

Society of Interventional Radiology (SIR)

Situation The Society of Interventional Radiology (SIR) is a nonprofit medical organization that supports and advances the interests of interventional radiology (IR) physicians, students, practices, and scientists across the U.S. It sought a branding partner to optimize the rollout of Residency Essentials (RE), a multi-year online didactic curriculum for interventional radiology trainees in medical residency programs. While SIR had initiated some marketing communications pieces for RE, it needed a full brand platform to effectively engage IR program directors and residents, demonstrate the scope and capabilities of the curriculum, and generate excitement around its arrival—all while COVID-19 was disrupting lives and academic operations around the country.

Solution To gain a deeper understanding of how RE would impact IR education and provide new benefits for IR residency programs, TDC conducted interviews with the SIR RE marketing and development teams, and with a learning technology consultant. Insights from this discovery informed the development of a positioning statement, brand theme line, and overall look-and-feel that supported a wide array of marketing communications. These included a landing page, email template, print ads, social media, and collateral materials.

We also produced a demo video that presented key benefits and features of RE and enabled prospects to see how various end users would interface with the actual product. Furthermore, TDC designed an infographic that facilitated the presentation of the RE pricing structure—a key concern to program directors.

Result Even in the midst of an extremely challenging sales environment during the COVID-19 pandemic, the marketing and branding effort behind RE was an unqualified success. Sales goals were surpassed after only four months following the RE rollout, with additional residency programs purchasing the curriculum even after the RE academic year had commenced. The success of RE led to additional branding assignments awarded to TDC for other SIR product launches.

- positioning statement and brand campaign theme
- themeline logotype

Residency Essentials gives program directors today's only comprehensive, standardized solution for providing a competitive education to IR residents. Now any program around the country—regardless of its size, scope of resources, or location—can integrate RE into its environment to effectively advance IR training and prepare residents to achieve greater certification exam and professional success.

Residency Essentials gives IR residents confidence that they will receive a high-quality, universal education from any residency program that offers the curriculum. Residents know that they will be participating in training that is the standard for their specialty and provides the knowledge to succeed on certification exams and ultimately help them deliver better patient outcomes.

Research Modes Used:

Interviews with key executives and stakeholders

Interview with technology consultant

Audit of existing marketing material

Educate. Prepare. Advance.



Educate. Prepare. Advance.

Residency Essentials is the *only* comprehensive standardized IR curriculum

For program directors, Residency Essentials is the high-quality, ready-to-go IR curriculum that covers the two-year didactic lecture requirement in one package. For IR residents, it's the dynamic education and training program designed to increase success on certification exams and enhance effectiveness as a competitive, highly qualified physician. No matter who you are, Residency Essentials is a win-win for your IR future.

Visit the SIR Central booth #1243 for a demo of Residency Essentials.

Society of Interventional Radiology
The vision to heal®
sirweb.org/essentials

Residency Essentials™
One curriculum. Any IR program.

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Residency Essentials™
One curriculum. Any IR program.

Transforming IR Education

New possibilities are dawning on your IR education with Residency Essentials.

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Residency Essentials™
One curriculum. Any IR program.

- hot card
- price sheet

VISIT THE SIR CENTRAL BOOTH #1243 FOR A DEMO OF RESIDENCY ESSENTIALS

Residency Essentials is a two-year, self-paced online education program that covers the breadth of IR in one curriculum.

- Program directors get a high-quality, ready-to-go solution that meets the two-year didactic lecture requirement in one package
- IR residents get the dynamic education and training needed to succeed on certification exams and as highly qualified, competitive physicians



sirweb.org/essentials

Residency Essentials Package	1 to 4 additional seats	5+ additional seats
Package pricing includes: - 1 resident seat - Access for 2 administrators - 50 Clinical Practice modules - 8 Requisite Knowledge modules - Portal branded to your program - Dashboard for tracking progress - Real-time customer support	\$499 year	\$249 year per seat
\$1,149 year for non-APDIR members	\$799 year per seat for non-APDIR members	\$799 year per seat for non-APDIR members

Educate. Prepare. Advance.

Residency Essentials is
the *only* comprehensive
standardized IR curriculum



ARRIVING SPRING 2020

Residency Essentials is a two-year, self-paced online training and education program for residents that delivers uniform, high-quality education covering the breadth of IR in one curriculum.



Residency Essentials
Comprehensive curriculum for your IR residency

It's a full-featured online program to help residents advance their IR education and complete their residency as highly trained and competitive physicians.

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Enrollment opens
February 2020
and the first
cohort begins
July 1, 2020.



Monitor resident engagement and success with reporting and tracking tools for two administrators.



Tailor your program's training content to align with modules released every two weeks.

