

SIR Virtex

- Situation** The Society of Interventional Radiology (SIR) was developing a new clinical data registry that would be a critically needed resource for quality improvement, expanded research, higher reimbursement rates, and performance benchmarking in the interventional radiology arena. It had previously launched a data registry years ago that was hampered by operational issues and unclear marketplace positioning. Accordingly, the new registry needed to overcome past perceptions and establish itself as a superior product designed with the clear purpose of advancing the specialty and helping IR practitioners more fully realize the potential of interventional radiology.
- Solution** After SIR engaged TDC to develop a branding strategy and identity for the data registry, we conducted a brief discovery phase to gain a deeper understanding of the product and its stakeholders. We interviewed the SIR registry development team, an IR physician, as well as the vendor tasked with building the registry, and leveraged our takeaways in the creation of a name (VIRTEX), messaging, a visual look-and-feel, a logo, value proposition, and tagline (Where Data Empowers Performance). These assets were then applied to print ads, email templates, and banner ads we developed for the registry. We generated the FAQ resource for VIRTEX as well.
- Result** The registry was launched in early fall of 2020. While results of initial activity with the registry are pending, SIR was extremely pleased with our work and awarded us additional branding and marketing assignments through 2021.

- o positioning statement and brand campaign theme
- o themeline logotype

The SIR Registry provides interventional radiologists with a crucial resource that delivers evidence of the capability, efficiency, and potential of IR.

It enables interventional radiologists in a wide range of practice environments to easily access data that proves IR therapies can be first-line solutions that are often less invasive and more efficient than surgical approaches.

With the registry, interventional radiologists have a one-of-a-kind shared asset that will improve quality, support research, elevate practice performance, and advance the success and standing of the specialty.

Research Modes Used:

- Interviews with SIR registry team
- Interview with IR physician
- Interview with registry development vendor
- Review of registry business plan and reference documents
- Desktop research





Data to drive performance,
knowledge to elevate the specialty.

Introducing VIRTEX™ — the new SIR data registry.

With the arrival of VIRTEX, interventional radiology is ready to take a major step forward in advancing patient care and enhancing recognition of the specialty's capabilities. It will be the gold standard for clinical IR data to drive improvements in quality, practice performance and innovation for years to come. VIRTEX enables your practice and/or institution to:

- Prove that IR therapies can be first-line solutions that are less invasive and more efficient than surgical approaches
- Strengthen data-driven, evidence-based care that reduces variation in treatment
- Inform and benefit from the development and implementation of clinical practice guidelines
- Obtain standard sets of data types to benchmark and improve care outcomes

VIRTEX™ WHERE DATA
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SIR DATA REGISTRY



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To learn more about how
VIRTEX will benefit your site
and the IR specialty overall,
visit sirweb.org/virtex today.

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Society of
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Demonstrate the value of IR in patient care.

VIRTEXSM  WHERE DATA EMPOWERS
SIR DATA REGISTRY

Elevate IR therapies as first-line treatments.

VIRTEXSM  WHERE DATA EMPOWERS PERFORMANCE.
SIR DATA REGISTRY

Gain insights on how to improve quality and practice performance.

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Data to drive performance, knowledge to elevate the specialty.



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How can I show the value of my IR practice?

Improve IR quality, performance and patient outcomes with the VIRTEX data registry.

Visit sirweb.org/virtex to schedule a conversation with a VIRTEX representative.



How can my practice benefit from benchmark data?

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Need help reporting patient outcomes?

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