targeted interactions. Twitter followers of the II are comprised of 62% males and 65% US followers, while Facebook fans are 52% female and span the globe, representing 13 different languages. Our highest engagement rates on Twitter occur when we deliver informative content at our scheduled Twitter parties. Our recent Facebook post about the Vimeo On Demand release of E2 reached more than 11k people. Look for us to spread our wings to other platforms in 2017.

# MAKING A DIFFERENCE WHAT PEOPLE HAVE TO SAY



●○○○ AT&T 4:22 PM 76%

< Tweet >



**Faith Adiele**  
@meetingfaith

Wow, wish this convo was happening when I was dealing with #fibroids in rural Iowa! [tinyurl.com/m4cx4ar](https://tinyurl.com/m4cx4ar) #LadyProblems #womenshealth

**The II** @Interventional2

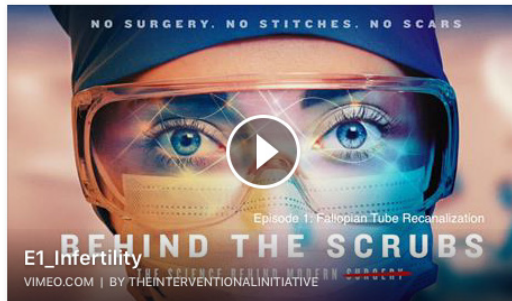
National @womenshealth Week - #Fibroids are not cancer - know your treatment options - UFE #MIIPs #withoutscalpel #irad



Jose C Hernandez commented on a link you shared.

**The Interventional Initiative**  
Published by Susan Jackson [?] · March 15 ·

During National Women's Health Week, we have a short video to help women learn more about a minimally invasive, image-guided procedure (MIIP) to treat infertility - helping couples conceive naturally.  
<https://vimeo.com/168837091>



872 people reached Boost Post

Like Comment Share

Brian Han, Steve Endweiss and 12 others Chronological

1 share 1 Comment

**Jose C Hernandez** This video is awesome!!!!  
Love · Reply · Message · 1 · March 15 at 2:12pm

Write a comment...



●○○○ AT&T 9:16 AM 83%

< Respondent 36 >

## 4. Thank you for attending! What feedback do you have for us?

Can you do this again for every episode? :) I would so come! Please let me know when each episode airs and other available resources. I'd love for my students to even shadow these professionals if possible.

Other (please specify)  
Shared with my Anatomy & Physiology students and will include the trailers and other resources with the class and my family. I've also referred a friend who's mom was recently diagnosed with cancer to the II.



●○○○ AT&T 7:45 AM  
amazon.com

★★★★★ **So glad this knowledge is getting out there so people can ...**

By [Charlene Suess](#) on August 18, 2016

Informative and well done! So glad this knowledge is getting out there so people can make an informed decision regarding their health care.

One person found this helpful

Helpful Not Helpful

★★★★★ **Great stories of modern medicine**

By [Nicole](#) on August 4, 2016

Great documentary shining light on the modern, cutting edge medicine that's changing and saving people's lives everyday.

One person found this helpful



●○○○ AT&T 7:44 AM  
amazon.com

★★★★★ **Cool stuff!**

By [Lil M](#) on September 18, 2016

Verified Purchase

Enjoyed learning about this field of medicine that I didn't know anything about. Presentation was good!

Was this review helpful to you?

Helpful Not Helpful

★★★★★ **Amazing!**

By [Felice R. Shiloh](#) on August 3, 2016

Verified Purchase

Amazing to see what modern medicine can do "without a scalpel"! Can't wait for more episodes!!

Was this review helpful to you?

Helpful Not Helpful



●○○○ AT&T 7:45 AM  
amazon.com

★★★★★ **Superb! This is a #GameChanger**

By [LJ Bey](#) on August 17, 2016

Wow! I wish I could give this 10 stars. I am impressed that this technology is available and even more impressed that the director was able to share it in a way that I was able to connect to, my family can connect. A+ More people need to see this. I will be sharing asap



One person found this helpful

Helpful Not Helpful

# FINANCIALS

## STATEMENT OF ACTIVITIES

MANY THANKS TO OUR  
2016 MAJOR DONORS!



