

SNM Annual Meeting Energized by Launch of Molecular Imaging Initiative

A forward-looking tone was set for the 53rd Annual Meeting of the SNM in San Diego on June 4 by the announcement of a new initiative designed to accelerate the pace and productivity of translational research in functional imaging. Calling it a “historic moment” for SNM and for the future of quality medical care for patients, outgoing SNM President Peter S. Conti, MD, PhD, announced the official beginning of a \$5 million, 5-year “Bench to Bedside” campaign. This concentrated fundraising initiative was jump-started with the first pledge from lead donor GE Healthcare. Additional pledges have been received from Bristol-Myers Squibb Medical Imaging, Siemens Medical Solutions USA, Philips, and FluoroPharma.

“The use of molecular imaging to monitor the development and management of diseases at the molecular level will have a significant impact on health care over the next 5, 10, and more years,” said Conti. “The SNM ‘Bench to Bedside: A Molecular Imaging Campaign’ will allow significant molecular imaging discoveries made by scientists at lab benches to be efficiently and effectively ‘translated’ into practice so they can be used by physicians at patients’ bedsides. SNM members have the scientific and clinical expertise to take molecular imaging into the future, continuing the exploration of biological and technological innovations to fight diseases.”

After noting the importance of synergy between basic researchers, clinicians, and industry, Bill Clarke, MD, executive vice president, chief technology officer, and chief medical officer of GE Healthcare, said, “Molecular imaging will transform patient diagnosis and care. It will allow us to find disease earlier and understand how to care for patients in a better manner than we have ever been able to. As a physician and scientist I am both delighted and honored to partner with SNM and to serve as cochair of this campaign.”

The campaign recognizes the critical future role for molecular imaging in diagnosis, predicting and monitoring treatment response, and creating individualized treatment plans. “Patients with cancer, heart disease, stroke, or debili-



At the opening plenary session of the 53rd SNM Annual Meeting, SNM President Peter Conti launched the Bench-to-Bedside fundraising campaign designed to fund programs that will accelerate the translation of molecular imaging research into clinical use.

tating neurological conditions benefit from earlier, more accurate diagnoses and safer, more effective treatments when their medical care includes scanning technologies such as PET with CT or SPECT,” said Conti.

This is the first large-scale fundraising effort in the half-century history of the SNM. “Bench to Bedside: A Molecular Imaging Campaign, which will be carried out jointly with the Education and Research Foundation (ERF) for SNM, creates opportunities for industry and individuals to support education, research, and advocacy efforts in advancing molecular imaging in catching diseases before they catch us,” said Michael D. Devous, Sr., MD, ERF president.

After months of planning with molecular and nuclear imaging industry leaders, 4 areas of need were identified as foci for the campaign: (1) supporting advocacy for molecular imaging; (2) educating and promoting collaboration with referring physicians and patient groups; (3) training and educating the current imaging workforce and future

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The 53rd Annual Meeting of the SNM was held June 3–7 in San Diego, CA. This month Newsline covers several of the awards presented there, as well as the new “Bench to Bedside” campaign launch described on this page. The annual Highlights Lecture by Henry N. Wagner, Jr., MD, surveying the most noteworthy of research and clinical presentations at the meeting, will be included in its entirety in the August issue. As a preview, the image selected by Wagner as “Image of the Year,” a much-anticipated and traditional high point of the Annual Meeting, is included in the current issue (p. 14N). In September, more award winners and honorees will be profiled, along with an in-depth look at the activities of the committees and groups making these awards.

Consumer Assurance of Radiologic Excellence and Rad-CARE bills, which support federal minimum standards for nuclear medicine and radiologic technologists and radiation therapists,” he said. In addition, the SNMTS will continue to lobby on insurance coverage and reimbursement issues and for increased funding for key medical radioisotope production and basic science research at the Department of Energy.

Holbrook previously served as market development manager and territory manager for PETNET Pharmaceuticals (Knoxville, TN). A member of SNM’s Mideastern Chapter, he is a founder of the SNMTS PET Learning Center and 1 of the original authors of the Nuclear Medicine Technology Certification Board’s PET exam, the society’s PET/CT consensus paper, and the SNM PET/CT guideline. He is the current vice chair of the World Federation of Nuclear Medicine and Biology—Technologist Section. He is the author of more than 50 articles and has made more than 100 presentations.

He received a bachelor of science degree in nuclear medicine technology from Wheeling Jesuit University (WV) and was named an SNMTS Fellow during the SNM 2005 Annual Meeting.

David Gilmore, MS, CNMT, an assistant professor and clinical coordinator for the nuclear medicine technology program at the Massachusetts College of Pharmacy and Health Sciences (Boston, MA), was named as SNMTS president-elect at the San Diego meeting. “As an SNM Technologist Section leader, I will continue to work for licensure, ensure that high-quality educational offerings are

available to all technologists in every part of the country, and push forward promoting high standards of professionalism,” he said. “This is especially important since we are working in a rapidly changing environment with numerous challenges, including the use of PET with CT; state licensure conflicts; new regulations, radiopharmaceuticals, and continuing education requirements; the dawn of the PET/MR imaging age; and a shortage/oversupply seesaw.” Gilmore previously served as associate director of clinical operations for Bracco Diagnostics (Princeton, NJ).

Gilmore holds a master of science degree in education from Virginia Tech in Blacksburg and a bachelor’s degree in health sciences from Old Dominion University (Norfolk, VA). The American Society of Radiologic Technologists member received his nuclear medicine technology certificate from Roanoke Memorial Hospital in Virginia and has also earned a certificate in project management from Boston University. He serves on the board of directors for the Nuclear Medicine Technology Certification Board. He joined SNMTS in 1994 and has also served on the Finance, Emerging Technologies, Education, Advocacy, and Nominating committees.

In the 2006 elections, the SNMTS membership selected Mary Beth Farrell, CNMT (Pittsburgh, PA), as SNMTS secretary and elected Mark Wallenmeyer, CNMT (Springfield, MO), to the Finance Committee. ✧



David Gilmore

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generations of practitioners on the applications of molecular imaging; (4) and supporting innovations in translational research from bench to bedside.

The society plans to fund outreach activities to referring physicians and patient groups, support translational clinical studies and small innovative trials, and offer research grants and fellowships to advance new medical developments. Conti noted that SNM and ERF leaders had been “quietly” working on the campaign for several months. “The early pledge from GE

Healthcare signals that this initiative can be an overwhelming success,” said Conti. “This campaign is more about impact than dollars,” he added; “It’s not about us—it’s about the future.”

More information about the campaign is available on the SNM Web site at www.snm.org/micampaign. For more information, contact Kathleen Bates, SNM director of development, at 703-326-1194 or kbates@snm.org; or Megan Schagrin, SNM associate director of industry and international relations, at 703-326-1184 or mschagrin@snm.org. ✧