



New Direction

Societies are most effective when a well-articulated and ambitious vision for the future exists, reflecting not only the rich traditions of the past but also current and future aspirations.

For more than 50 years, SNM has successfully followed its mission of educating professionals, policy makers, and the general public about the potential of nuclear medicine. Advances in molecular biology, molecular medicine, and medical imaging, however, have signaled an expansion in the direction of the profession and its ability to contribute to improved health outcomes, requiring our leaders to examine the society's long-range future. SNM leaders voted in April—and reaffirmed at our Annual Meeting in June—to embrace a new core mission: To improve health care by advancing molecular imaging and therapy. In keeping with this mission, we have added the tagline—"advancing molecular imaging and therapy"—to our SNM logo to clearly communicate our focus to newcomers to the field.

In addition, the board of directors approved short- and long-term strategic goals, values, objectives, and strategies to bring focus to future activities. This strategic direction is our road map and a constant reminder of what must be changed as we steer toward our envisioned future as the leadership team oversees the development of the annual operational plan.

Our new core mission and strategic direction are derived from the hands of many. SNM's vision is *your* vision, crafted by *your* hands, with *your* imprint on every goal, value, and strategy. SNM leaders have listened to you during recent extensive discussions about the society's future. SNM invested in the services of an independent consultant firm that examined members' expectations and perceptions—how the society is identified or known, the "promise" it makes to members and nonmembers, and its "face" and "voice." These consultants studied the society's customers, its internal practices, and its "emotional resonance" (how SNM connects with members/nonmembers) through interviews, a survey, and focus groups and sessions.

You believe the single most valuable SNM resource is its standing as a *knowledge leader*. You join SNM for many reasons, including education/knowledge (96%), career advancement/professional credibility (76%), to be part of a multidisciplinary community (75%), to network with peers (73%), and to support legislative advocacy (61%).

With more than 3,000 U.S. and international members involved in the survey process, you let us know that you see SNM as your "identifier" organization, with 81% extremely or somewhat satisfied with your membership. You are most satisfied with the society's journals, educational resources/

industry updates, meetings, and professional advocacy. You know about the coming molecular imaging evolution and are aware of the establishment of the Molecular Imaging (63%) and PET (73%) centers of excellence.

In interviews, you expressed confidence that SNM is on target with its programmatic focus and believe that molecular imaging needs to play a greater role in SNM's "promise" as a knowledge leader. Although members identify with nuclear medicine today, you want the society to define its strategic direction with the evolving field of molecular imaging and molecular medicine. You want the society to inform and educate the medical community; create and uphold standards in the field; raise awareness of the profession to facilitate recruitment to the field; translate research into clinical practice; enhance an awareness of translational science, diagnostics, and therapies with the broader profession and the general public; and enhance name recognition within the medical community.

In clarifying its purpose, SNM is ready to advance, translate, and integrate molecular imaging and molecular medicine into health care. Over the next 3–5 years, SNM intends to become members' *indispensable resource* for education, knowledge exchange, training, and networking; the *powerful advocate* for molecular medicine, including imaging and therapy; the *leader in education and promoting collaboration* with referring physician and patient groups; a significant *supporter of innovations* in translational research; and the *society that positions molecular medicine as an essential tool* in providing the highest standards of patient care around the world.

These goals affirm SNM's most recent action—embarking on a 5-year, \$5 million "Bench to Bedside: A Molecular Imaging Campaign" 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. SNM is most certainly shaping the future for our members, for the profession, and for health care worldwide.

By remaining focused on our new core purpose and by executing our planned strategy with its outlined steps to improve success, expand our reach, and improve our efficiency and effectiveness, we have embraced change, dared to reach for excellence, and started work to make our planned future a reality. ✧



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