

Outreach

Ensuring patients and the medical community recognize the value of nuclear medicine, molecular imaging and radionuclide therapy. We will focus on promoting nuclear medicine and positioning SNMMI as the worldwide leader in molecular imaging and radionuclide therapy

Outreach Structure

Outreach Domain

Chair: Giuseppe Esposito, MD

Outreach Committee

Co-Chairs: Bital Savir-Baruch, MD; Chadwick Wright, MD, PhD

Working Group and PAAB Chairs: Frankis Almaguel, MD, PhD; Amy Fowler, MD; Jacob Dubroff, MD; Jeri Francoeur; Amir Iravani, MD; Ila Sethi, MD; Arif Sheikh, MD

Tech Section Representative: Lyndsi M. Hay, CNMT, RT(N)

SNMMI Slosky Fellow: TBD

Brain Imaging Outreach Working Group

Jacob Dubroff, MD

Breast Cancer Imaging Outreach Working Group

Amy Fowler, MD

NETS Outreach Working Group

Amir Iravani, MD
Arif Sheikh, MD, PhD

Prostate Cancer Outreach Working Group

Frankis Almaguel, MD, PhD
Ila Sethi, MD

NEW!

Pediatrics Outreach Working Group

Chair TBD

Outreach Structure

Patient Advocacy Advisory Board (Currently 16 Groups)

Alamo Breast Cancer Foundation

Alzheimer's Association

Cancer ABCs

Colorectal Cancer Alliance

FORCE: Facing Our Risk of Cancer Empowered

Go2 Foundation for Lung Cancer

Lobular Breast Cancer Alliance

Lymphoma Research Foundation

METAvivor

Michael J. Fox Foundation

NorCal CarciNET Community

Pancreatic Cancer Action Network

ThyCa: Thyroid Cancer Survivors' Association, Inc.

Veterans Prostate Cancer Awareness Inc.

WomenHeart

ZERO Cancer

Outreach Structure

Patient Advocacy Advisory Board



Chair
Jeri Francouer



Vice Chair
Mike Crosby



Outreach Priorities (2018-2022)

1

Increase the number of patients advocating in support of the value of radiopharmaceuticals.

2

Increase referring physicians' awareness of the value of nuclear medicine and molecular imaging, with particular emphasis on new radiopharmaceuticals.

3

Improve collaboration with other medical societies.

Objective 1: Patient Education and Advocacy

Patient Advocacy Advisory Board (PAAB)

- Meets monthly to engage in a dialog with Society leadership and to provide patient input and feedback on SNMMI initiatives and work products
- Promotes engagement with patient groups and allows SNMMI to offer educational programs through their webinar series, events, etc. (e.g., participation in the Komen Coffee Chat)
- Provides patient videos, factsheets, and resources at www.discovermi.org

Patient Education Day

- Held each year in conjunction with the SNMMI Annual Meeting
- Includes sessions on radiation safety and clinical trials as well as disease-specific education
- 2022 event in Vancouver (hybrid) drew about 90 attendees (recordings have 850+ views)



Patients on the Hill

- SNMMI involves patients as active participants in Society Hill Days and Virtual Fly-Ins
- SNMMI engages patient groups in letter-writing campaigns and sign-on letters
- SNMMI is collecting patient testimonials for use in awareness, education, and advocacy campaigns

Objective 2: Outreach to Referring Physicians

SNMMI Roadshows

- Purpose is to provide multi-disciplinary education for the referring physician community.
- Currently conducting shows on prostate cancer imaging and therapy, movement disorder diagnosis, and lymph node mapping/sentinel node biopsy
- Total attendance at 6 roadshows conducted in 2022 (as of September): 373 attendees

Videos on UroToday

- SNMMI has posted 30 videos to UroToday (some custom-made for the site and its audience)
- Total of more than 135,000 views to date



Objective 3: Collaboration with other Societies

Proposals accepted for societal meetings:

