

2017 Outreach Plan: Targeted Radioisotope Therapy Outreach Working Group

Live CE Sessions

The TRT working group has added several non-NM specialists to the group to help SNMMI reach referring physicians more effectively. These new members (in the areas of endocrinology, neuroendocrine tumors, neuroblastoma, and hematology) will help create session proposals for the American Association of Clinical Endocrinologists, American Society for Radiation Oncology, American Society of Clinical Oncology, American Society of Clinical Oncology Gastrointestinal, American Society of Clinical Oncology Genitourinary, American Society of Hematology, American Thyroid Association, American Urological Association meetings, and North American Neuroendocrine Tumor Society meetings. Proposals specific to thyroid therapy will be developed by the thyroid subgroup and approved by the TRT working group before they are submitted (additional details below).

Online Outreach

Select recordings of the abovementioned sessions will be converted into enduring educational material and posted online for free CME. The TRT group will approve the final version of the TRT module that is now available online: Part 1 covers thyroid treatment, RIT lymphoma, and MIDG; Part 2 covers bone palliation therapy, Radium 223, and PRRT. SNMMI will promote these online offerings via direct mail and e-blasts to oncologists and endocrinologists, as well as nuclear medicine professionals.

Thyroid Subgroup

Live CE Sessions

The subgroup aims to expand on the relationship created with the ATA to seek new sessions in 2017. They also aim to reach the American Association of Clinical Endocrinologists and the Endocrine Society. The subgroup will work with the larger TRT working group to ensure incorporation of thyroid therapy into the proposals to American Society for Radiation Oncology and American Society of Clinical Oncology.

Local Outreach

The subgroup aims to target both SNMMI chapter meetings and the chapters of the referring physician organizations. Since thyroid experts in nuclear medicine, who are willing to travel, are limited the subgroup would like to create a cadre of speakers who know about the key issues on thyroid imaging and therapy by holding a web training activity for interested SNMMI members (both physician and technologist). These speakers, once vetted by the Thyroid Subgroup, can then serve as the speaker pool for local outreach events. SNMMI staff will work with the SNMMI Chapters and Referring Physician Chapters to schedule these talks around the county.

Technologist Outreach

The subgroup would like to work with the SNMMI-TS section to train SNMMI technologists about thyroid imaging and therapy to prevent the use of outdated information and promote improved quality of patient care in this area.