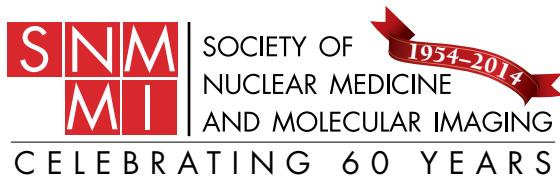


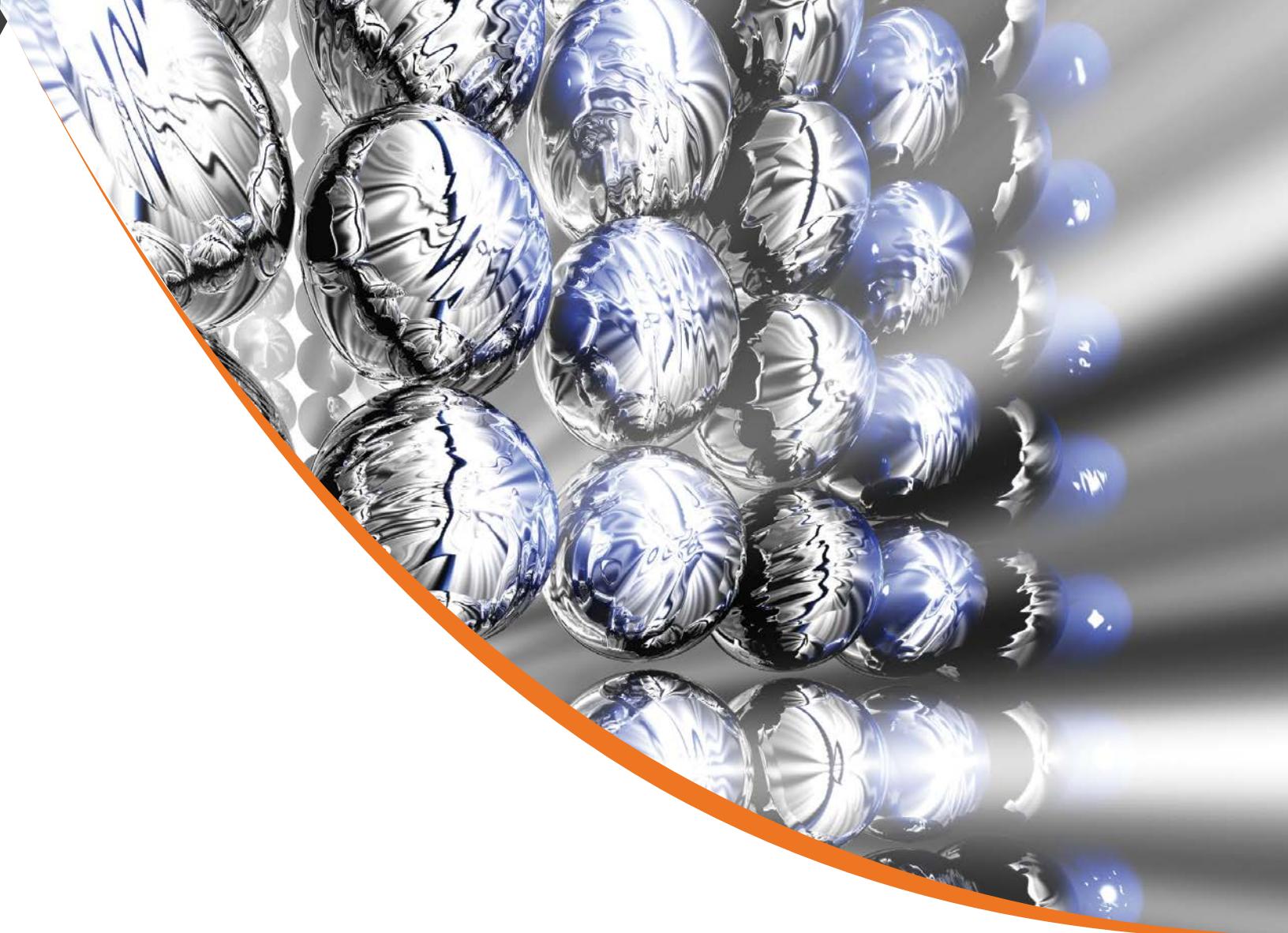
2013 Annual Report



# Setting the Stage *for a new* HEALTHCARE ENVIRONMENT



**[www.snmmi.org](http://www.snmmi.org)**



## **Mission**

To improve human health by advancing nuclear medicine, molecular imaging, and radionuclide therapy.

## **Vision**

SNMMI will be the leader in unifying, advancing, and optimizing nuclear medicine, molecular imaging and radionuclide therapy.

## **Core Values**

- Excellence in patient care
- Ethical behavior and integrity
- Respect for all people and ideas
- Fostering inquiry and reflection
- Visionary leadership
- Excellence, professionalism, and collaboration
- Life-long education



# About SNMMI

## ABOUT THE SOCIETY OF NUCLEAR MEDICINE AND MOLECULAR IMAGING

The Society of Nuclear Medicine and Molecular Imaging (SNMMI), headquartered in Reston, Va., is a nonprofit scientific and professional organization dedicated to advancing the science, technology and practical application of nuclear medicine, molecular imaging and radionuclide therapy.

For 60 years, SNMMI members have developed—and continue to explore—innovations in medical imaging to allow for noninvasive diagnosis, management and treatment of diseases, benefiting countless patients. SNMMI's 18,000 members, in more than 70 countries around the world, include physicians, technologists, physicists, pharmacists, scientists, laboratory professionals and others committed to advancing nuclear medicine and molecular imaging.

## ABOUT NUCLEAR MEDICINE AND MOLECULAR IMAGING

Nuclear medicine and molecular imaging play a vital role in the practice of medicine across the full spectrum of patient care, from research to diagnosis to therapy.



Molecular imaging allows doctors to view specific functions within a patient's body to help diagnose a disease or condition. Nuclear medicine procedures use small amounts of radioactive material—called “radiopharmaceuticals” or “radiotracers”—to diagnose and treat disease.

Nuclear medicine and molecular imaging are leading to remarkable breakthroughs in patient care. In the United States alone, more than 18 million patients benefit each year from nuclear medicine and molecular imaging procedures used to help diagnose and treat a wide variety of diseases, including heart disease, Alzheimer's disease and many cancers.

These non-invasive procedures are safe, effective and painless, and SNMMI works to promote their sound practice and to improve awareness of the field among both the medical community and the public at large. SNMMI strives to advance a single mission: To improve health care by advancing nuclear medicine, molecular imaging and radionuclide therapy.



