

A Strong SNMMI

Virginia Pappas, CAE, SNMMI CEO

A strong SNMMI is essential to lead the field in a dynamic health care landscape. It follows then that the Organizational Strength and Stability Domain of SNMMI's Value Initiative and Strategic Plan will underpin success in all the other domains: Quality of Practice, Research and Discovery, Workforce Pipeline and Life-Long Learning, Outreach, and Advocacy.

The domain's objectives are to:

- *Strengthen membership numbers:* grow and retain membership, attract members from other specialties, attract the next generation, and ensure enthusiasm going forward;
- *Ensure financial stability:* grow financial support for SNMMI programs, ensure best usage of resources, create an innovation fund, maintain a strong budget, and create an industry advisory group and a forum for small business engagement; and
- *Ensure an effective organizational structure:* create a governance review committee, create a task force for strengthening volunteer engagement, liaise with relevant external organizations, create a 5-year technology plan, and review/update the strategic plan annually.

To strengthen membership, SNMMI is improving communication and outreach to current and potential members. The society is better targeting messaging so that members receive news that is of value to them. To support this objective, SNMMI Connect—a new online e-community—will launch in June, bringing together colleagues from around the globe to network and collaborate in forums dedicated to specific interests.

To attract medical students and residents to the field of nuclear medicine and molecular imaging, the society is actively reaching out to make them aware of the exciting opportunities. A new resident and medical student website, with a new mentor platform, will launch in June. Changes to the resident/student certification process and a new in-training job-posting section in the Career Center are additional initiatives to attract talented young members.

Adequate financial resources are key to supporting SNMMI initiatives and accomplishing strategic plan goals. There is strength in working collaboratively, and the new SNMMI Value Initiative Industry Alliance brings corporate

partners to the table as key players in building the future of nuclear medicine and molecular imaging and demonstrating to the medical community, regulators, patients, and the public their crucial role in delivering the highest quality of care. Partners range from small businesses to the largest corporations, with different levels of financial commitment and participation available.

Through the Industry Alliance, SNMMI's corporate partners will help shape the field's future by providing funding support, strategic industry guidance, and collaborative knowledge sharing. The alliance is led by an advisory committee cochaired for 2017–2018 by James Williams, PhD, CEO of Siemens Healthineers Molecular Imaging, and Jonathan Allis, DPhil, CEO of Blue Earth Diagnostics. Industry Alliance work is already underway, and members (including representatives from Leadership Circle partners Blue Earth Diagnostics, Siemens Healthineers Molecular Imaging, Jubilant Draximage Inc., and Advanced Accelerator Applications) will meet during SNMMI's Annual Meeting in Philadelphia.

To ensure an effective organizational structure, ongoing evaluation of what is working and what needs improvement will help keep us on track as we implement the strategic plan, with the new Governance Review Committee providing an unbiased perspective.

To be effective, the society needs member participation. The more members are active in local chapters and SNMMI, the more we can accomplish at the state, national, and international levels. A new Volunteer Engagement Platform will enable volunteers to select their area of expertise and how much time they would like to commit. They will also be able to receive recognition and to send notifications to supervisors about their involvement.

I have touched on some highlights of the plan for the Organizational Strength and Stability Domain. A strong SNMMI means a strong future for the field of nuclear medicine and molecular imaging, and that means working together—members, industry, academia, fellow societies—toward common goals.

The SNMMI Annual Meeting, June 23–26 in Philadelphia, is just around the corner, and I sincerely hope you are able to join us! Please also consider how you might become more actively involved in the work of the society to advance the field.