

**SNMMI Prostate Cancer Outreach Working Group Minutes
November 7, 2017
Conference Call**

Attending: Philip Koo, MD; Frankis Almaguel, MD, PhD; Robert Flavell, MD, PhD; Herman Kensky, MD; Felix Mottaghy; Ephraim Parent, MD; Bitai Savir-Baruch, MD; Chadwick Wright, MD, PhD; Saima Hedrick, MPH; Teresa Ellmer; Amber Robinson

1. Welcome and Introductions

P. Koo called the meeting to order. Quorum was established.

The agenda and minutes from the September 5, 2017 call were approved.

2. Session Proposal Redesign

- A proposal was submitted for ASCO GU last year, however the proposal was rejected. During the September meeting, the working group discussed developing a new proposal for the upcoming meeting on three topics: Prostate Theranostics and Imaging, Outcomes Data, and Incorporating Radiopharmaceuticals in Clinical Trials.
- S. Hedrick recommended that the working group select one topic as the sessions are typically 90 minutes. The group decided that Prostate Theranostics and Imaging will be the topic for the ASCO GU. The submission deadline for ASCO GU is in February 2018 and the deadline for ASCO GI is in January 2018.
- The proposal is informal and lists objectives, target audiences and references. R. Flavell and F. Mottaghy will draft a narrative on theranostics and circulate to the working group for comments and edits.
- S. Hedrick will email R. Flavell and F. Mottaghy the previous proposal template.
- S. Hedrick will find the proposal contact for ASCO and send to P. Koo.

3. Factsheet Edits

- S. Hedrick asked the group to review current factsheets and update where needed. L. Budzinski coordinated the work on the factsheets prior to her departure with SNMMI. She will be coming back onboard for a few hours/week to help the Outreach team while SNMMI leadership finds a replacement for S. Hedrick's position. S. Hedrick will see if L. Budzinski can pick up these efforts when she returns, and E. Parent will work with L. Budzinski.
- S. Hedrick asked members to send any existing documents from their institutions that can be used to update the factsheets.

4. Social Media "How To" Document

- The Outreach Committee is in the process of creating a proposal for SNMMI's Annual Meeting. This presentation will provide the following: a general overview of the social media channels and how they operate, examples of successful ways social media has been used in the field of nuclear

medicine, and SNMMI staff will discuss effective messaging and how members can use this to spread awareness and build a personal brand.

- S. Hedrick asked for feedback regarding members' usage of social media, and specifically if anyone is following SNMMI's channels. The consensus is that there isn't much usage and there's not a lot of output on SNMMI's Facebook page.

5. **September Facebook Live Event**

- R. Flavell volunteered for the Facebook Live Event, hosted by ZERO. Due to high turnover in ZERO's office, the event was canceled. There is an opportunity for another event in 2018.

6. **New Business**

- P. Koo- a lot of the older lecture series relevant to GU Imaging have been posted on URO Today's website. P. Koo will report on number of views at SNMMI's Annual meeting.
- S. Hedrick asked the working group if they would be interested in collecting "What to Expect" videos for Prostate Cancer patients to help them prepare for therapy. E. Parent will contact Blue Earth to see if they have an existing video SNMMI can use.

The meeting adjourned at 2:38 PM

ACTION ITEMS:

- **Session Proposal Redesign-** R. Flavell and F. Mottaghy will draft a narrative on theranostics and circulate to the working group for comments and edits.
- **Session Proposal Redesign** S. Hedrick will email R. Flavell and F. Mottaghy the previous proposal template.
- **Session Proposal Redesign** S. Hedrick will find the proposal contact for ASCO and send to P. Koo.
- **Factsheet Edits** Budzinski can pick up these efforts when she returns, and E. Parent will work with L. Budzinski.
- **Factsheet Edits** S. Hedrick asked members to send any existing documents from their institutions that can be used to update the factsheets.
- **New Business** E. Parent will contact Blue Earth to see if they have an existing video SNMMI can use.