# Letter from the President

Dear Members,

In June 2013, SNMMI approved a comprehensive strategic plan with a single mission: To improve human health by advancing nuclear medicine, molecular imaging, and radionuclide therapy. In the past year I have focused on three goals critical to achieving that mission: establishing a pipeline for future leaders, enhancing SNMMI's leadership role within the international nuclear and molecular imaging community, and fostering collaboration with sister and affiliate organizations. I am excited to report on our impressive successes in these areas.

To maintain its leadership position, it is important that the society establish a process for identifying and training future leaders. This year the society inaugurated a Future Leaders Academy to accomplish that goal. Eleven young professionals learned about leadership, working effectively in groups, conflict resolution, and the leadership and governance structure of SNMMI. This new program, along with our existing programs and young professionals' activities, will provide a pipeline of new leaders for the field and SNMMI.

As the society reaches its 60th anniversary, it holds a prominent position in the international nuclear medicine and molecular imaging community. SNMMI led the Nuclear Medicine Global Initiative, a coalition of 13 international nuclear medicine organizations that meet to discuss the challenges and promises the future of nuclear medicine has in store and develop workable solutions. One outcome of this initiative in the past year was the development and publication of a consensus paper about pediatric dose optimization. At the same time, SNMMI collaborated with the European Association of Nuclear Medicine to publish joint guidelines and with the International Atomic Energy Association on a summit about technical issues facing nuclear medicine and diagnostic imaging in the future, particularly in the developing world.

International outreach needs to be combined with domestic collaborations for the broadest effect. In the past year, the society has fostered relations with its sister organizations, including the American Board of Nuclear Medicine, the American College of Radiology, and the American Society of Nuclear Cardiology, among others. Through its thriving outreach program, SNMMI also collaborated with both physician associations and patient advocacy groups. By working together, we are able to accomplish so much more for the profession through education, advocacy and research. Ongoing open dialog with these groups, and others, is critical to the continued success of nuclear medicine.

It has been an honor and a privilege to serve as SNMMI president. In its 60-year history, this organization has accomplished so much—and its future is just as bright.

A handwritten signature in black ink, appearing to read "Gary L. Dillehay".

Gary L. Dillehay, MD, FACNM, FACP  
SNMMI President



# Letter from the CEO

Dear Members,

A snapshot of the Society of Nuclear Medicine and Molecular Imaging on its 60th anniversary shows a thriving international organization at the forefront of its profession. The past six decades have brought the society from inception through growth to healthy maturity. Now, as America enters a changing healthcare environment, SNMMI is well positioned to move ahead.

We start our new decade having begun implementation of a new strategic plan focused on maintaining and strengthening our core education and research programs—particularly the annual meeting and the journals—while proving and raising awareness of the value of nuclear medicine, molecular imaging and radionuclide therapy. At the same time, we are working to support the professional workforce with new resources and improving the technology used to gain access to them.

This year the society created a new evidence and quality function supported by new committees and staff. These new groups are working together to develop quality measures, increase the number of appropriate use criteria and evidence-based guidelines, and support comparative effectiveness research.

The society's outreach program has been increasingly successful in collaborating with physician and patient groups on regulatory issues, meetings and other educational activities to raise awareness and understanding among their members. At the same time, the society's advocacy program has raised awareness among regulators of the need for streamlined approval, adequate supply and appropriate reimbursement.

Another strategic initiative focuses on providing professional support to members and improving their access to that support through better technology. Education, continuing education, and career support are valuable resources, and access to those resources is now streamlined through a new learning management system that effectively supports all education products and programs—including MOC Part II and IV, joint provider programs and applications and online lectures. This new system is part of a newly redesigned, mobile-optimized website that helps users gain quick access to the information most important to them.

SNMMI has continued to achieve remarkable financial success over the past year, increasing its net assets by more than ten percent. The society's financial success has allowed us to focus new resources on programs aligned with our strategic plan. The accomplishments of the past year will allow the society to achieve its goals through the next decade, ultimately improving human health by advancing nuclear medicine, molecular imaging and radionuclide therapy.

A handwritten signature in black ink that reads "Virginia Pappas".

Virginia Pappas, CAE  
SNMMI Chief Executive Officer



# Focusing on Evidence and Quality

The national healthcare agenda is increasingly focused on improving the quality and safety of care provided to patients. Quality measures based on patient outcomes and patient satisfaction are being used by the Centers for Medicare and Medicaid Services (CMS) for reimbursement as well as education. Performance measures are being used to obtain information and evaluate quality across the healthcare system. SNMMI is fine-tuning its own focus in response.

## STRUCTURING TO SUPPORT STRATEGY

SNMMI has formed a new evidence and quality department that will focus on and consolidate efforts in quality and cost effectiveness by developing quality measures, increasing the number of appropriate use criteria and evidence-based guidelines, and supporting comparative effectiveness research. Two new committees have been formed to support this new area of activity—the Quality and Evidence Committee and the Oversight Committee for Guidance Documents. These efforts are necessary in order to help nuclear medicine and molecular imaging professionals, healthcare providers and patients negotiate the healthcare system to ensure access to nuclear medicine and molecular imaging procedures when they are the most effective and appropriate option available.

The screenshot shows the SNMMI website's 'Nuclear Medicine Radiation Dose Tool' page. At the top, there's a header with the SNMMI logo and a 'CELEBRATING 60 YEARS' banner. Below the header, a navigation bar includes links for Physicians, Technologists, Scientists, Media, Healthcare Provider, Patients, International Research, and About SNMMI. The main content area is titled 'Nuclear Medicine Radiation Dose Tool' and contains several input fields and dropdown menus. On the left, a sidebar lists links for Guidance, Quality, Practice Resources, and Coding & Reimbursement. The bottom of the page features a 'Select patient model' section with a dropdown menu showing options like 'No Selection', 'Adult Male', 'Adult Female', '15-yr-old', '10-yr-old', '5-yr-old', and '2-yr-old'.

# HIGHLIGHTS

- \$300,000 over 3 years awarded to SNMMI by the AHRQ to support novel ways to communicate about the appropriate use of nuclear medicine procedures.
- 71 nuclear medicine procedures included in the new Quick Reference Protocol Manual for Nuclear Medicine Technologists.
- 52 guidelines currently available at [www.snmmi.org](http://www.snmmi.org).
- 45 nuclear medicine exams included in the new Nuclear Medicine Radiation Dose Tool.
- 15 nuclear medicine exams included in the new Pediatric Injected Activity Tool.
- 10 guidelines currently in development or revision.
- 9 measures across 3 domains required to be eligible for 0.5% incentive payment for PQRS participation.
- 4 quality assurance patient simulators (phantoms) available from SNMMI.
- 2 new committees to support quality and evidence activities.

## PROVIDING SUPPORTING EVIDENCE

In January 2013, SNMMI and the Alzheimer's Association collaboratively published appropriate use criteria that demonstrated that more than adequate evidence exists for Medicare to cover use of beta-amyloid PET in suspected Alzheimer's disease under certain circumstances. However, in September 2013, CMS released a final decision memo finding insufficient evidence that beta-amyloid PET would improve health outcomes for patients who have dementia or neurodegenerative disease. Under the decision, CMS will cover one PET scan, to exclude Alzheimer's disease or to enrich clinical trials seeking better treatments, under "coverage with evidence development" (CED) that grants conditional reimbursement upon collection of specific data.

SNMMI is an integral part of the Amyloid Imaging Coverage with Evidence Development Working Group, which is drafting a CED proposal to meet CMS's requirements. When the CED is approved by CMS, for those providers that participate in the CED program and meet the requirements, the one scan will be covered.

## DISSEMINATING PATIENT-CENTERED OUTCOMES RESEARCH

In December 2012, the Agency for Healthcare Research and Quality (AHRQ) awarded SNMMI a three-year grant to develop communication mechanisms to improve treating physicians' awareness of how nuclear medicine and molecular imaging can be used in the care of oncology patients, specifically those with lung, breast and colon cancers. SNMMI has now completed the first year of work on the grant.

The grant allows SNMMI to develop interactive tools to engage those oncology providers whose patients are most likely to benefit from use of these advanced diagnostic imaging tests. The tools will be disseminated via novel platforms and applications using electronic media, video and Internet mechanisms, and social media. Physician



participants will have an opportunity to obtain continuing medical education credits through these tools. The project will also produce pilot data for directing future research.

The ultimate goal of SNMMI's efforts is to achieve quantifiable improvements in patient outcomes associated with evidence-based decision making in clinical care.

## DOSE OPTIMIZATION

An important initiative for nuclear medicine and molecular imaging is to optimize dose so that the patient receives the smallest possible amount of radiopharmaceutical that will provide the appropriate diagnostic information. The right test with the right dose should be given to the right patient at the right time.

In 2013 SNMMI launched a new Dose Optimization website that includes a wide range of useful resources. In April 2014, the society launched two new tools to calculate radiation dose and pediatric injected activity. The Nuclear Medicine Radiation Dose Tool provides convenient access to guidelines and radiation dose estimates (effective dose and critical organ dose) for many nuclear medicine exams. The Pediatric Injected Activity Tool reports recommended injected activity for pediatric patients based on the North American consensus guidelines and the European Association of Nuclear Medicine guidelines. The tools are available on the SNMMI website at [www.snmmi.org/dose](http://www.snmmi.org/dose) and can be accessed via computer, smartphone and tablet.

## WHAT'S COMING...

1. In 2013, Ra-223 was approved for clinical use by the U.S. Food and Drug Administration, and the society is in the process of developing guidance documents for the use of this agent.
2. The Evidence and Quality department is seeking to provide educational material pertaining to the fundamentals of evidence-based healthcare.
3. The Quality and Evidence Committee will establish a strategy to further the value of the care nuclear medicine professionals provide to healthcare stakeholders.
4. The Oversight Committee for Guidance Documents will choose topics for and begin the guidance document development process.
5. Webinars based on recently developed procedural standards are being produced and will be provided for credit.

**WELCOME TO THE NEW****SNMMI LEARNING CENTER**

Education is a core mission of the SNMMI and we offer a wide variety of cutting-edge educational content, delivered through a variety of modalities, for nuclear medicine and molecular imaging professionals. SNMMI programs provide continuing education (CE) credit for physicians (CME), technologists (VOICE), pharmacists (ACPE), and physicists (CAMPEP), as well as non-credit (NON-CREDIT) educational offerings for students, residents, and patients. These programs are developed and delivered by leading authorities from nuclear medicine and molecular imaging practice, clinical research, academia, and related medical professions and industries.

To get started, click on the tabs above:

- Online Education: choose your credit type to see the list of available activities
- My Activities: A listing of your active modules and articles you have selected which are not yet completed
- View My Transcript: A listing of your completed courses
- CE Center: The place for activity organizers, faculty, and attendees to build, review and evaluate activities sponsored by SNMMI

**FEATURED ONLINE ACTIVITIES****Molecular Imaging Resident Training Series - Molecular Imaging**

Molecular Imaging Resident Training Series - Molecular Imaging

Accreditation: AMA PRA Category 1 Credit™

[View Details](#)

# Supporting the Profession through Education and Training

A key goal in SNMMI's new strategic plan is to support and enhance the professional workforce and environment, and education is a critical element of that goal. The society is focused on increasing training, increasing continuing education (CE) and Maintenance of Certification (MOC) options, and teaching best practices in nuclear medicine and molecular imaging.

**IMPROVING TECHNOLOGICAL ACCESS**

In May 2014 SNMMI launched its new Learning Management System (LMS) that will integrate all SNMMI's education-related products and programs—including MOC Part II and IV, joint sponsorship programs and applications and online lectures—into one easy-to-use and easy-to-navigate web-based portal. The new portal will provide learners with a wide array of educational content delivered in a variety of modalities, as well as the latest tools to keep track of CE activities.

The LMS is part of the newly redesigned and mobile-optimized [www.snmmi.org](http://www.snmmi.org), launched in December 2013, which integrates edu-

cation throughout the site—for example, in the audience-specific areas. A new version of the SNMMI Annual Meeting App debuted at the 2014 Annual Meeting that allowed easy smartphone and tablet access.

**PROVIDING CONTINUING EDUCATION OPPORTUNITIES**

Providing CE opportunities is one of SNMMI's highest priorities. This year's well-attended Mid-Winter Meeting in Palm Springs, Calif., provided in-depth review of advances in hybrid imaging, SPECT and amyloid PET, the role of PET/MR in molecular imaging, targeted radionuclide cancer therapy, translational cardiovascular imaging, quantitative PET imaging in clinical research and emerging technologies, with 33.25 potential CE credits for physicians, technologists, pharmacists and physicists.

The 2014 Annual Meeting offers up to 37 hours of CE in molecular imaging technologies, clinical applications, and translational and advanced research topics for physicians, scientists, radiologists, cardiolo-

# HIGHLIGHTS

- **5,724** total attendees at 2013 meeting in Vancouver, BC.
- **2,267** abstract submissions for the 2014 AM—the third highest ever; 1,352 (59%) of those were international.
- **402** attendees at the 2014 Mid-Winter Meeting.
- **173** exhibitors at 2013 Annual Meeting.
- **100** hours of CE content provided through 70 sessions in the virtual edition of the 2014 Annual Meeting.
- **79** SNMMI CE sessions, 36 SNMMI-TS CE sessions and 8 physician categorical sessions offered at the Annual Meeting.
- **33.25** CE credits available at the 2014 MWM.
- **225** online educational offerings available in 2013-14.
- **21** journal articles are now available for SAM credit on the SNMMI website.

gists, pharmacists, technologists, researchers, and others involved and interested in nuclear medicine and molecular imaging and therapy. A virtual version of the 2014 meeting is available, offering 100 hours of CE content.