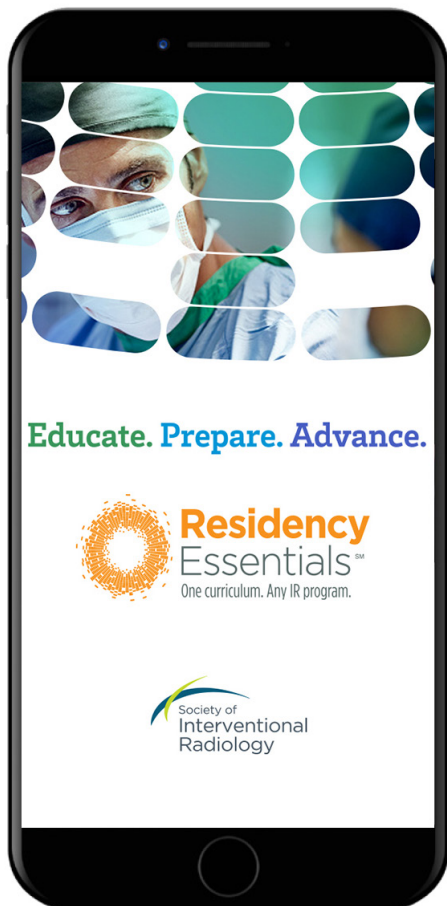
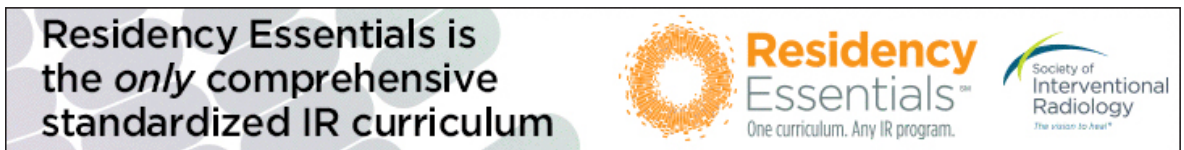


Brand your portal with your program's name and logo.

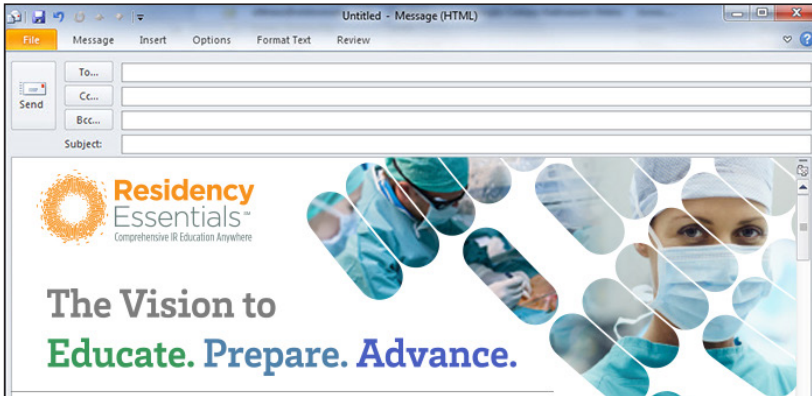


Upload program-specific documents and message all residents through the portal.

- banner ad
- mobile app graphic
- social media graphics



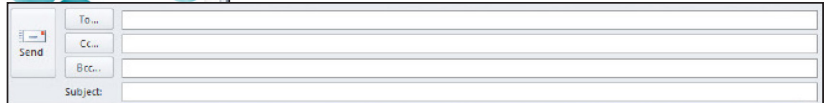
- html emails



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Residency Essentials Package

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\$499
year

\$1,149 year
for non-APDIR
members

1 to 4 additional seats

\$249
year per seat

\$799 year
per seat for
non-APDIR members

5+ additional seats

\$229
year per seat

\$799 year
per seat for
non-APDIR members



Residency Essentials has launched! Time to start your training—and career.

The first clinical topic module for Residency Essentials has just been released! If you are one of the more than 330 residents in the more than 80 IR programs across the country participating in the course—your training and career starts today.

The launch of Residency Essentials represents a significant milestone in SIR's almost decade-long development and implementation of the interventional radiology residency.

[Log in now to start learning](#)

If your program has not yet signed up for Residency Essentials, there is still time! Talk to your program director or coordinator TODAY to sign up for the only comprehensive standardized online IR program that covers the full breadth of IR in one curriculum. **Get the full set of skills and knowledge to be the competitive physician you've always aimed to be.**

Thank you to the IR Residency Curriculum Advisory Committee and the Residency Essentials module developers for bringing Residency Essentials to all IR residents!

sirweb.org/essentials