

## Preparing for the Future—A New Strategic Plan

It is an honor to step into the role of president for SNMMI. Having worked with members across the United States and throughout the world over the past 2 years, I have seen the challenges and the opportunities that face our field. I look forward to collaborating with colleagues to meet the needs of individual members and of the profession as a whole.

At the SNMMI 2013 Annual Meeting, the society's board of directors approved a new 3-year strategic plan for the organization. Board members developed the plan with input from the SNMMI House of Delegates, committees, councils, centers, and staff. After carefully considering the professional, economic, regulatory, demographic, and technological issues that may impact the society in the future, they identified specific goals to help guide and measure future success.

SNMMI aims to be a leader in unifying, advancing, and optimizing nuclear medicine, molecular imaging, and radionuclide therapy. One of the ways in which we plan to accomplish that vision is by advancing the development and approval of nuclear medicine and molecular imaging technologies, as well as facilitating and supporting their availability and clinical utilization. This will involve working with government agencies to improve the process for evaluation and approval of novel technologies, ensuring the integrity of the isotope supply chain, demonstrating comparative effectiveness, and ensuring adequate and appropriate reimbursement, among other efforts.

Radionuclide therapy is an emerging area of focus for SNMMI, and another of our goals over the next 3 years is to increase appropriate utilization of radionuclide therapy. We will facilitate development of emerging agents and will advocate for regulatory approval and reimbursement. In addition, SNMMI will focus on increasing the use of approved agents.

Advancing and promoting quality, value, and safety of nuclear medicine and molecular imaging are another set of goals for the society. SNMMI will work to increase the number of nuclear medicine quality measures for reporting and the number of appropriate use criteria and evidence-based guidelines for molecular imaging and nuclear medicine. Promoting dose optimization and supporting comparative effectiveness research will also be key objectives for the society.

Finally, SNMMI will continue to support and enhance the professional workforce and environment. This will be achieved by providing high-quality training and education opportunities for nuclear medicine and molecular imaging professionals, as well as educating others in the workplace about the value of the field. SNMMI will also focus on further developing professional standards and future leaders for the field.

We have much to accomplish over the next 3 years, and, with the guidance of our dedicated and forward-thinking volunteers, I believe we will be successful in meeting our goals. During my term as president, I will focus on several key initiatives that will help us achieve them.

Advocating for adequate and appropriate reimbursement is a top priority for me. SNMMI will continue to work with the Centers for Medicare & Medicaid Services (CMS) to support a new approach to reimbursement for radiopharmaceuticals, specifically taking into consideration supply issues related to  $^{99}\text{Mo}$ . In addition, we will continue to support coverage for new radiopharmaceuticals and therapies so that patients can receive the best care possible.

Another priority is to maintain strong working relationships with SNMMI's sister organizations in the imaging community in the United States. We will also continue to work with international groups, such as the International Atomic Energy Agency, the European Association of Nuclear Medicine, and those involved with the Nuclear Medicine Global Initiative. Working together we are able to accomplish much more for the imaging community through education, advocacy, and research.

SNMMI's members are the backbone of the organization, and the society will continue to support them professionally by offering education and leadership opportunities. This year, SNMMI will launch its first Leadership Academy for young professionals. Following the lead of the SNMMI Technologist Section Leadership Academy, the SNMMI Leadership Academy will focus on consensus development and team building and will provide valuable networking opportunities for participants.

Appropriate utilization of imaging, the increasing importance of measuring value, and the specialty's place within the medical field are critical issues that could influence and change the field of nuclear medicine and molecular imaging today. SNMMI is well versed and fully committed to addressing these issues so that the field may thrive. As we begin to implement our strategic plan, I am confident that the society can foster a positive environment for nuclear medicine and molecular imaging in the future.



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