

**SNMMI Brain Imaging Outreach Working Group
Conference Call
October 26, 2016
1 - 2 pm (ET)
Minutes**

Present: Jacob Dubroff, MD (Chair); Mehdi Djekidel, MD; Phillip Kuo, MD, PhD; Jonathan McConathy, MD, PhD; Satoshi Minoshima, MD; Yvette Sheline, MD; Dean Wong, MD

SNMMI Staff Present: Saima Hedrick, MPH; Linda Budzinski, Virginia Pappas, CAE

Not Present: Tammie Benzinger, MD; Norman Foster, MD; Theodore Henderson, MD, PhD; Peter Herscovitch, MD; Dan Pavel, MD; John Seibyl, MD

1. Introduction

- a) J. Dubroff welcomed the members of the committee to the call.
- b) Quorum was established.
- c) Committee members approved the minutes from their September 19, 2016, conference call with no changes.
- d) The agenda was approved.

2. Road Shows

a) Washington University at St. Louis (9/28/16)

L. Budzinski reported that the event was a great success, thanks to the work of T. Benzinger and her colleagues at the university. Total attendance was 62 people, and there were many great comments from those in attendance as well as near-perfect ratings on the post-event evaluations received to date.

She pointed out that a pre-test was administered prior to the start of the program to gauge audience knowledge re: amyloid imaging. There were several questions that were answered incorrectly by large numbers of attendees, offering valuable insight into areas of confusion and misconceptions regarding the topic. Staff is awaiting results of the post-event testing to see whether outcomes improve following the training and will share that information with the committee once available.

b) Future Road Shows – Phoenix (1/19/17)

S. Hedrick indicated that we have not yet received notification from the SNMMI Meetings Department re: approval of our room request for a Phoenix Road Show to be staged on January 19 in conjunction with the Society's Midwinter Meeting;

however, the request was made early enough that we anticipate it will be approved. If not, we have many other nearby venues to choose from and so we should proceed with plans for an event on that date.

P. Kuo indicated that Dr. Eric Reiman is not available on January 19 as a presenter, but that there are numerous other experts in the area he can invite. Also, J. Dubroff pointed out that there will be many SNMMI members onsite for the Midwinter Meeting and so there may be some potential speakers among the membership. Staff agreed to send P. Kuo a sample schedule and slides from previous road shows to provide a model of how the program might be structured.

P. Kuo asked whether there would be a potential conflict if he were to ask vendors such as GE and others to assist in promoting the event. J. Dubroff indicated that as long as their names are not attached to the promotions and the presentations remain neutral, he does not believe there is a conflict.

S. Hedrick noted that the meeting is just 12 weeks away, so to begin promotions and CME applications in a timely manner, it will be important to have faculty and topics lined up within 2-3 weeks. Dr. Kuo agreed to secure faculty before November 17th to ensure that SNMMI has 8-9 weeks for promotion.

J. Dubroff noted that the timing of a proposed Miami event conflicts with the Phoenix event, so the committee will not move on that at this time but will discuss it again during the next call.

3. **Updates: Targeted Referral Physician Society Activities.**

- a) **APA:** Y. Sheline reported that we have lined up three speakers for a proposed session at the American Psychiatric Association 2017 Annual Meeting, May 20-24, 2017, in San Diego: J. Seibyl, N. Foster, and herself. S. Hedrick noted that N. Foster has a conflict and so we need to find a substitute for him. Y. Sheline has approached Dr. Lyketsos at JHU and hopes that he will agree to speak at both the APA and SBP meetings.
- b) **SBP:** Y. Sheline reported that we have lined up four speakers for a proposed session at the Society of Biological Psychiatry 2017 Annual Meeting, May 18-20, 2017, in San Diego: J. Seibyl, Dr. Lyketosos, S. Minoshima, and herself.
- c) **FMX (AAPF):** J. Dubroff reported that he has partnered with Dr. Monica Crane on developing a proposal for the American Academy of Family Practitioners' Family Medicine Experience event, September 12-16, 2017, in San Antonio. That will be submitted in the near future. He has learned that the organization requires that one of the presenters needs to be a seasoned speaker, and since he does not yet have extensive experience presenting, he is planning to pair Dr. Crane up with



someone more established. P. Herscovitch may be a possibility. J. Dubroff indicated he would reach out to P. Herscovitch to discuss. Y. Sheline noted that the format of that event calls for very audience-friendly formats and content.

- d) **ACN:** D. Wong reported that he is on the Liaison Committee of the American College of Neuropsychopharmacology. In that capacity, he would be pleased to propose a policy-related topic for an upcoming meeting. They have numerous connections both within Washington, D.C., and with many national societies. He would like a sample of a proposal. J. Dubroff will share the SoBP proposal when it is complete.
- e) **SFN:** D. Wong also can help with developing a proposal for the Society for Neuroscience, November 11-17, 2017, in Washington, DC. Deadline for a proposal will be sometime in the first quarter of 2017.
- f) **ASNR:** J. Dubroff has emailed Dr. Bello regarding collaborating with joint sessions at the American Society of Neuroradiology and SNMMI 2017 Annual Meetings but has not yet heard back. S. Minoshima will reach out to her as a follow up.

4. Other Business

- a) **Speaker Requests:** J. Dubroff noted that the MidAtlantic Chapter of SNMMI recently requested a speaker for its meeting in Dover, DE. The committee was able to respond, and University of Pennsylvania Assistant Professor of Radiology Dr. Ilya Nasrallah will present.
- b) **Additional Outreach Avenues.** J. Dubroff indicated that because the call was nearing an end, there would not be time for brainstorming but that considering additional ways for SNMMI to do Brain Imaging Outreach is an action item for all Working Group members prior to the next call.

D. Wong suggested a potential new audience: participants recruited by the National Institutes of Health, which runs a monthly academic series of educational symposia in which they bring in patients and other pertinent audiences.

Action Items

- Staff is awaiting results of the WashU Road Show post-event testing to see whether outcomes improve following the training and will share that information with the committee once available.
- Staff will send P. Kuo a sample schedule and slides from previous road shows to provide a model of how the program might be structured.
- Dr. Kuo will secure faculty for the January 19 Road Show by November 17th to ensure that SNMMI has 8-9 weeks for promotion.

- J. Dubroff will reach out to P. Herscovitch to discuss presenting at FMX.
- J. Dubroff will send D. Wong the SoBP proposal when complete.
- S. Minoshima will reach out to Dr. Bello regarding possible collaboration for the ASNR and SNMMI Annual Meetings.
- Working Group members will consider additional avenues for SNMMI Brain Imaging Outreach for discussion during the next call.