

Prostate Cancer Outreach Working Group Meeting

September 5, 2017

2:00 – 3:00 p.m. ET

Working Group Members Attending: Phillip Koo, MD (Chair); Frank Almaguel, MD, PhD; Guido M. Davidzon, MD, SM; Robert Flavell, MD, PhD; Herman Kensky, MD; Felix Mottaghy, MD, PhD; Ephraim Parent, MD; Andrew Qwon, MD

Not in Attendance: Salvado Borge-Neto, MD; Bennett Chin, MD; Ajit Goenka, MD; Suresh Pandey, PhD; Bitai Savir-Baruch, MD; Sushu Tripathi, PdD; Chadwick Wright, MD, PhD Katherine Zukotynski, MD,

SNMMI Staff Attending: Linda Budzinski

1) **Welcome and Call to Order**

a) **Establish Quorum**

Quorum was not established.

b) **Approve Minutes**

The group was not able to approve the minutes from 8/1/17.

2) **Session Proposal Redesign**

The Working Group's proposal for a session on "Advances in Prostate Cancer" Imaging, Diagnosis, and Management" at ASCO GU was not accepted. The proposal needs to be redesigned before being sent to additional medical societies to make it more relevant and "cutting edge." Among the ideas discussed for a new proposal were:

- Session should focus on how NM procedures can result in changes to the audience's practices and patient outcomes, i.e., what does it mean to them and what can they do now.
- Three sections should be:
 - Prostate cancer theranostics and imaging
 - Outcomes data
 - How to incorporate radiopharmaceuticals into clinical trials
- Would be best to have the outcomes data presented by a medical oncologist rather than by a NM physician

L. Budzinski noted that an important step in developing the proposal is to identify speakers who can address the topics named. Working Group members are asked to contact Saima Hedrick at shedrick@snmmi.org if they are willing to speak or if they have suggestions on speakers for the three topics named above.

3) Factsheet Edits

Working Group members were asked to review and provide edits for two TRT-related factsheets, “Targeted Radionuclide Therapy and Prostate Cancer” and “Molecular Imaging and Prostate Cancer.”

No one had yet reviewed the “TRT and Prostate Cancer” factsheet.

Some members had reviewed the “Molecular Imaging and Prostate Cancer” sheet and noted that it was very outdated and in need of numerous changes.

Working Group members are asked to make notes of their edits on the Word documents using track changes by September 30 and email them to S. Hedrick at shedrick@snmmi.org.

4) Social Media

a) “How to” document

The group was provided with a document explaining how to connect with SNMMI’s social media accounts. Working Group members are encouraged to post on prostate cancer topics and/or link to SNMMI posts on their social media accounts. P. Koo noted that he believes it would be very helpful to have a session at an SNMMI meeting on social media skills. L. Budzinski stated that the Outreach Committee is considering proposing such a session and indicated she would pass on the recommendation to the committee.

b) September Facebook Live event

L. Budzinski reported that Outreach Committee Co-Chair Giuseppe Esposito and SNMMI staff met with two prostate-related patient groups in August: ZERO Cancer and Men’s Health Network. These groups are interested in collaborating with SNMMI on social media patient outreach efforts.

ZERO has proposed a Facebook live event during the month of September, in recognition of Prostate Cancer Awareness Month. Ideally SNMMI and ZERO would like to have someone from the Working Group host this event. The member would need to have a computer and a camera. R. Flavell offered to host the event. Staff will connect with him to set a date and to discuss logistics and content.

Working Group members will be asked to assist in promoting the event once it has been scheduled.

L. Budzinski noted that ZERO also is interested in proposing a patient representative for the Working Group. They asked what level of staging/knowledge is desired. P. Kuo stated that a desire to advocate for patient needs is more important than any specific level of staging/knowledge.

ACTION ITEMS

Please update any action items that may have resulted from my edits above.

- Working Group members are asked to contact Saima Hedrick at shedrick@snmmi.org if they are willing to speak at medical society conferences or if they have suggestions on speakers.
 - Working Group members are asked to make notes of their Factsheet edits on the Word documents using track changes by September 30 and email them to S. Hedrick at shedrick@snmmi.org.
 - Working Group members are encouraged to post on prostate cancer topics and/or link to SNMMI posts on their social media accounts.
 - Staff will pass on the recommendation to hold an educational session on social media to the Outreach Committee.
 - R. Flavell offered to host a September Facebook Live event. Staff will connect with him to set a date and to discuss logistics and content.
 - Working Group members will be asked to assist in promoting the Facebook Live event once it has been scheduled.