

Latest Advances in Nuclear Medicine on View in San Antonio

Nuclear oncology (monoclonal antibody imaging), FDG imaging and clinical cardiology are three of the key research areas to be covered in scientific presentations at the Society of Nuclear Medicine's (SNM) 44th Annual Meeting June 1-5. With San Antonio, TX, the home of the Alamo, as the backdrop, final plans for the meeting are almost complete.

With over 1000 abstracts accepted for oral and poster presentations, attendees can glean the latest developments in lymphoscintigraphy, breast and lung cancer imaging, cardiovascular imaging and various neurologic applications such as dementia, seizure disorders and drug abuse. The Scientific Program Committee received 2208 abstracts for presentation at the meeting. Although submissions were slightly down from previous years, the SNM Technologist Section received 94 abstracts. Nanci A. Burchell, CNMT, chair of the scientific and teaching committee for the Technologist Section, noted a marked increase in oncology submissions, primarily on 511-keV PET imaging. "This year's abstracts had a much higher caliber. We hope to receive more abstract submissions next year, especially with the Continuing Medical Education (CME) session focusing on research and writing an abstract," she said.

Plenary Session Lectures: New Trends

At this meeting's Plenary Session, the Henry N. Wagner, Jr. Lecture will be given by Professor Michael Maisey, MD, who will discuss "The Cost of Success." Last year, the SNM leadership honored Wagner, professor of medicine, radiology and environmental sciences at Johns Hopkins Medical Institutions in Baltimore, MD, by naming a Plenary Session lectureship after him, in which each year a lecture(s) will be given by a recipient(s) who will focus on new trends in nuclear medicine. This year, Thomas F. Budinger, MD, PhD, professor, University of California, Berkeley, and University of California, San Francisco, will discuss new trends in nuclear medicine instrumentation and data analysis and SNM President, Michael D. Devous, PhD, University of Texas Southwestern Medical Center, will talk about news developments in brain imaging.

Educational Opportunities

At last years' Annual Meeting in Denver, CO, the program committee tried making the CME courses more interactive in the four "Read with the Experts" sessions. In response to the huge inter-

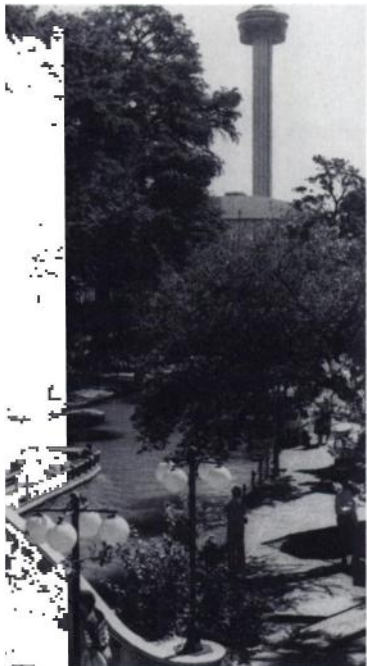
est and participation, the program committee increased the number of sessions from four to ten for this year's meeting. The sessions will run for four full days, Sunday, June 1-Wednesday, June 4. Session topics include: cardiovascular nuclear medicine (three sessions), 511-keV SPECT and coincidence imaging: the contemporary scintillation camera and quality control, brain SPECT imaging, nuclear medicine nephro-urology, pediatric, lung, breast and correlative imaging. Each session will run 1.5 hours except the 511-keV SPECT course, which will run 6 hours.

"Read with the Experts" is a CME course in which experts in their perspective field present several cases on a screen and asks the audience questions about the study. "We've set up 500 remote nodules, so when a slide of a scan is shown, attendees can key in what they think is the correct diagnosis," William C. Eckelman, PhD, chairman of the SNM scientific program committee said. Similar to last year, votes will be recorded to give the moderator and audience an indication of which scans pose more problems for themselves and colleagues. (Answers will not affect CME credit, since credit is based on attendance.) "These sessions allow the attendees to match "wits" with the experts," said Toni Doolittle, scientific program manager. Last year, approximately 1000 attendees participated in the "Read with the Experts" sessions.

The 11 categorical seminars, which are intensive reviews of important areas of nuclear medicine, will cover a broad range of topics, including sessions on cardiology, instrumentation, reimbursement and decision making, imaging, radionuclide therapy and receptor-based radioisotopes. Attendees may further fulfill educational requirements through SNM books and audiovisual programs. Several new book titles will be on sale at the Publications Booth in the convention center: *MIRD Cellular S Values*, *Nuclear Medicine Technology Review Questions*, *Internet Guide for Allied Health Professionals* and *The Nuclear Medicine Handbook for Achieving Compliance with NRC Regulations*.

Two publications by the Scientific Program Committee will also be available onsite: *Continuing Education Course Manual* and *Categorical Course Manual*, which contain the handout materials from the CME and categorical course speakers.

(Continued on page 30N)



The San Antonio River Walk, or Paseo del Rio, is located downtown along a 2.5-mile stretch of the San Antonio River.

lic relations staff have been engaged in the larger community-wide IS/I Program whose mission is "to make nuclear medicine an integral part of appropriate patient management." Recently, the SNM leadership redefined the organization's goals, one of which was to "establish SNM as the driving force to integrate nuclear medicine into health care delivery." With these objectives so closely aligned, the SNM Public Relations Committee and staff devised a communications strategy in support of both of these endeavors. The IS/I movement is a harnessing of resources between the SNM, American College of Nuclear Physicians, American Society of Nuclear Cardiology, American College of Nuclear Medicine, the Institute for Clinical PET and the commercial sector. The SNM is working closely with these groups by sharing information and resources for an enhanced promotion of nuclear medicine.

"Everything that SNM public relations is doing directly aligns the new SNM goals while contributing to the objectives and mission of the IS/I. Public relations is playing a major role in moving

the organization along the path to enhanced visibility for and awareness of nuclear medicine. With our own efforts and by working with the IS/I member organizations, the specialty will benefit in the medical marketplace and in the consumers' eyes," said Kristin Ludwig, SNM associate director for marketing and public relations.

SNM Press Kit and Centennial Booklet Win National Recognition

The SNM won two awards in the 1996 *Association Trends* national publications contest: one award for the Annual Meeting press kit (written in lay terms) and a second award for the "Nuclear Medicine: 100 Years in the Making" centennial booklet. Over 400 entries for association magazines, annual reports, press kits and promotional pieces were submitted to *Association Trends* from all over the country. Several hundred communications professionals attended the January 30th awards luncheon at which the winners were presented with plaques and certificates.

Technologists Plan for the Future (Continued from page 24N)

audience.

The goal of ensuring the competence of NMTs is furthered through a project developed by the Socioeconomic Affairs Committee, chaired by Denise Merlino, MBA, FSNM-TS. This committee soon will release the *Developing Employee Assessments and Competencies* booklet that shows how three facilities developed and used their own documentation to measure their employees' competence. This book will help departments prepare to meet Joint Commission for the Accreditation of Healthcare Organizations requirements on technologist competency evaluations and documentation.

Increasing membership market share is a step toward the goal of fiscal viability that involves the SNM-TS Membership Committee. This committee is removing barriers to membership by simplifying the membership categories, creating a category for commercial members and making the

membership year coincide with the fiscal year. Kathy Thomas, CNMT, Membership Committee chair and president-elect, says that the SNM-TS "needs to represent people with more diverse needs" and capture the market of multiskilled technologists who are not currently served by any one professional society. There is a potential membership pool of more than 17,000 Nuclear Medicine Technology Certification Board-registered technologists into which the SNM-TS can tap. Current SNM-TS membership is about 7000 members.

Pickett, Herbst, Merlino and Thomas agreed that cooperation between the technologists and the physicians and scientists is necessary for each to learn from the other to achieve the goals necessary to make nuclear medicine an integral part of health care delivery. The technologists' new strategic objectives have much in common with the SNM's new strategic goals. Teamwork can create a synergism strong enough to bring about the changes necessary to ensure the future of nuclear medicine.

—Dawn Murphy

San Antonio (Continued from page 26N)

Exhibits

The exhibit space is larger than last year's. Currently, there are 100 exhibitors, 19 of whom are new exhibitors. One new feature: there will be "human arrows" directing people from outside the convention center. Also, bigger banners and signs will help attendees find their destinations inside the convention center.

As in past years, Wagner will continue his time-honored tradition (20 years and counting) of concluding the meeting with his view of the scientific highlights at the close of the Annual Meeting. Look in the August issue's *Newsline* for Wagner's published account of the scientific research presented at the Annual Meeting. "This year's meeting should be an outstanding combination of science, continuing education and commercial exhibits that we have ever presented," Eckelman said.