



HOD Thinking “Outside the Box”

To come up with new creative solutions to dilemmas or anticipated problems, it's best to think “outside the box”—to be open to new ways of seeing the world and exploring possibilities. At this year's Annual Meeting in Toronto, members of SNM's House of Delegates (HOD) engaged in a spirited conversation to air a number of ideas considered critical to the continued growth and development of the society, its members, and nuclear medicine.

In thinking “outside the box,” SNM's representative body of physicians, technologists, and scientists expressed ideas to broaden the society's perspective on how to make it more competitive and expressed a variety of options for growth, including continuing alliance and outreach activities.

Integrate Nuclear Medicine

HOD members agreed that society leaders should focus on ways to integrate nuclear medicine physicians and technologists with professionals in other practice fields—rather than just protecting the existing turf. Bridges must be built with leaders in radiology, cardiology, and all other medical practices, they said.

For example, a partnering relationship with radiology professionals who see nuclear medicine practitioners as competitors, is critical, said HOD members. Individuals may not enter nuclear medicine programs if radiologists resist hiring them. HOD members wondered if SNM and leaders of the American College of Radiology should hold meetings to address this issue.

Take the Educational Lead

In meeting future challenges of growth head on, HOD members explained that to stay viable, the importance of nuclear medicine must be stressed in the academic community. SNM must take the lead in setting the standards, policies, procedures, quality standards, and guidelines for the profession and move ahead of the curve as new methods of evaluation become evident.

For example, the society should advocate for improved training of radiology residents in nuclear medicine. Members of our Young Professionals Committee should continue working with members of the Association of University Radiologists to encourage excellence in radiological lab and clinical investigation, teaching, and clinical practice.

Technologists will need to adapt as their educational model changes, especially with the advances coming from PET and CT. We need to get those technologists currently working to get CT skills, and we also need to train future nuclear medicine technologists in CT.



Virginia Pappas, CAE
SNM Chief Executive
Officer

Improve Image in Patient Care

SNM representatives said nuclear medicine professionals must become more integrated into patient care. We must continue to do outreach and promote the facts that nuclear medicine practitioners provide quality care, that we are trained experts, and that we offer superb educational programs. In doing this, we reinforce the fact that we are the go-to society for nuclear medicine and molecular imaging information.

Members of the HOD emphasized the importance of informing members of the general public, referring physicians, and individuals in other specialty areas of the positive value of nuclear medicine, its many benefits, and its role in targeted molecular biology and targeting imaging.

By looking at nuclear medicine in such an overall context and engaging in a strategic thought process, SNM representatives painted in broad strokes the possibilities for the society in the future—a future that undoubtedly will take us “outside the box.”

Work with Industry

In other action, SNM is participating with members of the Nuclear Medicine Industry Leadership Working Group in holding an industry molecular imaging summit next year. This first-of-its-kind summit will focus on 5 areas of molecular imaging: basic research, clinical issues, instrumentation, drug discovery, and government relations/regulatory issues.

Information gained from the summit will be presented to the board members of the Molecular Imaging Center of Excellence. Topical activities and educational programs will be developed based on the summit's findings, and a position paper may be published in *The Journal of Nuclear Medicine*. ❀