



STRATEGIC
— PLAN —



SNMMI-TS' Timeless Core Ideology

Core Ideology describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements:

Core Purpose – the organization's reason for being – and

Core Values – essential and enduring principles that guide the behavior of an organization.

Core Purpose (Mission Statement): The section is dedicated to improving human health by advancing technology and professionals in nuclear medicine and molecular imaging.

Core Values:

1. Commitment to optimal patient care.
2. Practice high ethical behavior and integrity.
3. Respect all people and ideas.
4. Foster inquiry and reflection.
5. Practice visionary leadership.
6. Commitment to excellence, professionalism, and collaboration.
7. Commitment to life-long learning and professional development.

SNMMI-TS' Long-Term Vision (10+ Years)

The vision conveys a concrete yet unrealized goal for the organization. It is a clear and compelling catalyst that serves as a focal point for effort. The vision provides direction in establishing shorter-term goals and objectives.

Vision: To ensure that nuclear medicine and molecular imaging technology are an integral part of the standard of care for patient diagnosis, treatment and therapy.

Vivid Description of a Desired Future: The Technologist Section of the SNMMI has elevated the importance and value of nuclear medicine and molecular imaging in contributing to successful patient outcomes. Technologists and related professionals are recognized as integral partners within the medical healthcare team. They are prepared as leaders as a result of their membership and involvement in SNMMI's Technologist Section. The Section provides multidisciplinary educational content offered in a variety of formats and develops educational models to include the expanding and increasingly complex educational content that is necessary for preparing knowledgeable, competent, and qualified professionals. Section leadership provides expert knowledge on legislative and regulatory issues affecting the field. The Section's standards are viewed as the "benchmarks" for professional practice and are widely utilized by the membership. The Section is known as the place to engage with other nuclear medicine and molecular imaging professionals, at all career stages, to find great value in networking with peers, and to learn from more experienced professionals.

SNMMI's 3–5 Year Goals and Objectives

Goals represent outcome-oriented statements intended to guide and measure the organization's future success. The achievement of each goal will move the organization toward the realization of its vision. Supporting objectives further clarify direction and describe what the organization wants to have happen within individual goal areas—in other words, they're a descriptive statement of what constitutes success in measurable terms.





Organizational Strength and Stability:

Goal 1: SNMMI-TS has the organizational and financial strength and sustainability to advance and support the profession.

Objectives:

1. Retain and grow membership.
 - a. Understand member needs and wants
 - b. Translate needs/wants to actual programming.
 - c. Identify other membership options (institutional, etc.)
 - d. Understand membership (who are they, why is membership important to them, etc.)
2. Define the value proposition of the SNMMI-TS.
 - a. Effectively communicate the value proposition to current members, non-members and lost members.
 - b. Leverage chapters to access “local techs.”
3. Achieve financial stability.
 - a. Create new revenue streams.
 - b. Re-evaluate existing revenue streams and make changes if necessary.
 - c. Evaluate non-revenue programs (determine ROI).
 - d. Ensure the SNMMI-TS is paying its “fair” share of the Management Fee.
4. Adapt organizational structure to meet current needs.

Improve Quality, Value and Safety:

Goal 2: Demonstrate quality, value and safety of nuclear medicine and molecular imaging procedures.

Objectives:

1. Improve the quality of nuclear medicine and molecular imaging test results.
2. Development of relevant quality measures to demonstrate the value of nuclear medicine procedures in the continuum of patient care.
3. Implement and educate dose optimizations and safety standards and best practices.
4. Define areas where collaboration with stakeholders is an essential key to the success of improving quality, value and safety in nuclear medicine procedures.

Advocacy:

Goal 3: Improve the regulatory and legislative environment for the nuclear medicine and molecular imaging professionals.

Objectives:

1. Achieve nuclear medicine technologist licensure in all jurisdictions.
2. Improve advocacy’s ability to monitor legislative and regulatory activities.
3. Raise profile with stakeholders (govt. professionals, associations, certification boards, etc.)
4. Improve advocacy training and education.
5. Obtain federal recognition of NMT as a professional.





Education and Professional Development:

Goal 4: SNMMI-TS will be the leader in guiding, shaping and facilitating the education and professional development of nuclear medicine and molecular imaging technologists.

Objectives:

1. Perform annual review and evaluation of entry level curriculum for the need to incorporate new and expanded roles of nuclear medicine and molecular imaging.
2. Enhance opportunities to partner with nuclear medicine and molecular imaging professionals.
3. Identify alternative career paths for nuclear medicine and molecular imaging professionals.
4. Create networking opportunities for identified career pathways.