Further online CE opportunities include more than 50 basic science, clinical trials and molecular imaging lectures. Additional new options for technologists include online versions of the Nuclear Cardiology Technology course and PET workshop.

## PROVIDING MAINTENANCE OF CERTIFICATION OPPORTUNITIES

SNMMI is steadily increasing the number of MOC Part II CE opportunities available online and at meetings. The 2014 Annual Meeting offers 21 MOC sessions and, with the CT Case Review, 47.5 self-assessment module (SAM) credits overall. The 2014 Mid-Winter Meeting offered two MOC sessions plus the case reviews. Twenty-one articles from *The Journal of Nuclear Medicine* are approved for SAM credit and available online. Thirty-seven additional modules are available on the SNMMI website, and more are in development.

The new LMS will allow much more effective use of the society's MOC Part IV support tools. Part IV of MOC encompasses performance evaluation with the goal of continuous quality improvement. SNMMI's support tools include projects, templates and surveys that help in making a qualitative assessment of performance.

## DEVELOPING CAREER PATHWAYS AND ADVANCING EDUCATION

The Society of Nuclear Medicine and Molecular Imaging Technologist Section has developed two important initiatives to help ensure members are prepared for the American Registry of Radiologic Technologists continuing qualification requirements deadline of 2021 and the new Nuclear Medicine Technologist Certification Board CT exam. First, a Technologist Advisory Board was created to develop new education for technologists, from entry level to advanced. Second, a new Graduate Program Grant focuses on the creation of new graduate level programs that will provide varying opportunities for the nuclear medicine and molecular imaging technologist to advance their education and career.

## INCREASING COLLABORATIVE EDUCATION

SNMMI has also pursued collaborative education ventures in the past year. The society collaborated with the International Atomic Energy Agency on 12 webinars in 2013—the most highly attended of which brought in more than 300 participants from 42 countries around the world. This educational collaboration will be continued with a new series of webinars in 2014.

Through its Center for Molecular Imaging Innovation and Translation (CMIIT), SNMMI collaborated with Johns Hopkins University on an In Vivo Preclinical Imaging Workshop in March 2014. SNMMI also collaborated with Washington University in St. Louis on a satellite symposium preceding the SNMMI 2014 Annual Meeting—"Molecular Imaging: From Target to Translation."

The society has also been collaborating with the Optical Society of America on CE sessions at the SNMMI 2013 Annual Meeting in Vancouver, two courses in translational optical imaging modalities, and a CE session at the SNMMI 2014 Annual Meeting in St. Louis.

## WHAT'S COMING...

1. New case studies in amyloid and cardiac imaging will be available in 2014. A new series of targeted radioisotope therapy online education modules is in development.
2. New technologist education focused on computed tomography, neurology, cardiology, magnetic resonance and therapy and oncology will be launched fall 2014.
3. The Targeted Radionuclide Therapy working group is developing two modules—one for radioimmunotherapy and thyroid, samarium and strontium therapies and another for radium-223 dichloride, peptide receptor radionuclide, and I-131 MIBG therapies.
4. A revised edition of the NCT Study Guide will be available this summer; a revised edition of the PET Study Guide will be published in early 2015. Both will offer CE credit.
5. The SNMMI-TS Joint Compounding Curriculum is pending approval; specific educational content will be developed as a result of this curriculum.
6. SNMMI-TS is presenting more than ten topics at the World Federation of Nuclear Medicine and Biology meeting in August 2014 in Cancun, Mexico. In addition, ten technologist students will be presented with travel grants to present their abstracts at the meeting.
7. The next Sino-American Conference is planned for May 2015 in Shanghai, China.
8. SNMMI and the American College of Radiology (ACR) are collaborating on a PET/MR credentialing statement, due out later this year.



# Investing in Research and Science

For SNMMI, research is the foundation of the new healthcare environment. SNMMI researchers and scientists bring their work together in key forums, providing the basis for future excellence in patient care. The past year brought new growth for the Clinical Trials Network, increasing participation in SNMMI's journals, and new energy for a milestone Annual Meeting.

## CREATING SYNERGY THROUGH THE SNMMI ANNUAL MEETING

In June 2013, more than 5,700 nuclear medicine and molecular imaging physicians, technologists, scientists and exhibitors gathered at SNMMI's 60th Annual Meeting to discuss the latest advances in radiotracers, imaging modalities, radionuclide therapies and quality. In addition to more than 110 CE sessions, more than 2,000 scientific papers and posters were presented at the meeting, and 173 companies were represented on the exhibit hall floor.

The meeting was a huge success, attracting 2,258 abstract submissions, the second highest number in the meeting's 60-year history, and almost ten percent more attendees than the previous year's meeting. Sharing results and information, learning how to better conduct and doc-

ument research, making new connections in the field—these elements weave together to form the basis for the high-quality evidence needed to command attention in the new healthcare environment.

## ADVANCING RESEARCH THROUGH THE SNMMI CLINICAL TRIALS NETWORK

SNMMI's Clinical Trials Network (CTN) has made strong progress this year in ensuring high-quality PET imaging in multicenter clinical trials, while at the same time working toward wider use and ultimately approval of new radiopharmaceuticals.

Through its Scanner Validation Program, CTN has validated more than 229 scanners on four continents. The network has supported nine industry-sponsored trials, with agents including FDG, FLT, two proprietary agents and two non-proprietary agents. It is facilitating access to investigational PET radiopharmaceuticals for multicenter clinical trials by maintaining a database of all U.S. radiopharmaceutical manufacturing sites and their products, which is now being expanded to include European sites.

In October, the CTN received orphan drug designation for Ga-68 DOTATOC for the management of neuroendocrine tumors, which may

# HIGHLIGHTS

- **700,000** visits per month to the JNM website home page.
- **2,258** abstracts submitted for SNMMI's 60th Annual Meeting in Vancouver, BC.
- **1,182** article submissions to JNM in 2013.
- **229** PET/CT scanners validated at 158 sites in 15 countries by the Clinical Trials Network.
- **37** CME courses online in the SNMMI Learning Center offered by the Clinical Trials Network.
- **9** sponsored trials supported by the Clinical Trials Network.
- **8** new tracer encyclopedias created this year by the PETCoE.
- **5** new, investigational radiopharmaceuticals currently under study.
- **5** types of imaging covered in the Guidance for Methods Descriptions Used in Preclinical Imaging Papers developed by CMIIT.
- **5** emerging technologies sessions held at the 2014 Annual Meeting.
- **1** radiopharmaceutical (Ga-68 DOTATOC) granted Orphan Drug Designation by the FDA.

lead to faster approval. The CTN is assisting multiple sites in their acquisition of INDs for Ga-68-labeled DOTA agents, the conduct of clinical trials and the collection of data.

