

## The State of SNMMI: Financially Strong and Positioned for Growth

Virginia Pappas, CAE, SNMMI CEO

**S**NMMI is a robust organization. We host highly regarded meetings, provide top-of-the-line education, advocate for our members' interests, publish a top-rated medical journal, and much more. To accomplish this each year, it is imperative that we have a solid revenue and budgetary process in place. I am pleased to report that at the end of fiscal year (FY) 2019, SNMMI is in a strong financial position and is poised for growth in FY 2020.

Revenue for FY 2019 is projected to come in well above budget. Across all revenue categories, projected revenue is 6.6% higher than in FY 2018. Although membership dues revenue declined, revenue from exhibits, grants and contributions, journal subscriptions, sponsorships, and product sales increased in FY 2019, for an overall increase.

The SNMMI Annual Meeting, held in 2019 in Anaheim, CA, was financially successful, due in particular to excellent booth and sponsorship sales. *The Journal of Nuclear Medicine (JNM)* had a strong year, with increases in subscriptions and advertising revenue and decreases in expenses. Education offerings provided substantial revenue, primarily from the Nuclear Medicine Review course, International Atomic Energy Agency webinars, the Virtual Meeting, and distance learning programs. The Clinical Trials Network also had a successful year, ending with a revenue surplus from training sessions and assistance with trials and studies.

SNMMI's Value Initiative investment campaign continued its success in FY 2019. In the past 2 years the campaign has raised \$1.8 million to support important initiatives, such as the Medicare Diagnostic Radiopharmaceutical Payment Equity Act, which would ensure that hospitals receive adequate Medicare reimbursement to cover the high-value, low-volume diagnostic radiopharmaceuticals used in nuclear medicine procedures. The investment campaign also made possible continued outreach to referring physicians, patients, and regulators, as well as efforts to draw new professionals to the field.

In FY 2019, SNMMI disbursed nearly \$400,000 in grants, awards, and scholarships to nuclear medicine and molecular imaging professionals. Money has also been allocated to continue the development of important appropriate use criteria, which will be essential to reimbursement beginning in 2021.

In FY 2020, which began on October 1, 2019, SNMMI expects continued growth and a strong positive revenue trend. New activities will include SNMMI meetings, a Capitol Hill fly-in and overall advocacy efforts, grants and awards, and other member benefits.

SNMMI's 2020 Mid-Winter Meeting will take place January 23–25 in Tampa, FL. This meeting will have multiple education offerings, including a dedicated neurology track, a general nuclear medicine track, and the American College of Nuclear Medicine track.

The SNMMI 2020 Annual Meeting will be held June 13–16 in New Orleans, LA. New Orleans has been an attractive venue in the past for the nuclear medicine and molecular imaging community, and an exceptional number of exhibitors and sponsors have already committed to the 2020 meeting. Please note that the abstract submission deadline is January 8, 2020; we encourage all to participate.

Several new meetings also have been planned for FY 2020. In October, SNMMI hosted the sold-out SNMMI Therapeutics Conference in Las Vegas, NV, and a PET/MRI workshop in New York, NY. Both meetings were financial and strategic successes for the organization. We look forward to the Theranostics Consensus Conference in mid-December at the National Cancer Institute. In addition, new brain imaging outreach will occur through a series of roadshows focusing on DaT SPECT for patients with a possible Parkinson diagnosis. To complement that outreach, the society will create informative “what to expect” patient videos.

To advance SNMMI's advocacy outreach, a Capitol Hill fly-in took place in October, during which members had the opportunity to speak with their Congressional representatives about issues important to the field. In-person input from constituents can help to elevate awareness of an issue, and SNMMI is pleased to have been able to facilitate these meetings.

SNMMI has much more to look forward to in FY 2020. *JNM* is moving into the new year with increasing influence, as its immediacy index (speed with which citations appear in the published literature) jumped by 25% in 2018. New research grants will be available through SNMMI for medical students and scientists. FY 2020 will also include projects that allow for better-than-ever member service, such as an improved website, learning management system, and membership database. It is also an exciting time for the SNMMI Technologist Section, as 2020 marks its 50th anniversary.

With so much in the works, I encourage you to keep your eyes on the SNMMI website and social media networks for updates on all that the society is doing for its members and for the nuclear medicine and molecular imaging community.