

Committee Report
SNMMI Board of Directors
September 2018
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: June 22, 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:** SNMMI Outreach staff are having one-on-one calls with each of the Chapter Champions to develop specific action plans for chapter-level outreach for the coming year.
- **Increased focus on patient advocacy:** Members of the SNMMI Patient Advocacy Advisory Board are preparing to participate in a September 17 Capitol Hill visit with SNMMI's Slosky Fellow.
- **Increased focus on reaching the patient community:** The Brain Imaging Outreach Working Group is developing scripts for "What to Expect" patient videos for Amyloid-PET and FDG-PET. These will be modeled after their "What to Expect" video for DaT SPECT, which has received more than 3,000 views. In addition, the TRT Outreach Working Group has been updating all therapy-related patient factsheets, including development of new factsheets on PRRT, RIT, and dosimetry.
- **Increased focus on the SNMMI AUCs.** Evidence & Quality staff have continued developing factsheets on each of the AUCs. To date, they have created sheets for the NET, Bone Scan, V/Q, and FDG PET AUCs. Outreach is sharing these documents with relevant medical societies, encouraging them to distribute them to their members. Most recently, the American Society of Hematology agreed to publish the factsheet on its website.
- **Increased engagement through social media:** The SNMMI Prostate Cancer Outreach Working Group has launched a Twitter account for sharing and discussing sample scans. This account will serve as a prototype for other working groups interested in doing similar outreach.

- **Increased focus on new developments in radiopharmaceuticals and theranostics:** The TRT Working Group continues its series of roadshows on NET and has completed events in Phoenix (May 16), Chicago (June 2 as an ancillary event at ASCO), and Portland (July 24), and has additional events planned for Nashville (September 24), Albuquerque (November 7), Washington DC (November 30-December 1) and Miami (Date TBD).
- **Increased outreach to referring physicians:** The Prostate Cancer Outreach Working Group has led an initiative to share SNMMI prostate cancer-related presentations (i.e., videos from past meetings) with UroToday, resulting to date in a total of more than 39,000 views of 12 videos. The working group is now working on providing additional videos from more recent meetings, and Outreach is seeking out similar relationships with other online publishers.
- **Increased engagement with other medical societies:** The SNMMI is engaging with relevant medical societies in several ways, including:
 - developing report with ATA regarding appropriate guidelines for thyroid diagnosis and treatment and developing joint sessions on this topic at the SNMMI and ATA Annual Meetings
 - holding a joint session with NANETS at its Annual Meeting
- **Increased outreach to hospital administrators:** The Outreach Committee decided at its June meeting to develop a survey for hospital administrators to learn their needs and the best channels for reaching and educating them.

Action Items Completed:

- **Outreach Education for SNMMI Members:** The Committee held two educational sessions at the SNMMI Annual Meeting, including one on the role of outreach and one on using social media for outreach purposes.

Recommendations/Questions for the Board of Directors:

Other Comments: