



# SNM's Reach Should Exceed Its Grasp

An essential element of SNM's strategic plan is to communicate the value of nuclear medicine/molecular imaging in patient care, the value of achieving significant growth in science and utilization, and the value of its own role as a premier professional society. To accomplish these goals, we must bring our messages clearly to the medical community and the general public. In essence, SNM's communications reach should exceed its grasp.

As the undeniable leader in the nuclear medicine community, SNM must proactively reach out, make connections, and bring our services and knowledge to other like-minded organizations, to universities, to the government, to patient advocacy groups, and to the general public.

How should SNM do this? SNM's Board of Directors has grappled with this question over a series of meetings and believes that the Society needs to implement a number of outreach activities, with increasing emphasis on public relations.

## Increase Collaborative Efforts

SNM places high priority on developing and establishing partnerships with like-minded professional organizations. For example, SNM leaders have met twice with Radiological Society of North America (RSNA) officers this year, and SNM presented "the best of" SNM abstracts at this month's RSNA meeting. We will also work jointly on an SNM summit meeting.

SNM is working with the American College of Radiology on joint PET/CT guidelines, on government relations and reimbursement activities, and on the development of a Nuclear Medicine Carrier Advisory Committee. SNM also sponsored a symposium with the American Society of Nuclear Cardiology this year.

This past summer, SNM's Board of Directors and leaders of the oncology community discussed finding areas of mutual concern and collaboration. SNM leaders also plan to meet with the leadership of organizations such as the American College of Cardiology, the American Board of Nuclear Medicine, and the American Board of Radiology. Society leadership has also made communication and partnerships with industry a high priority.

## Support Education Efforts, Advocacy Groups

In addition, SNM will determine what outreach activities we should initiate with oncologists, with radiation therapists, and through a physician's outreach program. The Board also wants to extend its outreach efforts to nurse practitioners and physician assistants by providing essential training opportuni-

ties. SNM will reach out to academic institutions to offer nuclear medicine presentations or lectures and will work to increase the number of workshops and seminars at nonimaging meetings.

Our outreach efforts must extend to recruiting first- and second-year medical students by maintaining nuclear medicine information on our Web site, conducting nuclear medicine conferences on campuses, and informing medical students about on-campus activities—our Young Professionals Committee will play an important role here.

We will examine our role with patient advocacy organizations and programs, such as the American Cancer Society, the National Patient Advocacy Foundation, the Association of Community Cancer Centers, and the Men's Health Network. SNM has many overlapping concerns with advocacy groups, which are important for setting standards of care for patients.

## Reaching Globally

In the coming year, SNM will examine its international policy and determine what role the Society should have with other international organizations or countries, such as the European Association of Nuclear Medicine, the World Federation of Nuclear Medicine and Biology, and the International Atomic Energy Agency. SNM, which has a growing and diverse international membership, may organize courses for future international meetings, thereby increasing the Society's visibility. SNM is helping physicians in developing countries by donating subscriptions to *The Journal of Nuclear Medicine*.

## Build SNM's Visibility

To increase SNM's visibility with our many audiences (like-minded organizations, referring physicians, universities, the government, patient advocacy groups, and the general public), we are undertaking a proactive outreach/public relations effort beginning in the 2004–05 fiscal year. The plan will focus on achieving greater awareness on the part of referring physicians, regulators, and the public in general.

## See You at the Mid-Winter Meeting

Come join us at the 2005 SNM Mid-Winter Educational Symposium, January 29 and 30, at Saddlebrook Resort in Tampa, FL. Complete information, including the continuing education program, can be found at [www.snm.org/mwm](http://www.snm.org/mwm).



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