

## Technological Advances to Personalize the SNMMI Online Experience

Looking to further enhance its role as the leading nuclear medicine and molecular imaging resource for tens of thousands of members, customers, and online visitors, SNMMI has launched a new organizational website. The [www.snmmi.org](http://www.snmmi.org) website was designed with visitors in mind; it is personalized, easy to navigate, and flexible for viewing with different devices. This site—along with the new Learning Management System (LMS), which will roll out in the coming months—will serve as a one-stop informational and functional resource for nuclear medicine and molecular imaging professionals.

In designing and building the new website, SNMMI aimed to serve its customers as the go-to source for nuclear medicine and molecular imaging information and education. Our goals included presenting organized, relevant content in a logical manner and minimizing out-of-date content throughout the site. A key element of our redesign was providing customized information, including suggestions for content users might enjoy as well as new audience-specific areas. Sections have been created for physicians, technologists, scientists, media representatives, health care providers, patients, and international professionals. These sections include information on education, practice guidelines, government updates, society news, and more—all of relevance to specific audiences. This will help to eliminate

searching and guesswork and allow users to gain quick access to the information most important to them.

Another new feature of the website is its ability to adjust automatically to fit the screen or platform being used. For example, when using a computer, the visitor will see the full website screen. When viewed on a tablet or smartphone, the display will adjust, providing a more concise and easy-to-read layout. This functionality is important, as the use of mobile/tablet devices is steadily increasing. Between May 1 and November 1, 2013, 16% of visitors to the SNMMI website viewed it with a mobile/tablet device. This represents a 42% increase in mobile/tablet usage over the previous 6 months.

Phase 2 of the website will feature the new LMS, created to improve/enhance the user's ability to purchase, earn, and manage continuing education/continuing medical education credits. The system will be all-encompassing, integrating all of SNMMI's educational offerings, books, and other products into a central, searchable resource.

The new website builds on the SNMMI portfolio of Web and mobile resources. The SNMMI Journals application for the iPhone, iPad, and iPod touch offers access to both *The Journal of Nuclear Medicine* and the *Journal of Nuclear Medicine Technology*. In addition, the websites for each of the journals are optimized for easy mobile viewing. The society also launched its SNMMI Meetings application for the Mid-Winter and Annual meetings, as well as its Digital Abstracts application, and will continue to enhance them, providing more features for both attendees and those who want to know more about scientific and educational offerings at the meetings.

As always, SNMMI aims to continually improve its member experience. We appreciate feedback from members on how we can enhance their membership and encourage them to share input with leadership and staff. Please feel free to share thoughts about the new website with us at [feedback@snmmi.org](mailto:feedback@snmmi.org).



Virginia Pappas, CAE

Virginia Pappas, CAE  
SNMMI CEO

The screenshot shows the SNMMI website homepage. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Membership', 'Education', 'Meetings & Events', 'Issues & Advocacy', 'Quality & Practice', 'Research', and 'About SNMMI'. Below the navigation bar is a large banner with the word 'WELCOME' in red, 3D letters. To the right of the banner is a 'LATEST NEWS' section with several news items, including 'Dec 20, 2013 - PET/MRI provides clearer visual and quantitative details in myocardial infarction' and 'December 20, 2013 - Update on Mo-99 Availability'. Below the news section is an 'UPCOMING EVENTS' section with several event listings, including 'Advances in Nuclear Cardiology and Cardiac CT: 29th Annual Case Review with the Experts with 101 Evidence-based Cases' and 'SNMMI 2014 Mid-Winter Meeting'.