Society of Nuclear Medicine and Molecular Imaging TECHNOLOGIST SECTION

SNMMI
SOCIETY OF NUCLEAR MEDICINE AND MOLECULAR IMAGING
TECHNOLOGIST SECTION

STRATEGIC PLAN

Approved June 2013

SNMMI-TS's 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.

Long-term Envisioned Future (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.

Big Audacious Goal (BHAG)/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.

Five-Year Goals and Objectives

Priority Key:

(H) = Must begin objective in next fiscal year

(M) = May begin objective, if resources permit, in next fiscal year

(L) = Begin objective in subsequent fiscal year

Goal Area: Outreach

Goal 1: Raise awareness of nuclear medicine and molecular imaging and their appropriate use in diagnosis and treatment.

Objectives:

1. (H) Enhance patient knowledge of their nuclear medicine and molecular imaging procedures to generate a positive clinical experience.

   Strategies:

   i. Develop literature for patients to be placed in waiting rooms.

   ii. Create CD's or DVD's to be available for viewing or link.

   iii. Ensure that SNMMI is the first website to come up during a "search" using an internet search engine.

   iv. Develop and market You-Tube videos of patients outlining their personal experience.

   v. Utilize Facebook as a resource to get out information.

   vi. Utilize Patient Advocacy groups.

2. (M) Increase awareness with physician groups at the local level.

   Strategies:

   i. Work with the Association for Medical Imaging Management (AHRA) to make presentations at hospitals specifically focused towards Directors of imaging.

   ii. Schedule speaking events at neurology, oncology and cardiology etc. focused organizations.

   iii. Provide avenues for resident and medical student education.

   iv. Create a resident pocket guide.

   v. Create an emergency room procedure guide with exposure levels.

3. (H) Improve referring physician and technologist understanding of the appropriate use of nuclear medicine and molecular imaging.

   Strategies:

   i. Educate manager or coder requesting procedure scheduling manager.

   ii. Develop and distribute appropriate use guide.

   iii. Develop presentation to be used at ground rounds.

4. (L) Raise student awareness of the field of nuclear medicine and molecular imaging as a career choice.

   Strategies:

   i. Send letters to career advisors to show career route.
   ii. Develop information for high school students.
   iii. Develop powerpoint to send to high school with handouts, pens, etc.
   iv. Develop information specific for high school and college students on the website.
   v. Create an "app" for nuclear medicine (games).

Goal Area: Quality, Value and Safety

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

Objectives:

1. (H) Increase the quality of nuclear medicine and molecular imaging test results.

   Strategies:

   i. Educate professionals on protocol procedures.
   ii. Promote internal quality/assurance standards.
   iii. Promote accreditation through the American College of Radiology (ACR) and the Intersocietal Accreditation Commission (IAC).

2. (L) Enhance the value by incorporating comparative effectiveness parameters in clinical research.

3. (H) Implement and educate dose optimization and safety standards/best practices.

   Strategies:

   i. Promote existing education and protocols.
   ii. Collect data on current procedures.
   iii. Develop educational programs on dose optimization.
   iv. Add technologist materials to the current dose optimization website.

Goal Area: Professional Development

Goal 3: Nuclear medicine and molecular imaging professionals will look to the section for guidance in their professional development.

Objectives:

1. (H) Identify alternative career pathways for nuclear medicine and molecular imaging professionals.

   Strategies:

i. Develop career pathways diagram and identify appropriate educational or experiential opportunities.

2. (L) Create cooperative learning opportunities and internships with industry, academia and professional organizations.
3. (M) Enhance value of online and in person networking.

   Strategies:

   i. Invite recent graduates to join Young Professionals Facekbook page.
   ii. Create a mentor registry.
   iii. First-timers mixer in the evening at the Annual Meeting.

4. (H) Increase educational programs (face-to-face and online) in (CT, MR and other emerging technologies).

   Strategies:

   i. Repeating full day (annual meeting) non-categorical track for x-ray physics, CT instrumentation and computed tomography (CT) radiation safety.
   ii. Offer magnetic resonance (MR) sessions at annual meeting

Goal Area: Higher Education

Goal 4: SNMMI-TS will be the leader in recommending and shaping the education of nuclear medicine and molecular imaging professionals.

Objectives:

1. (H) Achieve agreement between professional societies, accrediting agencies and certification organizations to adopt the baccalaureate degree for entry level into the profession.

   Strategies:

   i. Enhance to start communication with outside organizations.

      Tactics:

      a. Schedule meetings with stakeholders.
      b. Identify benefits to other organizations and their concerns.
      c. Showcase successes.

2. (M) Increase the number of advanced practice programs in the profession.

   Strategies:

   i. Identify current/new programs (Nuclear Medicine Advanced Associate, etc.).
   ii. Create new for Professional Development and Education (PDEF) grants to open future schools.
   iii. Identify pathways in career and provide links to industry.

3. (H) Develop new curriculum to incorporate new and expanded roles of nuclear medicine and molecular imaging.

   Strategies:

   i. Redesign entry level curriculum.

   ii. Create masters of science level curriculum.

   iii. Review Nuclear Medicine Advanced Associate Curriculum.

4. (L) Enhance opportunities between professional society (SNMMI) and universities for both online and in person education.

5. (L) Enhance advanced practice programs to increase the number of advance degree options in nuclear medicine and molecular imaging.

Goal Area: Advocacy

Goal 5: Improve the regulatory environment for the nuclear medicine and molecular imaging professionals.

Objectives:

1. (M) Achieve state licensure in all 50 states.

   Strategies:

   i. Reduce focus on C.A.R.E. act.

      Tactics:

      a. Tennessee will be model for state licensure process.

      b. Ensure appropriate legislation is introduced in Tennessee.

   ii. Monitor states legislative activity in other states.

2. (H) Strengthen state regulatory infrastructure.

   Strategies:

   i. Develop T.A.G. knowledge and performance.

   ii. Expand TAG's to include other influential professionals (pharmacists, nurses, doctors, etc.)

   iii. Develop local training programs for TAG's.

3. (H) Improve advocacy tools.

   Strategies:

   i. Work with SNMMI to develop advocacy microsite.

   ii. Review current information to understand gaps, what needs to be updated or eliminated.

   iii. Develop fact sheets for Scope of Practice, compounding, Part Z and reimbursement (including private and government).

4. (L) Ensure appropriate reimbursement for nuclear medicine and molecular imaging procedures.