The SNMMI Nuclear Medicine Clinical Trial Group, LLC, was awarded funding by the Movember Foundation to manage two multinational studies of novel radiopharmaceuticals for imaging prostate cancer. The key goal of this project is to help standardize imaging at more than 15 academic institutions around the world.

Part of the CTN's mission is to provide education and training for the use of molecular imaging in clinical trials. The network now has a curriculum for basic and advanced clinical research including 17 courses on imaging in clinical trials, as well as a series of webinars and sessions at the Annual Meeting.

## PUBLISHING RESEARCH THROUGH SNMMI JOURNALS

The *Journal of Nuclear Medicine* is in excellent health. Submissions are at an all-time high, and the acceptance rate is a healthy 28 percent. Turnaround time from acceptance to ahead-of-print publication is down to three months. Almost three-quarters of submissions come from outside the United States, from 46 countries, reflecting the global reach of the journal and the society. A supplement, "PET/MR Imaging: Potential Research and Clinical Applications," was published in June 2014.

The *Journal of Nuclear Medicine Technology*, disseminating research geared specifically to technologists, is experiencing significantly increased submissions and decreased turnaround. The journal is now publishing teaching files in each issue—a popular new feature.

SNMMI also sponsors the *Molecular Imaging* journal, published by Decker Publications, focusing on early preclinical molecular imaging research. In January *Molecular Imaging* transitioned to an open access model. Early feedback indicates excellent results.



## SUPPORTING RESEARCH INITIATIVES

In 2013, SNMMI participated in a joint workshop with the National Cancer Institute on targeted radionuclide therapy (TRT). Through this workshop, the society was able to begin to understand the strengths and weaknesses of TRT as perceived by the oncology, radiation therapy, imaging and basic science communities as well as potential areas of future research. A summary of the workshop was published in the February 2014 issue of *The Journal of Nuclear Medicine*. A follow-up workshop is planned for late 2014.

Through the foresight of SNMMI's Center for Molecular Imaging Innovation and Translation (CMIIT), a Value Proposition Task Force was formed to identify the value of molecular imaging as it relates to preclinical, translational and clinical areas.

## WHAT'S COMING...

1. The 2014 Annual Meeting presents research in 669 oral presentations for physicians/scientists/pharmacists and 74 for technologists and technologist students, plus 1,158 posters.
2. The Virtual Edition of the 2014 Annual Meeting will capture 70 of the most popular sessions, featuring more than 100 hours of content. CME, ACPE and VOICE credits will be available.
3. A translational research curriculum is being developed to enable molecular imaging scientists to achieve competency in skills and techniques necessary to translate molecular imaging technologies into clinical practice.
4. Four remaining webinars in the CTN's 2014 series include PET Imaging of the Brain for Technologists (June); Using FACBC to Image Recurrent Prostate Cancer (August); Updates on Ga-68 (October); and Coverage with Evidence Development for Amyloid Imaging (December). Visit [www.snmmi.org/ctn](http://www.snmmi.org/ctn) for more information.
5. A cardiac MIBG supplement is planned for *The Journal of Nuclear Medicine* in 2015.



# Raising Awareness and Understanding

**S**NMMI has an extensive program to raise awareness and understanding of nuclear medicine, molecular imaging and radionuclide therapy among the imaging community, referring physicians and patients. The society's efforts follow many paths, including collaboration with imaging societies, collaboration with patient and physician associations, working with the media and providing information for the public.

## COLLABORATING WITHIN THE IMAGING COMMUNITY

In 2012 SNMMI initiated a collaborative group of nuclear medicine organizations called the Nuclear Medicine Global Initiative. The group's first collaborative project focused on harmonizing pediatric administered activity guidelines, reviewing pediatric procedures and protocols and identifying areas in need of harmonization, as well as developing education content, with the ultimate goal of standardizing and improving nuclear medicine quality across the globe.

SNMMI has also collaborated with medical imaging societies within the United States—such as the American Society of Nuclear Cardiology (ASNC), the American College of Radiology and the Section for

Magnetic Resonance Technologists—on regulatory issues, meetings and other educational activities.

## COLLABORATING WITH PHYSICIAN GROUPS

SNMMI is developing strong relationships with a growing number of physician societies. The education provided to referring physicians raises awareness and understanding of nuclear medicine, molecular imaging and therapy.

SNMMI sponsored a large number of sessions at medical specialty meetings, including a gallium-68 session at the NANETs Symposium; brain imaging sessions at the annual meetings of the American Academy of Family Physicians, American Association of Geriatric Psychiatry, American Academy of Neurology and American Psychiatric Association; multimodality cardiovascular imaging sessions at the American College of Cardiology, American Heart Association and American Physiologic Society annual meetings; oncologic imaging sessions on the appropriateness of FDG PET/CT at the American Society of Clinical Oncology; and prostate and bone-specific imaging sessions at the American Urological Association.

# HIGHLIGHTS

- **1 billion** people read about SNMMI research and activities in the news in 2012.
- **87,000,000** people read 250+ articles about SNMMI's Annual Meeting research.
- **7,494** participants on SNMMI's LinkedIn community.
- **6,519** "like" SNMMI on Facebook.
- **5,000** people viewed "The Value of Nuclear Medicine and Molecular Imaging" on SNMMI's YouTube channel.
- **1,240** follow SNMMI on Twitter.
- **40** physician and patient groups collaborated with SNMMI to promote understanding of nuclear medicine, molecular imaging and radionuclide therapy.
- **12** international organizations involved in the Nuclear Medicine Global Initiative and Collaboration.

SNMMI also had informational exhibits at several annual meetings; "road shows" designed to reach referring physicians at a local level and facilitate dialogue between the referrers and the nuclear medicine community; and webinars on targeted radionuclide therapy (TRT).

The society created a portal for healthcare providers highlighting evidence-based medicine, online educational programs, guidelines, example reports, and other reference materials available for maximum utility by referring physicians.

