



# Engaging Industry

As we partner with industry leaders to identify and promote breakthrough technologies, we are creating a synergy that helps us develop better processes, procedures, and capabilities.

Over the years, partnerships with industry leaders have helped the Society of Nuclear Medicine advance nuclear and molecular imaging to the forefront of medical research and practice. Industry conducts a substantial amount of cutting-edge research—especially the clinical research that pushes science into practice. As we partner with industry leaders to identify and promote breakthrough technologies, we are creating a synergy that helps us develop better processes, procedures, and capabilities. Continued collaboration with these businesses is a building block of SNM's strategic plan for promoting the profession.

## Industry Leaders Working Group

Today, SNM works with the commercial representatives of its Nuclear Medicine Industry Leaders Working Group (NMILWG) to accomplish that strategic objective. This group, formed in 2002, identifies areas of collaboration—such as advocacy with the Food and Drug Administration (FDA) and the Centers for Medicare & Medicaid Services and support for physician outreach, educational initiatives, and international programs.

The group's current priorities include supporting the FDA Coalition and the Nuclear Medicine Workforce Study. The FDA Coalition works closely with agency representatives throughout the year and participates in discussions related to the Radioactive Drug Research Committee and experimental drugs. The Nuclear Medicine Workforce Study is designed to provide information about personal demographics, employment, career paths, and workplace issues that will help us monitor professional trends.

## Industry Molecular Imaging Summit

Industry and SNM leaders will discuss controversial topics involved in molecular imaging basic research, clinical issues, instrumentation, and drug discovery during a 2006 Industry Molecular Imaging Summit. Members of our Molecular Imaging Center of Excellence will use this input to create top-

ical activities and educational programs. A position paper will also be developed and published in *The Journal of Nuclear Medicine*.



Virginia Pappas, CAE  
SNM Chief Executive Officer

## Industry Partnership Program Begins

In addition, SNM has created a new initiative—the Industry Partnership Program—aimed at encouraging collaborative efforts with industry to promote rapid advance and innovation in medical care through molecular imaging. Together, SNM and industry will work on a wide range of projects, networks, and events. Both sides will promote research grants and scholarships; advocate for reform on Capitol Hill; and provide continuing education possibilities through courses, publications, and online offerings.

Working with industry is an exciting way to ensure that the research undertaken is relevant and can be practically applied. For more information about SNM's new Industry Partnership Program, please go online to [www.snm.org/industry](http://www.snm.org/industry).

## Building the Future: SNM's Molecular Imaging COE

The establishment of our Molecular Imaging Center of Excellence has underscored the society's seriousness of purpose in preparing the imaging community for the future. Utilizing input from molecular imaging experts in all disciplines, the Molecular Imaging COE is building a program to promote research, education, and applications that will be beneficial to physicians, technologists, and scientists.

For more information about the Molecular Imaging COE, please go online to [www.snm.org/MICE](http://www.snm.org/MICE). To learn more about SNM's Industry Partnership Program, contact Megan Schagrin, CMP, associate director of industry and international relations, at 703-326-1184 or [mschagrin@snm.org](mailto:mschagrin@snm.org). ❄