



# Resolution: Guide Research to Practice

**W**ith strategic planning, we can begin to shape the future now. This is why your leaders developed SNM's 5-year, cohesive strategic plan and expanded mission to improve health care by advancing molecular imaging and therapy. Through collaboration with the members of our Molecular Imaging Center of Excellence, the society has also drafted a separate, well-articulated, and achievable 5-year action plan to promote a community approach to move molecular imaging research from bench to bedside.

Funding to support this action plan comes from the society's \$5 million "Bench to Bedside" campaign. This special, concentrated fundraising initiative was jump-started with a pledge from GE Healthcare, the campaign's lead industry partner. Recently, IBA Molecular joined Bristol-Myers Squibb, Siemens Medical Solutions USA, Philips, and FluoroPharma in pledging to this effort, bringing corporate donations to \$2.76 million. Additionally, the society's Education and Research Foundation has raised \$63,000 of its \$500,000 goal in individual pledges. SNM's clearly defined first-year goals—some in the idea stage, others near completion—are included here to give you a look at where we're headed in the new year.

**Emergence as the Central Resource:** SNM is ideally suited to be the central resource for molecular imaging research, practice, statistics, education, and expertise. Our professional society disseminates critical information and knowledge about new research, developments, and modalities to researchers, clinicians, and technologists. Information about the potential of these new developments for patient care will be communicated as quickly as possible by a concerted effort through our journals, Web site, books, conferences, and lectures. As the year progresses, members and nonmembers will receive updates and information beyond traditional nuclear medicine techniques through expanded *Journal of Nuclear Medicine* coverage and specialized communications. Molecular imaging experts are available to speak at all types of educational events and SNM functions through our speakers bureau. Slide presentations will be in place to bring the latest information about molecular imaging and therapy to SNM chapter members. New awards, grants, and fellowships in the areas of multimodality molecular imaging will be developed, with an eye on identifying new funding opportunities.

**Define Molecular Imaging:** Working collaboratively and across many medical disciplines, SNM will develop a universally accepted definition of molecular imaging. Task

groups will begin to develop a body of knowledge for molecular imaging, exploring radiotracers (including cell labeling physiology), instrumentation (microSPECT, microPET, microCT), computer modeling, molecular biology, the importance of quantification, and the relevance of approaches among specialties.

A curriculum will be developed for those entering the field. With planned workshops, SNM will continue and augment discussions related to technology assessment and evaluation, standardized imaging protocols, and the next generation of tracers (for example, how to identify new agents, how to validate them, how to pursue reimbursement). Published materials will articulate both the current practical implications, immediately useful to clinicians, and the future implications of molecular imaging technologies.

**Invest in Research and Science:** SNM is investing in molecular imaging and therapy by originating and carrying out clinical trials to promote the wider application of imaging biomarkers. The society's Clinical Trials Group will address issues related to quantification in a multicenter clinical trial setting, thus facilitating the move of functional molecular imaging research into clinical practice and therapies.

**Intensify Visibility:** SNM's Web site will truly be a hub for all, providing indispensable resources for experts and researchers, members of patient advocacy groups, referring physicians, and the public. For the medical professional, the society will offer cutting-edge workshops; references and links to highly innovative, selective publications; the latest information in research and studies; and a database of new funding sources (with a focus on non-imaging sources and opportunities to enhance new technologies and their applications). Molecular imaging professionals will exchange ideas and discuss questions, issues, and funding opportunities through a community listserv. SNM will offer online links that lead to informative articles and studies (covering, for example, how molecular imaging is used by referring physicians and specialists and offering the latest information on reimbursement issues). Referring physicians will find invaluable references and links to publications covering a wide realm of medical specialties, updates on eye-opening



**Martin P. Sandler, MD**  
President, SNM

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