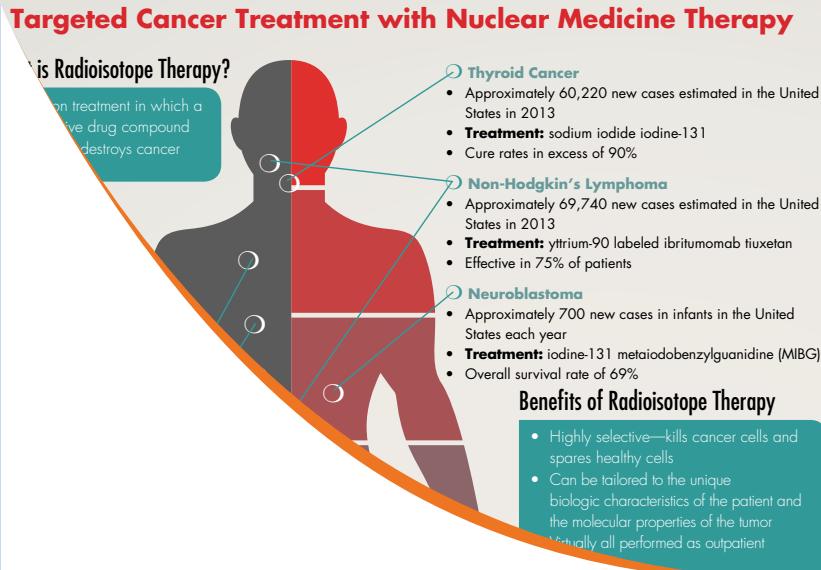
## REACHING OUT TO PATIENTS

Several years ago SNMMI created a Patient Advocacy Advisory Board—a body of 11 major patient advocacy organizations—to advise SNMMI on patient-specific program development. This innovative group has worked with SNMMI to develop programs such as discoverMI.org, a patient-focused website to explain molecular imaging and therapies for each disease; complimentary interactive webinars to allow patients to learn more and ask questions; a patient-focused track at the SNMMI Annual Meeting; and Patient Advocacy Capitol Hill Day, during Nuclear Medicine and Molecular Imaging Awareness Week, which engages patients to emphasize the value of nuclear medicine and molecular imaging when talking to their congressmen. A new consortium of affiliated groups—the Patient Advocacy Alliance—has now been formed for all patient organizations interested in nuclear medicine and molecular imaging.

SNMMI has also produced an array of patient-focused educational materials, which are available online ([discoverMI.org](http://discoverMI.org)) and at meetings.

## REACHING OUT TO PRESS AND THE PUBLIC

SNMMI regularly releases information to the media about the society's initiatives, research published in society journals or presented at the Annual Meeting, education and resources. In 2013, SNMMI secured media placements in nearly 500 media outlets, generating almost one billion media impressions. Original stories were published by top consumer media outlets such as the Washington Post, Huffington Post, ABC News, Bloomberg News, USA Today, Reuters, Forbes, and others, as well as medical imaging trade outlets. They published stories relating to



annual meeting research, JNM research and the beta amyloid appropriate use criteria, among others.

Social networks are a key way to get messages both to and from the imaging community. SNMMI has been very successful in building its social networks, seeing an increase of close to 50 percent in 2013 in both participation and interaction. Also, the society produced a new video on "The Value of Nuclear Medicine and Molecular Imaging" that now has approximately 5,000 views to date on SNMMI's YouTube channel, "SNMChannel1." The networks can be easily accessed via [www.snmmi.org](http://www.snmmi.org).

A new effort in the past year has been to explain basic information about molecular imaging procedures through infographics, which help educate referring physicians and patients through a visual explanation of a specific type of nuclear medicine procedure. Infographics have been created for Amyloid Brain Imaging and Nuclear Medicine Therapy.

## WHAT'S COMING...

1. The second patient-focused Targeted Radioisotope Therapy Road Show will be held at Northwestern Memorial Hospital on July 26.
2. An Alzheimer's Association/SNMMI Medscape Project will feature detailed case studies; a bibliography supporting the value of amyloid imaging; a list of upcoming amyloid-related events, webinars, and fact sheets; and a learning assessment for change in practice.
3. Four short "What to Expect" videos will be developed in the coming year for PET scans, SPECT scans, myocardial perfusion imaging and radionuclide therapy.
4. SNMMI and SNMMI-TS are developing outreach programs for high schools (technologists) and medical schools (physicians).
5. A NANETS/SNMMI symposium, Somatostatin Receptor Imaging and Treatments, will take place in Nashville, Tenn., on October 9.
6. The second meeting on State-of-the-Art Molecular Imaging in Cancer Biology and Therapy, hosted by SNMMI and the American Association for Cancer Research, will be held February 11-14, 2015, in San Diego, CA.
7. In Spring 2015, ASNC and SNMMI will collaborate on a Cardio Think Tank meeting with leaders in clinical cardiovascular medicine, cardiovascular imaging and molecular imaging.



# Advocating for Patients and the Profession

**S**NMMI's new strategic plan illustrates the central importance of health policy and regulatory affairs to the future of the society and the profession. The top priorities include approval of new tracers and technologies, availability and appropriate reimbursement.

## STREAMLINING APPROVAL

Because the U.S. Food and Drug Administration (FDA) is heavily involved in several aspects of nuclear medicine and molecular imaging regulation, SNMMI created an FDA Task Force focused on creating a more efficient and timely FDA approval process for new and non-proprietary radiotracers. The task force has a detailed plan of action with the goals of optimizing evidentiary requirements for the approval of new radiotracers; engaging FDA in dialogue about SNMMI-recommended pathways to improving the review and approval process; and improving clinical access and reimbursement for non-approved radiolabeled agents under development (traditional IND) or under an expanded access IND.

The task force is now engaged in organizing a stakeholder meeting in Washington, D.C., with regulatory agencies and representatives from

industry and peer societies. The objectives of the meeting include summarizing and clarifying the current regulatory climate, recommending ways to improve the existing approval pathway, and discussing ideas on a new approval pathway.

## ENSURING ADEQUATE SUPPLY

Recent years have seen an increase in product supply issues impacting everything from 0.9% sodium chloride bags to regadenoson. The reasons for this include supply chain logistics, manufacturing quality, aging production facilities and market forces leading to sole-source drugs. The nuclear medicine and molecular imaging specialty has recently been affected by shortages of molybdenum-99, rubidium-82, Kinevac (sincalide), xenon, macroaggregated albumin (MAA) and other products.

SNMMI has engaged extensively with the FDA and CMS on these issues as well as with corporate manufacturers and suppliers, providing essential information to the agencies about the effects of the shortages on patient care and suggesting potential courses of action.

In the past year, the society has worked extensively with the National Nuclear Security Administration (NNSA), which is tasked with develop-

# HIGHLIGHTS

- **Priceless** appearance made by Congressman Raul Ruiz, MD, who attended and eloquently spoke at SNMMI's 2014 Mid-Winter Meeting in Palm Springs.
- **\$5 million** retained in the Department of Energy budget for basic nuclear medicine research.
- **H.R. 4302**, the Protecting Access to Medicare Act of 2014, enacted, making permanent changes to the way physicians who perform advanced imaging services are paid by connecting payment to appropriate use criteria.
- **108** updated Q&As on the SNMMI Coding Corner.
- **34** members participated in 59 meetings in 2 SNMMI Capitol Hill Days.
- **15** comment letters sent to federal agencies.
- **2** Summer Schools in Nuclear and Radiochemistry Program retained in FY 2014 Energy and Water Appropriations Bill.
- **2** Henkin Fellows spent 1 week in Washington, DC, with meetings on Capitol Hill and with CMS, FDA, NRC, NIBIB, ACR and CORAR.
- **1** final rule released for Conditions of Participation, which removed the term "direct" from the supervision level at § 482.53(b)(1).

ing a commercial domestic capability to produce Mo-99 without highly enriched uranium (HEU). SNMMI continues to urge NNSA to ensure there is a reliable, affordable domestic supply of non-HEU material before cutting off HEU exports to ensure American patients the best possible healthcare.

