

Advancing the Profession and Meeting Member Needs

In the past few years, SNMMI has built a very successful outreach program to explain nuclear medicine to both patients and health care providers. We have collaborated with several physician and patient associations in educational initiatives and are now expanding the program to facilitate dialogue between local nuclear medicine communities and referring physicians.

Although the program has focused on advancing understanding of new tracers, modalities, and therapies, I strongly feel that it is equally important to focus on general nuclear medicine. As a result, SNMMI has convened a General Nuclear Medicine Task Force, chaired by Alan Maurer, MD, and comprising SNMMI members as well as industry representatives. It met for the first time in St. Louis, MO, at our recent annual meeting to discuss the challenges, opportunities, and utilization of general nuclear medicine. More than 10 companies are represented on the working group along with SNMMI members from the PET Center of Excellence, the General Clinical Nuclear Medicine Council, and the Nuclear Oncology Council. The group will develop a plan for the continued utilization and promotion of general nuclear medicine procedures and will assist in developing educational materials for referring physicians as well as nuclear medicine professionals.

SNMMI also recognizes the need for a strong focus on our membership and the continued successful growth of the society. At a recent professional conference, a speaker identified “doing for your members what they can’t do for

themselves” as an essential strategy for making a society more relevant. Societies that successfully identify and meet members’ professional needs enjoy better outcomes in the areas of membership acquisition, retention, and satisfaction. With this in mind, a new task force has been created to reach out to the different segments of SNMMI membership, assess their current professional needs, and then develop programs and benefits to fill those needs. It is important that we both recruit new members and retain our current members. The newly developed Membership Task Force, cochaired by Helen Nadel, MD, and Munir Ghesani, MD, met at this year’s annual meeting to discuss SNMMI’s various membership constituencies and their specific needs and value to the society. We have identified key areas in which SNMMI will work to meet these needs, provide resources to fill them, and help our members grow within their profession.

Each of these goals, as well as SNMMI’s other strategic initiatives, is driven by and will be accomplished through the SNMMI membership. With these new task forces at work, we look forward to feedback from our members that will help us to advance the society and the field together.



Peter Herscovitch, MD

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