

## Budget and Strategic Plan Alignment for Growth

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**A**lthough fiscal year 2017 (FY17) was financially challenging for SNMMI, the society has taken steps to engage new resources in support of its Value Initiative, which has reshaped, energized, and integrated all society endeavors for the coming year. The budget for FY18 is aligned with the goals and objectives of the initiative and the society's new strategic plan—ultimately positioning the nuclear medicine and molecular imaging field as a key element of quality health care and a driver of precision medicine development and practice.

The society has made significant progress in the key areas of corporate and philanthropic support, expanding its partner and donor base. In addition, thanks to the generous support of our members, FY17 SNMMI Annual Fund contributions were more than triple the budgeted goal.

This past summer, SNMMI launched 3 long-term corporate engagement and individual giving development initiatives: the Value Initiative Industry Alliance, the Small Business Advisory Alliance, and the Heritage Fund. The Value Initiative Industry Alliance has set the goal of raising \$1 million in new revenue each year and is already halfway to that goal for FY18. New revenue will support the society's new initiatives to show the value of nuclear medicine and molecular imaging to students and residents, to current nuclear medicine professionals, to referring physicians, and to patients.

A critical domain in the strategic plan is the Workforce Pipeline. To increase the number of qualified professionals entering and engaging in the field of nuclear medicine and molecular imaging, we will be reaching out to students and residents to demonstrate the exciting opportunities that the field offers physicians, scientists, and technologists. Bringing new professionals into the field and into SNMMI will strengthen the science and the profession and will help raise awareness of its true value to medical practice and to patients.

Program development is in full swing, including the Quality Systems Personnel Training Program for the manufacture and release of radiopharmaceuticals, outreach, clinical decision support, and a potential Imaging Registry partnership with several other societies. A new communication tool will enhance members' opportunities for networking and information sharing. In addition to new programs, existing membership resources are seeing greater engagement and participation, from *The Journal of Nuclear Medicine* to social media to educational programs.

Relationships with peer societies, referring physician societies, and patient organizations are growing and strengthening, with increased involvement and collaboration. Appropriate use criteria and practice standards are now being developed with representation from related peer and referring physician societies. SNMMI is cooperating with the International Atomic Energy Association to develop new training and education. Joint symposia, workshops, and sessions are in development within and beyond the imaging community. Similar collaborative undertakings are proliferating across most areas of SNMMI activity.

With innovative research in nuclear medicine and molecular imaging now at the forefront of precision medicine development, it is imperative that SNMMI continue to provide stability and support for the field. With the launch of the Value Initiative and new strategic plan, the society has entered a time of transformative growth for FY18 and beyond.

SNMMI is indebted to all the volunteers who give of their time and expertise to strengthen the profession. Thank you! And I thank all the members of the Board of Directors, councils, and committees for ensuring that the society is financially healthy. We look forward to the new year energized and committed to achieving our strategic goals and objectives.