## ENSURING APPROPRIATE REIMBURSEMENT

SNMMI continues to work toward adequate and appropriate reimbursement for nuclear medicine, molecular imaging and radionuclide therapy drugs and procedures. The society continually updates and maintains website educational materials for the community, provides news about developments in coding and reimbursement, and answers questions and establishes coding consensus opinions through the SNMMI website Coding Corner Q&A.

The Third-Party Payer Subcommittee continues its efforts to reach out to non-government third party payers, such as radiology benefit managers (RBMs), with information on appropriate use, CMS decisions, NCCN and other guidelines, economic impact and cost-effectiveness data, and findings of the National Oncologic PET Registry. The new Ambulatory Payment Classification (APC) Remodeling Task Force is gathering data about hospital claims in an effort to educate CMS and others on the value of nuclear medicine and molecular imaging. The goal is to help CMS create a more appropriate way for Medicare to reimburse diagnostic nuclear medicine imaging services in the outpatient setting. In April 2014, Congress passed yet another temporary fix for the Medicare Sustainable Growth Rate (SGR) system—except for advanced imaging. The new law permanently ties advanced imaging physician reimbursement to appropriate use criteria. Now ordering professionals need to consult appropriate use criteria before ordering a molecular imaging procedure to determine whether it is clinically appropriate for their



patient's condition. As long as the appropriate use criteria (AUC) utilized reflect the established value of molecular imaging procedures, this is a positive development; however, SNMMI must now position itself to be included in the AUC consultation process with HHS, as well as focusing on the development of additional AUC.

## WHAT'S COMING...

1. SNMMI will host a stakeholder meeting in 2014 with the following objectives: summarize and get greater clarification on the current regulatory drug approval climate; recommend ways to improve the existing approval pathway; and discuss ideas on a new approval pathway. Invited participants include representatives of government agencies (NIH, FDA, CMS), industry, academia, and peer associations.
2. A Symposium on Translational Molecular Imaging—a CMIIT initiative with the World Molecular Imaging Society—will be held in Spring 2015 to bring together academia, industry, and government stakeholders (NIH, FDA, CMS) to identify barriers and work toward solutions in translational molecular imaging.
3. SNMMI continues to work with the FDA and other stakeholders on regulations impacting nuclear pharmacy and the compounding of radiopharmaceuticals. Since the enactment of the Drug Quality and Security Act at the end of 2013, efforts have shifted to implementation and development of rules and guidance.
4. SNMMI will participate in an Mo-99 Topical Meeting, June 2014 in Washington, D.C., which will bring all stakeholders together to discuss the U.S. policy to minimize and eliminate the use of highly enriched uranium in civilian applications and what that means for nuclear medicine and patients.



# Supporting the Professional Workforce and Environment

**S**NMMI comprises thousands of physicians, researchers, technologists, physicists, pharmacists, laboratory professionals and students dedicated to the advancement of nuclear medicine and molecular imaging. One of the society's most fundamental goals is to support its members in their profession and make it easy to access the many advantages of membership. The past year marked a number of new advances and opportunities.

## MAKING DIGITAL STRIDES

SNMMI launched a new website in December 2013. The new [www.snmmi.org](http://www.snmmi.org) website is personalized, easy to navigate and friendly to different platforms. This site—along with the new Learning Management System (LMS), which launched in May—will serve as a one-stop, informational and functional resource for nuclear medicine and molecular imaging professionals.

In designing and building the site, SNMMI aimed to present organized, relevant website content in a logical manner. A key element was providing customized information in sections created for physicians,

technologists, scientists, media representatives, healthcare providers, patients and international professionals that help users gain quick access to the information most important to them. Another key feature of the new website is its ability to adjust automatically to fit the screen or platform being used.

The new LMS was created to enhance and improve its users' ability to purchase, earn and manage their continuing education credits. The LMS integrates all of SNMMI's educational products and programs—including MOC Part II and IV, joint sponsorship programs, applications and online lectures—into one central, searchable resource. The new website builds on SNMMI's portfolio of web and mobile resources, which includes the SNMMI Journals app, the mobile-optimized journal websites, the SNMMI Meetings app and the Digital Abstracts app.

## DEALING WITH A BLEAK JOB MARKET

Since the economy started sliding in 2008, many nuclear medicine and molecular imaging professionals have felt the pain of layoffs and the difficulty of finding new employment. The SNMMI-TS formed a task

# HIGHLIGHTS

- **1,096,011** visitors to the SNMMI website in 2013.
- **\$300,000** in grants and scholarships awarded in 2013.
- **18,043** members in 2013.
- **17,666** subscribers to SNMMI SmartBrief.
- **3,037** individuals responded to SNMMI-TS Employment Survey.
- **92** graduates of the SNMMI-TS Leadership Academy since 2007.
- **71** nuclear medicine procedures included in the Quick Reference Protocol Manual for Nuclear Medicine Technologists.
- **16%** of visitors viewed SNMMI's website by a mobile/tablet device.
- **12** councils/centers provided professional networking and educational programs.
- **11** young professionals attended the first SNMMI Future Leaders Academy.
- **5** categories of benefits available through [snmmi-benefits.org](http://snmmi-benefits.org).

force in 2013 to evaluate the current job market for nuclear medicine technologists and recommended a course of action about how to assist members. Of those who responded, 71% indicated that they were employed full time, 8% were employed part-time and not currently seeking full-time employment, 11% are employed part-time and are seeking full-time employment and 10% were unemployed. The SNMMI-TS has been working to develop additional career advancement opportunities to assist those who are seeking full-time employment.

SNMMI-TS completed its third year of successful chapter roadshows, hosting short educational meetings in "grassroots" locations. The 2013 roadshow series focused on "How to Succeed in a Changing Environment"; the 2014 theme is "Broadening the Professional Horizons of Nuclear Medicine Technologists."

## OFFERING FINANCIAL SUPPORT

SNMMI and SNMMI-TS offered grants, awards, scholarships and fellowships totaling more than \$300,000 in 2013. In 2013, the Education and Research Foundation for Nuclear Medicine and Molecular Imaging provided \$300,000 in support of the grants and awards issued by the SNMMI and SNMMI-TS.

