

# Strategic Goals Generate SNM Successes in 2004

As part of its strategic plan, SNM pursued a number of well-articulated strategies in 2004. The plan and the specific objectives were crafted by our leadership and the board of directors to shape the Society: what it is, what it does, and why it does it. This planning—supported by a great deal of hard work—resulted in many accomplishments for SNM in areas such as government relations, education, and development and in solidifying its status as *the* society for molecular imaging and nuclear medicine professionals. A few of these accomplishments are highlighted below.

## Accomplishments with NRPE, FDA

SNM's work with representatives of the National Radionuclide Production Enhancement (NRPE) Task Force resulted in an important position paper that includes recommendations to help meet the current and future growing demand for radionuclides. Working with Michael J. Welch, PhD, chair of the NRPE Task Force, and David Hill, PhD, chair of the American Nuclear Society Special Committee on Isotope Assurance, we have suggested a timeline for specific actions that addresses current and projects future shortfalls of radionuclides in this country. This timeline is fiscally sound and responsible in both cost assumptions and federal budget implications and promises our country a stable and secure supply of radionuclides for the future. Federal funding of approximately \$79 million over the next 10 years will be needed to implement the identified goals, such as upgrading the University of Missouri Research Reactor, the only research facility in this country that provides reactor-produced radionuclides for therapeutic applications.

On another front, SNM continues a very effective, long-term dialogue through the Food and Drug Administration (FDA) Nuclear Medicine Coalition. SNM acts as the catalyst for this coalition of nuclear medicine-related industry interests, other provider organizations, and health care consumer groups so that a singular, collective voice is heard on issues related to improving the approval processes for

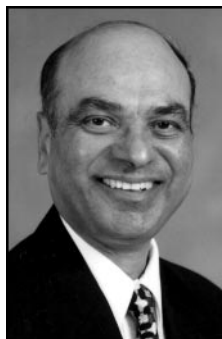
nuclear medicine procedures, devices and radiopharmaceuticals.

## Innovative MOC/ Lifelong Learning Program

In response to the decision made by the American Board of Medical Specialties (ABMS) to expand on and replace recertification programs with maintenance of certification (MOC) programs, this fall SNM will debut the first of 10 planned systems-based online modules that will assist in measuring performance in practice. These modules, which will be revised every 3 years, will address cardiology; oncology; basic science; neurology; pulmonary; endocrinology; musculoskeletal disorders; genitourinary; gastrointestinal; and other areas, such as hematology, infections, and lymphatics. Alan H. Maurer, MD, chair of the SNM Education Committee; other experts in the field; SNM officers; and Lynn Barnes, SNM director of education, have been working diligently on this MOC project. Although MOC requirements affect physicians, their reach may extend to technologists, radiologists, and scientists.

## Members Make Generous Donations

In 2004 our SNM members generously donated more than \$200,000, with approximately \$60,000 of it given in response to the 50th Anniversary Campaign. The Education and Research Foundation has transferred administration of the majority of its fellowships, scholarships, awards, and grants to SNM, and new funding priorities have been developed. As nuclear and molecular imaging evolves, more scholarship research and award opportunities are needed to foster cutting-edge research; draw students into master's, doctoral, and technology programs; assist practicing physicians and technologists in developing new skills; advance molecular



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imaging in developing countries; and improve the dissemination of knowledge.

To address these needs, to sustain the current grants and awards program, and to initiate an array of new activities, we will need your support. New programs include seed grants, departmental fellowships, international fellowships, research fellowships, educational scholarships and fellowships, scholarships in molecular imaging, clinical fellowships in PET/CT, technologistscholarships in PET/CT, and a professional development grant in correlative/anatomical imaging.

### Other Notable Achievements

In other 2004 actions, the PET Center of Excellence was established, and final board approval was given at last month's mid-winter meeting for SNM's new Center for Molecular Imaging. Our councils have been restructured and revitalized as we try to get more members than

ever before involved with professional and leadership development. The Young Professionals Committee has been formalized under the umbrella of the Academic Council, because the 2 groups share the goal of impacting training and career development in nuclear medicine. Additionally, I'm pleased to let you know SNM has posted the highest membership numbers in its 51-year history, with the largest number of students ever participating in trial memberships.

Although we've had many successes this past year, the SNM leadership recognizes that there's still more work to do in 2005 and beyond. On behalf of the SNM leadership, I sincerely thank all those who have helped accomplish these goals and acknowledge the hard work of the staff at the SNM office in Reston, VA.

*Mathew Thakur, PhD  
President, SNM*

## SNMETS 2004: Reorganization Complete; Successes Noted

**W**elcome to a brand new year! This is an exciting time to be a technologist, and I would like to share with you some highlights from 2004 and provide a glimpse of what is in store for the year ahead.

The great news is that SNMETS reorganization has been completed. The new members of the National Council of Representatives and the Executive Board are in place, and chairpersons of our new committees and task forces have been appointed. For the past 3 years we have been working from a strategic plan that states our core purpose is "to advance the field of nuclear medicine and molecular imaging through education, advocacy, and promotion of science, technology, and practical application." Our changes in committee structure, the National Council of Representatives, and Executive Board responsibility have positioned us to accomplish these defined goals. We were allowed to see our progress in action for the first time at the mid-winter meeting last month.

### SHPL Advocacy

Our State Health Care Policy Liaison (SHPL) advocacy group has been successfully launched. The CARE (Consumer Assurance of Radiologic Excellence) and RadCARE bills received unprecedented support in the last session of Congress. SNMETS continues to push for an initiative that would require all 50 states to develop licensure programs for nuclear medicine technologists. We have joined other imaging technologist organizations to compel those states that do not currently have licensure requirements to develop them. In addition, 2 newsletters

have been published, and a successful advocacy boot camp was initiated to educate those who desire to make an impact on issues affecting nuclear medicine. Future projects include adding additional appointees to the SHPL network; establishing goals and expectations for the representatives; developing effective 2-way communication within the SHPL network; and publishing the Advocacy Committee and SHPL rosters in the *Journal of Nuclear Medicine Technology*.

We have formed strategic alliances with many organizations so that we may speak with a larger voice and be clearly heard by regulators and members of Congress. Some groups that we collaborate with include the American Society of Radiologic Technologists (ASRT), the American Healthcare Radiology Administrators, the Health Professions Network, and the Conference of Radiation Control Program Directors. We provide valuable insight regarding the direction and advancement of our profession to those organizations, and they, in turn, include us in their decision-making processes.

### Gateway Achievements

Gateway 2004 was held this past October. This special meeting allowed SNMETS leadership to focus on this year's initiative of professional development. The aim of this Gate-



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