

SNMMI's New Value Initiative and Strategic Plan

Bennett S. Greenspan, MD, MS, SNMMI President

I am truly honored to serve as SNMMI's 2017–2018 president. As we witnessed at this year's Annual Meeting in Denver, CO, our field is making remarkable advances in diagnostic and therapeutic applications of nuclear medicine and molecular imaging. Now is the time to emphasize research innovation that improves patient outcomes and demonstrates the value of nuclear medicine more clearly.

SNMMI's Value Initiative was introduced at the Annual Meeting, and the goals and objectives in the society's new strategic plan, now under development, are aligned with its 5 domains—all of which stem from our mission to improve human health. This plan will guide SNMMI for the next several years. Here are the goals and some of the actions planned to support them:

Quality of Practice—The high-quality, value-driven performance and delivery of patient-centered nuclear medicine practice. SNMMI will continue development of appropriate use criteria and procedure standards. We will also develop value/quality metrics for nuclear medicine and standardize best practices to enhance operational efficiency. Expanded educational offerings will enhance quality as well.

Research & Development—Advancing the development and approval of nuclear medicine and molecular imaging technologies. SNMMI has always supported innovative research in the field and will focus new resources on the development of new therapies and technologies. We will encourage and facilitate collaborative research efforts among academic institutions and industry, create and fund significant new research award and grant programs, and provide guidance to researchers so that studies are designed to produce results that benefit patients and the medical community.

Workforce Pipeline—Attracting new qualified people to the field of nuclear medicine. We will create a stable pipeline with recruitment and training. We will reach out to residents in other fields, especially radiology, and also science, technology, engineering, and math students and medical students, demonstrating the exciting career opportunities available in the field. In addition, SNMMI will encourage

development of new training programs for nuclear pharmacists, advocate for increased research funding for training grants, and support professional development.

Advocacy—Raising awareness among policymakers about the nuclear medicine and molecular field in order to improve patient care. Increased visibility on Capitol Hill is essential. In addition, SNMMI will help those developing new radiotracers and radiotherapeutics understand the evidence needed by the Food and Drug Administration to approve them as “safe and effective” and by the Centers for Medicare & Medicaid Services to determine they are “reasonable and necessary.” We will also advocate for regulatory approval of emerging agents that are safe and effective and work to ensure appropriate reimbursement for procedures. Advocacy on state-level issues will be a focus, as well.

Outreach—Ensuring that patients and the medical community recognize the value of nuclear medicine, molecular imaging, and radionuclide therapy. We will increase awareness of new radiopharmaceuticals among referring physicians, improve collaboration with other medical societies, reach out to hospital administrators, and strengthen patient advocacy. Financial support will be increased to fund these efforts.

As I take the SNMMI helm from Sally Schwarz, MS, RPh, BCNP, who laid the groundwork for this vision, my focus is on our core purpose: to improve human health by advancing nuclear medicine, molecular imaging, and radionuclide therapy. I look forward to working with the SNMMI leadership team, members, and staff to keep making this a reality—expanding the frontiers of what is possible and helping patients live longer, fuller lives.



**Bennett S. Greenspan,
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