New opportunities in 2014 include a Professional Relations Fellowship in Memory of Ursula Mary Kocemba-Slosky, PhD; the new Henry N. Wagner, Jr., MD, Best Highlights Session Paper Award; a new Arthur Weis Award in Radiation Dosimetry and Safety; and an SNMMI Nuclear Medicine Physics Residency Training Grant. Find out more by visiting [www.snmmi.org/grants](http://www.snmmi.org/grants).

## CULTIVATING NEW LEADERS

Since 2007, SNMMI-TS has held an annual Leadership Academy to enhance leadership skills and provide enhanced networking opportu-



### LATEST NEWS

- May 12, 2014 — fMRI sheds light on where there are none (*Molecular Imaging News*)
- Report: Premature menopause could put women at risk for cognitive decline (*Molecular Imaging News*)
- Report: March health spending up 7% (*Molecular Imaging News*)
- Report finds uneven physician distribution (*Molecular Imaging News*)
- FDA readies new adverse event reporting system (*Molecular Imaging News*)
- New letters added to DNA alphabet (*Molecular Imaging News*)

- May 8, 2014 — CMS Releases Final Rule on Supervision (*Government Relations News*)

- May 5, 2014 — The Joint Commission Hospital Requirements to Maintain Alignment (*Government Relations News*)

- 2014 — SNMMI launches new website (*Government Relations News*)

nunities. The Leadership Academy has proven its ability to further the success of its graduates through career and leadership roles within the SNMMI-TS and the nuclear medicine and molecular imaging field.

In an effort to address the low numbers of new professionals becoming involved in leadership roles within nuclear medicine and the society, SNMMI created the Future Leaders Academy, held for the first time in February 2014. The academy provides a forum for young professionals to begin developing and understanding the crucial role leadership experience plays in career enhancement, as well as a unique opportunity for young professionals to network and learn from the top leaders in the field.

## PROVIDING NEW RESOURCES

SNMMI and SNMMI-TS regularly self-publish books and study guides, some of which have become the most trusted within the field of nuclear medicine. In 2013, SNMMI-TS published the Quick Reference Protocol Manual for Nuclear Medicine Technologists—a resource to aid technologists in performing the most common nuclear medicine procedures ordered by a referring physician. For more information about the society's books, visit [www.snmmi.org/store](http://www.snmmi.org/store).

## ENCOURAGING PROFESSIONAL PRIDE

Celebrated during the first full week of October, Nuclear Medicine and Molecular Imaging Week encourages community members to take pride in their profession, recognizing their colleagues for their hard work and promoting nuclear medicine to the entire medical community as well as to the public. The theme in 2013 was "Molecular Imaging – The Future Delivered!"

## WHAT'S COMING...

- Four chapter roadshows are coming in August and September 2014, in Hagerstown, Md.; Boise, Idaho; Burlington, Vt.; and Little Rock, Ark.
- SNMMI-TS has six books in development, including new editions of the NCT and PET study guides, a new book on the basic science of nuclear medicine, and others.
- SNMMI will publish a new monograph on alpha particle emitters and is collaborating with Cambridge University Press on two new molecular imaging textbooks.
- A new Peter E. Valk, MD, Memorial Award and Lectureship will be sponsored by the PET Center of Excellence for individuals who have made significant contributions to the advancement of PET.



# Financials

## REVENUE, EXPENSE AND CHANGE IN NET ASSETS For the Year Ended September 30, 2013

|                                  | 2013<br>Total       | % of<br>Total |
|----------------------------------|---------------------|---------------|
| <b>Revenue and support:</b>      |                     |               |
| Meetings                         | \$4,206,359         | 38.8          |
| Membership                       | 2,512,495           | 23.2          |
| Communications                   | 1,892,323           | 17.4          |
| Leadership                       | 1,186,554           | 10.9          |
| Professional                     | 747,411             | 6.9           |
| Other                            | 210,359             | 1.9           |
| Councils                         | 69,585              | 0.6           |
| PET Center of Excellence         | 37,619              | 0.3           |
| <b>Total revenue and support</b> | <b>\$10,862,705</b> | <b>100.0</b>  |



**Expense:**

**Program services:**

|                                                            |                  |             |
|------------------------------------------------------------|------------------|-------------|
| Communications                                             | \$2,124,997      | 20.4        |
| Meetings                                                   | 1,886,962        | 18.3        |
| Professional                                               | 1,547,450        | 15.0        |
| Leadership                                                 | 1,386,341        | 13.4        |
| SNMMI Clinical Trials Network                              | 412,969          | 4.0         |
| Grants, awards and related expenses                        | 248,669          | 2.4         |
| Outreach                                                   | 129,437          | 1.3         |
| Councils                                                   | 59,705           | 0.6         |
| PET Center of Excellence                                   | 36,144           | 0.3         |
| Center for Molecular Imaging<br>Innovation and Translation | 29,924           | 0.3         |
| <b>Subtotal for program services</b>                       | <b>7,862,598</b> | <b>76.0</b> |

**Support services:**

|                                      |                   |              |
|--------------------------------------|-------------------|--------------|
| Finance                              | 711,764           | 6.9          |
| Information Services                 | 586,233           | 5.7          |
| Administrative                       | 561,938           | 5.4          |
| Membership                           | 392,109           | 3.8          |
| Development                          | 223,741           | 2.2          |
| <b>Subtotal for support services</b> | <b>2,475,785</b>  | <b>24.0</b>  |
| <b>Total expense</b>                 | <b>10,338,383</b> | <b>100.0</b> |

**Change in net assets before investment activity**

**524,322**

**Investment activity:**

|                                              |                |
|----------------------------------------------|----------------|
| Unrealized gains                             | 309,891        |
| Realized gains                               | 92,351         |
| Interest and dividends                       | 143,713        |
| <b>Total return from investment activity</b> | <b>545,955</b> |

**Change in net assets**

**1,070,277**

**Net assets:**

|                   |                    |
|-------------------|--------------------|
| Beginning of year | 8,763,577          |
| End of year       | <b>\$9,833,854</b> |

Note: The financial information presented above was derived from the audited financial statements of SNMMI as of September 30, 2013. The independent auditor's report accompanying the audited financial statements expressed an unmodified opinion.



# SNMMI Leadership/Staff

## SNMMI EXECUTIVE STAFF

Virginia Pappas—Chief Executive Officer

Vincent A. Pistilli—Chief Financial Officer

Sukhjeet Ahuja—Director of Evidence and Quality

Judy Brazel—Director of Meeting Services

Sue Bunning—Director of Health Policy and Regulatory Affairs

Bonnie Clarke—Director of Clinical Trials Network

Matt Dickens—Director of Information Services

Ann Latham—Director of Education

Rebecca Maxey—Director of Communications

Robert Milanchus—Director of Development

Joanna Spahr—Director of Marketing and Membership

Nikki Wenzel-Lamb—Director of Leadership and Technologist Section Administrator

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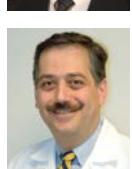
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