Fiscal period ending Dec. 31, 2016

	Temporarily		
	Unrestricted	Restricted	Total
<b>Revenues</b>			
Individual Donations	\$33,075	\$0	\$33,075
Foundations & Grants	*\$85,000	\$0	\$85,000
Interest income	\$0	\$0	\$0
Stock Assets	\$0	\$2,432	\$2,432
Investment income	\$0	\$0	\$0
Realized gain / loss	\$0	\$0	\$0
Other Revenue	\$912	\$0	\$912
<b>Total support &amp; revenue</b>	<b>\$118,987</b>	<b>\$2,432</b>	<b>\$121,419</b>
<b>Expenses</b>			
Direct Program Services	\$63,022		
General & Administrative	\$9,844		
Fundraising	\$5,837		
<b>Total Expenses</b>	<b>\$78,703</b>		
<b>Change in Net Assets</b>	<b>\$42,716</b>		
<b>Beginning Assets</b>	<b>\$32,239</b>		
<b>Net Assets at End of Period</b>	<b>\$74,955</b>		

Brent & Margaret Simor

Steve Smith, MD



Stephanie Reddick, MD

E. Brooke Spencer, MD

Isabel Newton, MD, PhD

Charles Nutting, DO

Steve Chen, MD

Gregg Alzate, MD

Sean Tower, MD

Cynthia Harris

Mark Kirkendall, MD

\*WALS & Penumbra grant pledges were acknowledged in the 2015 Annual Report. Donations were received in early 2016.



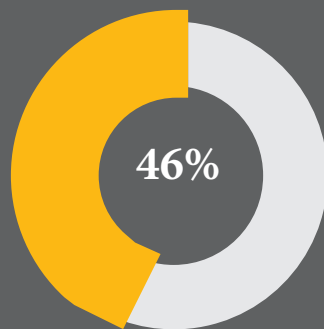


# FINANCIALS

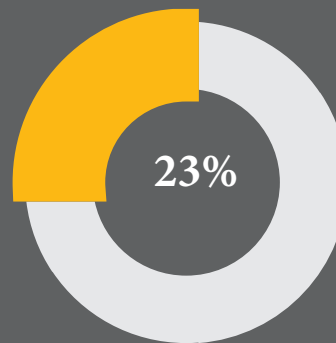
## STATEMENT OF FUNCTIONAL EXPENSES

Fiscal period ending Dec. 31, 2016

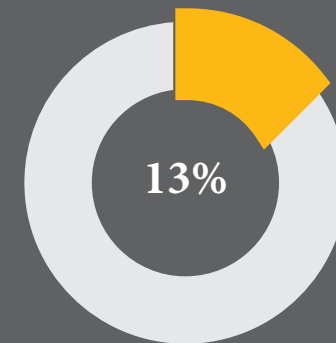
Expense Type	Media Production	Online Community Center	Social Media	Fundraising	General & Administrative
Wages	\$0	\$0	\$0	\$0	\$0
Documentary Production	\$33,249				
Professional Services (Web, Video, Filming, etc.)	\$1,000	\$16,975			
Tax & Legal Services					\$2,365
Advertisement, Promotion & Engagement			\$10,612		\$2,913
Website, Software & Subscriptions		\$1,186			\$120
BOD General Travel Expenses					\$2,487
Office Equipment & Supplies					\$21
Bank & CC Donation Fees					\$1,687
Charitable Donation to Patient GoFundMe					\$250
Screening Events				\$5,837	
<b>Sub-totals Expenses</b>	<b>\$34,249</b>	<b>\$18,161</b>	<b>\$10,612</b>	<b>\$5,837</b>	<b>\$9,844</b>
<b>Total Expenses</b>					<b>\$78,703</b>



Documentary Production



Online Community Center



Social Media Engagement

# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

As a 501c3 not-for-profit organization, the Interventional Initiative operates with the generous donations and grants made by individuals, organizations, foundations and professional societies. Our mission would also not be possible without the energy and tireless commitment of our Board of Directors and volunteers who believe passionately in educating the public about the life-saving value of MIIPs. As a result of this work, 100% of your donation goes directly to the core initiatives of our mission.

Our financial position allows us to continue strongly into 2017 with distribution of Episode 2, filming and production of Episodes 3 & 4 and additional development of the online community center as well as “In the community” events. Look for news about upcoming fundraisers and public engagement events in 2017!

