

Committee Report
SNMMI Board of Directors
January 2019
Outreach Committee

Function/Goals of the Committee: *(specific to the SNMMI Strategic Plan)*

The Outreach Committee is charged with fulfilling the goals and objectives of the Outreach Domain within the Strategic Plan.

The goal is as follows: "Patients and medical community recognize the value of nuclear medicine, molecular imaging, and radionuclide therapy."

The objectives are to:

- increase the number of patients advocating in support of the value of radiopharmaceuticals;
- increase referring physicians' awareness of new radiopharmaceuticals;
- improve collaboration with other medical societies;
- increase SNMMI's outreach efforts and resources within the imaging community;
- increase outreach to hospital administrators; and
- expand financial resources dedicated to outreach activities.

Chair of Committee: Giuseppe Esposito, MD, and Mehdi Djekidel, MD

Board Liaison: Vasken Dilsizian, MD

Domain Chair: Vasken Dilsizian, MD

Date of Last meeting: November 15, 2018

Date of Next meeting: TBD

Update on Programs of the Committee: *(Optional: If the committee has specific programming activities.)*

Action Items in Progress/Pending:

The Outreach Committee is working in a variety of areas to fulfill its charge, including:

- **Increased chapter engagement:** Outreach has developed a catalog of existing regional outreach activities and is working with each chapter's Outreach Champion to build on those activities through initiatives such as podcasts, patient participation in chapter meetings, etc.
- **Increased focus on patient advocacy:** Members of the SNMMI Patient Advocacy Advisory Board are providing support for SNMMI's activities on the Hill related to reimbursement. They have participated in two Capitol Hill days and a number of their organizations have signed on to a letter of support for the recently introduced HR 6948.
- **Increased focus on reaching the patient community:** The Brain Imaging Outreach Working Group continues to work on its "What to Expect" patient videos for Amyloid-PET and FDG-PET. The PAAB has begun planning for SNMMI's 2019 Patient Education Day, June 23 in Anaheim, CA. The Practice-Based Outreach Working Group is evaluating the Society's patient website and factsheets and developing recommendations for improved language and navigation. Finally, Outreach is working with the Pheo Para Alliance and the Pediatric Endocrine Society to develop materials appropriate for those patient groups.
- **Increased focus on the SNMMI AUCs.** Evidence & Quality staff have continued developing factsheets on each of the AUCs, and Outreach is sharing these documents with relevant medical societies and at appropriate event venues.

- **Increased engagement through social media:** Outreach has begun to increase its activity on the DiscoverMI's Twitter and Facebook accounts. DiscoverMI.org's event page now lists links to events for all of the PAAB organizations.
- **Increased focus on new developments in radiopharmaceuticals and theranostics:** The TRT Working Group continues its series of roadshows on NET and this fall completed events in Nashville (September 24), Albuquerque (November 7), and Washington DC (November 30-December 1). The group is now preparing a calendar for 5-6 roadshows in 2019.
- **Increased outreach to referring physicians:** The Prostate Cancer Outreach Working Group has provided UroToday with nine new videos from the 2017 SNMMI Annual Meeting and is now working to create a branded video series specifically for the site's audience of urologists. Outreach also is developing a new roadshow on lymphoscintigraphy and lymph node mapping, with 4-5 shows to launch in 2019.
- **Increased engagement with other medical societies:** The SNMMI is engaging with relevant medical societies in several ways, including:
 - continuing to work with ATA regarding appropriate guidelines for thyroid diagnosis and treatment
 - exploring areas of common interest with the American College of Surgeons and its Commission on Cancer
- **Increased outreach to hospital administrators:** The Outreach Committee has developed a survey for hospital administrators to learn about their perceptions and needs and is planning a session at the Annual Meeting to discuss the survey results and hear from several hospital administrators, to educate members on how to best approach their colleagues and advocate for the NM department in their institutions.

Action Items Completed:

- **Increased engagement with other medical societies:** The SNMMI hosted a joint session with ATA at its Annual Meeting
- **Increased outreach to referring physicians:** SNMMI provided presentations at the annual meetings of the American Society of Neuroradiology and NANETS

Recommendations/Questions for the Board of Directors:

Other Comments: