

Committee Report
SNMMI Board of Directors
June 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: March 1, 2019

Date of Next meeting: June 22, 2019

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. SNMMI Outreach is supporting an effort with the Central Chapter, bringing in a speaker on fluciclovine to speak to a prostate cancer patient group and an oncologist ground rounds session at Ohio State University.
- **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. Eight organizations (including six within the PAAB) have signed onto a letter of support for the recently introduced HR 6948,a and some PAAB member organizations have sent letters to key legislators. In addition, the PAAB provided SNMMI with guidance on its recent comments to the Nuclear Regulatory Commission regarding authorized user training, and one PAAB member organization sent in separate comments as well.
- **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 developed a full day of programming for SNMMI's 2019 Patient Education Day, June 23 in Anaheim, CA, including breakout sessions on prostate cancer, NETs, and cardiac disease. In addition to working with the PAAB members, SNMMI is working with the Prostate Cancer Foundation, the Prostate Forum of Orange County, Los Angeles and San Diego NETS support groups, and the American Heart Association's Orange County Division to promote the event. Those groups will have representation at the

event. Finally, the Practice-Based Outreach Working Group is creating a series of information sheets for use by members to distribute to the patient community. The first of these, on cardiac stress tests, has been completed; six more are now under development using the cardiac sheet as a model.

- **Increased focus on new developments in radiopharmaceuticals and theranostics:** The TRT Working Group continues its series of roadshows on NET and this year has completed events in Miami (May 9) and San Diego (May 15). Additional roadshows are planned for Houston (July 30), and several additional cities TBD.
- **Increased outreach to referring physicians:** The Prostate Cancer Outreach Working Group is developing a branded video series for urologists that has begun “airing” on the UroToday website. Topics include:
 - Introduction - Rob Flavell, MD
 - Fluciclovine - Bital Savir-Baruch, MD
 - Choline - Ajit Goenka, MD
 - PSMA imaging - Frankis Almaguel, MD
 - PSMA therapy - Frankis Almaguel, MD
 - Bombesin imaging and therapy - Andrei Iagaru, MD
 - Bone scan update - Ephraim Parent, MD
 - Radium 225 – Hossein Jadvar, MD

The Committee also has begun a new series of roadshows on lymphoscintigraphy and lymph node mapping. To date, we held events in Phoenix (February 26) and Portland (March 20), with several additional shows planned in cities TBD.

Finally, the Committee on Radioiodine Therapy’s outreach subgroup has submitted a proposal to present a session on thyroid cancer advancements at the 2020 Annual Cancer Symposium of the Society of Surgical Oncologists.

- **Increased engagement with other medical societies:** The SNMMI continues to engage with relevant medical societies in several ways, including offering joint sessions with ATA and NANETS at the 2019 SNMMI Annual Meeting. In addition, the Committee has submitted an application for the appointment of Rustain Morgan, MD, as SNMMI’s representative to the American College of Surgeon’s Commission on Cancer.
- **Increased outreach to hospital administrators:** The Outreach Committee conducted a survey of hospital administrators; 80 administrators responded. The Committee is now analyzing the data and will report on it to the membership via a session at the Annual Meeting and via publication (proposed) in the JNM. In addition, the Committee has proposed a session at the 2020 Annual Congress of the American College of Healthcare Executives.

Action Items Completed:

Recommendations/Questions for the Board of Directors:

Other Comments: