

Outreach Committee Minutes
Tuesday, November 8, 2016
Conference Call
3 – 4 pm ET

Attending: Henry F. VanBrocklin, PhD (Co-Chair); Giuseppe Esposito, MD (Co-Chair); Betsy de Parry; Gary Dillehay, MD, FACNM, FACR; Mehdi Djekidel, MD; Phillip Koo, MD; Timothy Manzone, MD, JD, CCD; Prem Soman, MD, PhD; Alax Waxman, MD

Not Attending: Adina Alazraki, MD; Patrick Colletti, MD; Kevin Donohoe, MD; Jacob Dubroff, MD, PhD; Ashley Mishoe, PharmD; Erik Mittra, MD, PhD; Richard Siska Sr., NMAA, MIS, BSNM, NCT; James Timpe, MS, RT(N)(MR); Chadwick Wright, MD, PhD

SNMMI Staff: Virginia Pappas, Saima Hedrick, Linda Budzinski

1) **Welcome and Purpose, Henry VanBrocklin, PhD**

a) **Establish Quorum**

Quorum was established.

b) **Approve Minutes from 9/21/16**

Two changes were noted to the minutes:

- In the reports from the AUC Working Groups, the language should be changed to “AUC Outreach Working Groups” to distinguish them from the groups that are working on the AUC development.
- In the action items, the third bulleted item mistakenly stated “Patient Education Day” rather than “Patient Hill Day.”

The minutes were approved with the noted changes.

c) **Review Action Items**

The committee reviewed progress on all of the action items from the September 21st minutes and noted in particular the following:

- i) With regard to educating staff and members at PAAB-partner member FORCE (Facing Our Risk of Cancer Empowered) regarding nuclear medicine, S. Hedrick reported that Ben Franc, MD, at USCF will be reviewing literature on the topic and making recommendations on which articles to provide to FORCE.
- ii) Committee members made a number of suggestions for topics for the 2017 Patient Education Day. Potential topics for inclusion in the General Session presentations include:
 - Radiation safety awareness
 - Petitioning decision makers to provide coverage/reimbursement for newly approved FDA agents
 - Challenges facing their care providers with regard to enrolling in studies and providing access to newer technologies
 - How to access SNMMI’s patient resources

- Navigating the many resources available to patients and evaluating their reliability.
- iii) Both of the proposed Annual Meeting Outreach sessions were accepted. For the session on identifying and overcoming barriers to referrals, G. Esposito will moderate, and presenters will be G. Dillehay, M. Djekidel, and a third speaker TBD. The committee now needs to develop a survey for SNMMI members regarding barriers they find in their practices. G. Dillehay offered to assist in developing the survey.
- iv) For the ASCO MOU addendum, it was suggested that SNMMI try to work with ASCO to get better data on outcomes and imaging.

2) Updates

- a) **Brain Imaging Outreach Working Group:** S. Hedrick reported that the BIO Working Group is planning its fifth road show to educate referring physicians on amyloid imaging. The event is being planned for January 19 in Phoenix, AZ, in conjunction with the SNMMI Midwinter Meeting. Phillip Kuo, MD, from the University of Arizona is serving as organizer and will be working with colleagues at the Banner Healthcare as potential presenters.
- b) **Targeted Radioisotope Advisory Board Working Group:** The TRT Working Group is organizing subgroups within the membership based on specialty areas; these subgroups will then research and target potential audiences for 2017 outreach efforts.
- c) **Patient Advocacy Advisory Board:**
 - i) **Radiation Safety Info for Patients:** B. de Parry reported that the PAAB would like to develop patient-friendly information on the effects/cumulative effects of radiation and that expertise from the NM profession is needed. S. Hedrick suggested forming an ad hoc task force to address the issue. M. Djekidel agreed that education is needed both for patients and for referrers, and he offered to assist with such an effort. He cautioned against publishing too many measurements, because they do not always correlate with outcomes or apply from patient to patient. He indicated it would be helpful to educate patients on everyday exposures to radiation. G. Dillehay suggested producing a brochure that simply addresses, "What is Radiation?" and update the existing SNMMI fact sheet. *P. Kuo offered to share a University of Colorado Radiation Safety Dose Smart Card with relevant data.*
 - ii) **Website Updates:** B. de Parry noted that the PAAB and SNMMI staff have been working on improvements to the DiscoverMI website to make it more attractive and patient-friendly. S. Hedrick stated that staff are seeking input from the committee on the site and in particular for images that can be used on the "Diseases" and "Procedures" pages. The committee has received a spreadsheet with links to the pages requiring images. In some cases, staff have listed proposed images and in some cases, there are no images suggested. Committee members are asked to provide their expertise on whether the suggested images are appropriate and on where to find images for the pages where none were suggested.
- d) **Appropriate Use Criteria Outreach**
 - i) **Bone Scan:** S. Hedrick reported that the Bone Scan AUC Outreach Working Group has begun plans for educating referring physicians on the AUC and the related upcoming legislative

requirements. Because the technology is well established and the AUC does not contain any new indications, the goal will be simply to educate physicians on the existence of the AUC and the use of the CDS tool. To that end, staff recently held a call with staff at the American Urological Association and has a call scheduled with staff at the American Society of Clinical Oncologists to explore ways to best reach their memberships with this information. The group also plans to reach out to the American Society of Breast Surgeons.

- ii) **General Discussion:** The committee discussed the need to identify and target appropriate audiences for each AUC and the need for input from the referring physicians on how they will be affected by them and how best to implement them. V. Pappas noted that it will be necessary to wait until development of each AUC is complete to best understand what the message and thrust of outreach should be. She recommended discussion of this at the Midwinter Meeting. The meeting of the Outreach Committee will be scheduled on Saturday morning and a poll will be sent to members to determine the final time – 8 – 10 am or 2 - 4 pm.

3) Committee Projects and Engagements

- a) **Annual Meeting Presentations:** S. Hedrick noted that the organizers for the session on Patient Care are in need of a technologist who would be willing and able to present and provide that perspective. Committee members are asked to contact her with suggestions for a technologist.
- b) **Speaker Database:** Staff has begun to put together a list of members and their areas of expertise for use in assisting chapters and other groups in need of speakers on NM and MI topics. The committee received a copy of the database and is asked to provide L. Budzinski with their areas of expertise for inclusion.

ACTION ITEMS

- The committee will develop a survey for SNMMI members regarding barriers to referrals they find in their marketplaces. G. Dillehay will assist in developing the survey.
- M. Djekidel will assist the PAAB in developing an educational brochure regarding radiation safety.
- Committee members are asked to provide their expertise with regard to proposed/needed images for the “Diseases” and “Procedures” pages on DiscoverMI as outlined in the spreadsheet distributed with the call materials.
- Committee members are asked to contact S. Hedrick with suggestions for technologists who could be potential presenters for an Annual Meeting session on patient care.
- Committee are asked to provide L. Budzinski with their areas of expertise for inclusion in the SNMMI Outreach Speaker Database.
- SNMMI staff will poll the Outreach Committee to identify the most convenient time for a meeting at MWM - Saturday 1/21 8 - 10 am or 2 - 4 pm.