<b>Statement of Financial Position</b>	
(Period Ending Dec. 31, 2016)	
B of A Statement (Checking 1)	\$15,355.98
B of A Statement (Checking 2)	\$57,167.04
<b>Total Cash On Hand</b>	<b>\$72,523.02</b>
Stock Assets Brokerage Acct	\$2,432.00
<b>Total Assets</b>	<b>\$74,955.02</b>

# 100%

of your donation  
goes to the  
core initiatives  
of our mission

# OUR TEAM

## THE STRATEGY

### Do Something Meaningful - Add Value - Have Fun Doing It!

Our initiatives are designed to elevate the visibility of a fascinating field of medicine that most people have never heard of. In so doing, we believe that greater knowledge of MIIPs by healthcare consumers, providers and insurers will lead to

1. Better understanding of the breadth and value of MIIPs
2. More informed healthcare choices
2. Improved access to MIIPs
3. Better healthcare outcomes
4. Overall healthcare cost savings as MIIPs are better utilized
5. Greater allocation of healthcare resources to support MIIPs
6. More funding of research and innovation to advance MIIPs
7. Greater reimbursement of MIIPs with quality outcomes.

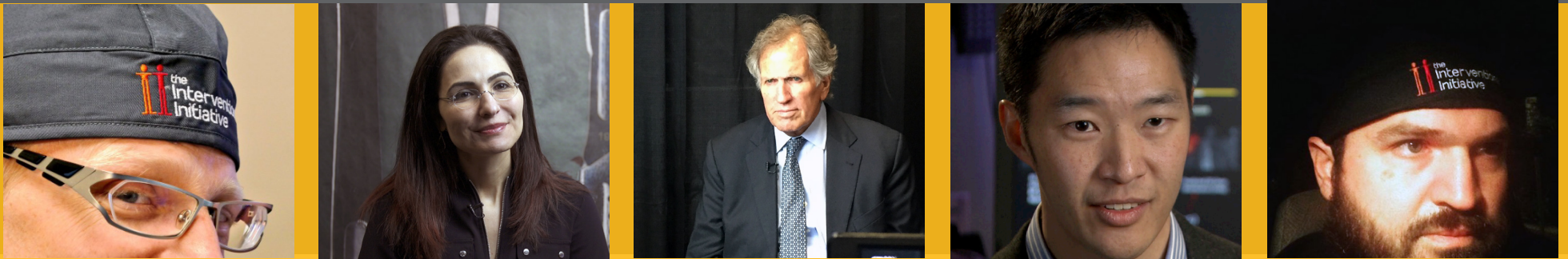
As marketing and medical media experts, our strategy will continue to focus on what we do best, create compelling content that delivers easy-to-understand information about MIIPs. The documentary series remains a high priority for lasting content through high volume, high profile channels. In 2017, we will ramp up our production of short videos for use by physician practice groups and to deliver on social media.



In addition to our Behind the Scrubs series, we are producing an “Ask an IR” series using footage from our SIR DC interviews. These will be published on our YouTube Channel. Our team is working on several new initiatives for 2017 including volunteer and provider engagement initiatives. Additionally, our experts are now providing medical media and marketing consulting services to a number of organizations. **Collectively, these new service lines will allow us to strengthen and reinforce the MIIPs network, increase the volume of MIIPs specific content across the Internet, Radio and Television and move the Interventional Initiative towards financial independence and long term organizational sustainability. Contact us for more information.**



91 Volunteers,  
Advisors &  
Board Members  
contribute to the  
mission fo the II!



## OUR TEAM

# VOLUNTEERS & ADVISORS

The Interventional Initiative is a 501c3, not-for-profit organization led by a Board of Directors and comprised of physicians, allied health professionals, former patients, journalists, students, hospital administrators, data scientists and marketing executives. Together, we form a team of experts focused on improving patient engagement, medical content and media specific to the disruptive and cutting edge world of minimally invasive, image-guided procedures.

