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### **Outline ideas to promote IR in medical school/at workplace**

Recent years has seen incremental growth in the field of Interventional Radiology (IR). Its pivotal role in a range of specialties is reflected in the increasing number of IR procedures performed, and the drive for 24/7 services.(2,3) However national shortages of IR consultants, and low recruitment of trainees limits the provision of services.(4)

Modern training encourages clinicians to choose specialties earlier, and with little scope to explore IR in foundation years, medical school offers the greatest opportunity for IR promotion. Medical education is moving towards multi-media case based learning; allowing more opportunities for IR integration into the curriculum. Videos, podcasts, and websites should be harnessed to enrich book knowledge and make the speciality easier to engage with.

Advances in technology could see 3D printing being used to promote IR. Visualising 2D images as 3D anatomical structures, and receiving tactile feedback is potentially more engaging than observing alone. Models could also facilitate academic discussions about issues such as pre-operative planning, anatomy, and operative complications of cases.(5) Virtual reality and simulation address the problem of limited exposure to IR and offer students an immersive experience in a risk-free environment. Studies have shown that simulation-based learning can increase motivation to pursue careers in neurosurgery.(6) Further research is warranted to explore its use in IR.(7)

Despite advances in technology, traditional methods of recruiting to IR still hold merit. Advertisement of essay prizes, elective bursaries, and research grants offered by societies are valuable examples. A large drive to ensure all UK medical schools have an active radiology society and are a member of a central undergraduate radiology society needs to be pressed for equal distribution of opportunities.

Promotion of IR in the workplace is equally important. Foundation taster days are under utilised and often rely on drive from the individual themselves to organise. Attempts to advertise taster days within the doctors mess or trust intranet could increase uptake. Newly devised roles of IR ambassadors could be created to carry out this advertisement, and in return juniors would gain credentials for their CV. More traditional mentorship programs between consultants and motivated juniors serve to foster pre-established interests. The latter techniques are used within trusts already, however in my experience could be utilised more by IR.

Social media platforms provide a cheap, quick method to convey a career in IR to a target audience. Twitter is already successfully used within radiology research.(8) In a time where 87% of adults use the internet daily, sites such as Facebook can also be used by medical schools, society's, and trusts, to promote IR.(9)

Finally, ideas to address the gender gap in IR are also warranted. The current uptake of women into IR training is approximately 10%, yet over half of medical graduates are women.(10) A women in IR society could act as a networking forum and help nurture a

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mentoring scheme. Experience days could not only be used to show case work, but also offer the opportunity to discuss and resolve any reservations about a career in IR.

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