- **2022 Pediatric Endocrine Society:** 200+ attendees
- **2022 ASCO-GU** (satellite symposium): 60 attendees
- **2022 American Urological Association** (satellite symposium): 120 attendees
- **NANETS:** October 2022
- **2022 San Antonio Breast Cancer Symposium** (satellite symposium): December 2022
- **ASCO-GI 2023** (in conjunction with NANETS/modified): January 2023
- **American Academy of Orthopaedic Surgeons:** March 2023

 **PEDIATRIC ENDOCRINE SOCIETY**

 **ASCO**

 **NANETS**
NORTH AMERICAN NEUROENDOCRINE TUMOR SOCIETY

 **AAOS**
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS



**American
Urological
Association**

 **SAN ANTONIO
BREAST CANCER
SYMPOSIUM**

Outreach Priorities

(New Strategic Plan - Proposed)

1

Increase the number of patients advocating in support of the value of radiopharmaceuticals.

2

Increase referring physicians' awareness of the value of nuclear medicine and molecular imaging, with particular emphasis on new radiopharmaceuticals.

3

Improve collaboration with other medical societies.

4

Encourage and enable SNMMI members to conduct outreach at the local and institutional levels.

5

Increase hospital administrators' awareness of the value nuclear medicine and molecular imaging bring to their institutions.

Objective 4: Promoting Local Outreach

Tactics:

- Encourage participation on tumor boards, grand round presentations, etc.
- Create a member library of presentations, handouts, videos, etc., for use in outreach
- Identify “influencers” within SNMMI and its chapters to help coordinate and promote outreach efforts
- Provide outreach training workshops at SNMMI meetings and chapter meetings
- Work with members to identify and connect with local patient groups and encourage a patient presence at chapter meetings and patient participation in shaping strategies for more effective local outreach.

Objective 5: Outreach to Hospital Administrators

Tactics:

- Form a working group to address this need
- Develop materials that demonstrate the business case for nuclear medicine
- Propose presentations at national administrator/executive association meetings
- Reach out to large physician-owned radiology groups to serve as a resource for developing high-quality therapy programs
- Encourage outreach to administrators and radiology departments at the local level

PR – Consumer Media Initiative

- **Consumer Media Initiative**

- In fall 2021, SNMMI started a new program focused on using consumer media to increase awareness of nuclear medicine
- Via consumer media, we can reach all critical audiences—including not only patients and caregivers but also referring physicians, legislators/regulators, payers
- Messaging: nuclear medicine is precise and effective, safe, and offers exceptional results for patients

- **Early results: Reached more than 1 billion consumers**

- The program is seeing results, reaching more than 1 BILLION consumers

- **Representative examples follow** from the past 3 months

PR/Media: Radio Spotlights

- **Sonstein Sundays – 104.3 FM Classic Rock**

- Interviewed Dr. Rich Wahl twice in early 2022
- Interviewed SNMMI President Munir Ghesani, MD – July
 - Breakthroughs with prostate cancer treatment
 - Annual Meeting research
- Another interview with Dr. Ghesani scheduled for September 27



PR/Media: Television Spotlights

• DCTV – District Life Show

- In July, SNMMI President Richard Wahl, MD, interviewed about diagnosing and treatment of prostate cancer.
- Patients Mike Crosby and Harry Depollar talked about their personal experience with prostate cancer and nuclear medicine



PR/Media: Television Spotlights

- Package of prostate cancer interviews with NBC affiliates across the U.S.
 - Six NBC affiliates from around the U.S. ran news segments for National Prostate Cancer Awareness Month:
 - ◆ NBC 10 Boston ◆ NBC 5 Chicago
 - ◆ NBC 4 DC ◆ NBC San Fran Bay Area
 - ◆ NBC Los Angeles ◆ NBC New York
 - Patients who received prostate cancer treatment or imaging talked about their positive experiences; **Dr. Munir Ghesani** provided expert background
 - Watch on SNMMI's "Nuclear Medicine in the News" YouTube playlist: <http://ow.ly/Y9bj50KHv4n>



PR – Consumer Media Initiative

- **Additional media pitches**
 - Additional prostate cancer and nuclear medicine pitches to network TV and major newspapers
 - Working on pitches for Breast Cancer Awareness Month – October
- **Watch SNMMI website, social media, and emails for news about additional coverage**