# OUR TEAM

## BOARD OF DIRECTORS



SUSAN JACKSON, MBA, RT(R)(CV)

BOARD MEMBER, CEO  
& DOCUMENTARY CO-CREATOR & PRODUCER



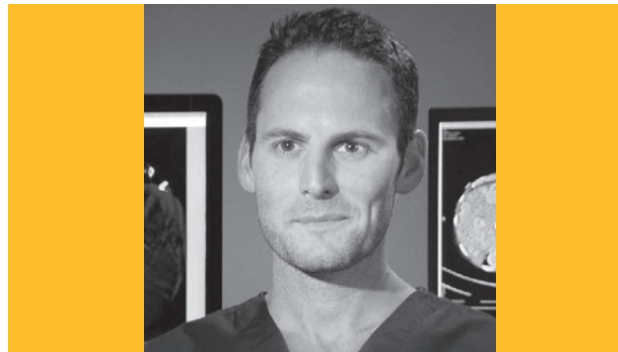
ISABEL NEWTON, MD, PhD

BOARD CHAIR, SECRETARY  
& DOCUMENTARY CO-CREATOR & DIRECTOR



E. BROOKE SPENCER, MD

BOARD VICE CHAIR  
& DOCUMENTARY CAST



DARREN KLASS, MD, PhD

BOARD MEMBER  
& DOCUMENTARY CAST



MARGARET SIMOR, MSN, RN

BOARD MEMBER, TREASURER  
& DOCUMENTARY EXECUTIVE PRODUCER

# FUTURE PLAN

## MESSAGE FROM THE CHAIR

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Dear Friends,

Thank you for your support! We are proud of the progress we have made over the past year through our initiatives. We reach hundreds of thousands of people with information about MIIPs and the diseases they treat, but we can do more! With your help and the help of our other dedicated volunteers and supporters, we are taking our mission to the next level in 2017-2018.

We are thrilled to announce our newest On Demand release: *Without a Scalpel, Episode 2: the Cancer Snipers*. Watch it, leave a review, and tell everyone you know to do the same! In April, we began filming for *Episode 3: HYSTERical*, which focuses on MIIPs for women's health. This summer, our film crew is slated to finish Episode 3 and begin filming for Episode 4. Look out for Episode 3 by the end of the year! With each episode we produce, we amplify our message. Your support helps make that happen.

Social media continues to be a critical medium for engaging with the public. In the coming year, we will expand our social media presence to other strategic platforms where we will initiate disease-specific conversations with target groups. Our successful short format video series *Behind the Scrubs* will continue to deliver MIIP-specific information through these social media channels. We will further support our outreach initiatives with information on our website, complimenting it with clear illustrations and animations of MIIPs.

Our message is resonating far and wide. With a growing interest in our efforts across the globe, we are working to translate our materials into other languages. Meanwhile, within our own community, we continue to support the undergraduate and medical students who use our media to attract the best and brightest to the field of Interventional Radiology.

Finally, we recognize the importance of defining the scope of the problem that we are facing and rooting our approach in evidence. We will continue to share the metrics demonstrating our successes in engaging the public. We also look forward to publishing our original research on public awareness of MIIPs and attitudes of healthcare consumers and executives about treatment options and healthcare quality.

We are grateful to everyone who has joined us in our efforts to empower patients with the information about MIIPs so they can make informed healthcare decisions. As we look to this coming year, we hope that you will connect with us on social media, share your skills and time with the organization, and donate to support our efforts. Our goals are ambitious, but, with your support, we will continue to succeed!

Most sincerely~ Isabel Newton, MD, PhD





Because patients deserve to **KNOW**

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# GET IN TOUCH

## WATCH OUR SERIES!

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### THE INTERVENTIONAL INITIATIVE

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Oakland, CA 94619

**Tel:** 510-910-8669

**Email:** [info@theii.org](mailto:info@theii.org)

**[WWW.THEII.ORG](http://WWW.THEII.ORG)**

**[WWW.WITHOUTASCALPEL.COM](http://WWW.WITHOUTASCALPEL.COM)**

### **SOCIAL MEDIA**

Twitter: [@Interventional2](https://twitter.com/Interventional2)

Facebook: [The Interventional Initiative](#)

Facebook: [Without A Scalpel](#)

IMDb: [Without a Scalpel](#)

Instagram: [The II](#)

YouTube: [the Interventional Initiative](#)

### **ON DEMAND FILMS**

Vimeo On Demand: [Without a Scalpel](#)

Amazon Video: [Without a Scalpel](#)

TubiTV: [Without a Scalpel](#)

RealeyZ Indie Films: [Without a Scalpel](#)