

Outreach Committee Meeting Minutes
October 16, 2017
Conference Call

Attending: Gary Dillehay, MD, FACNM, FACR; Mehdi Djekidel, MD; Kevin J. Donohoe, MD; David Douglass; Giuseppe Esposito, MD; Lyndsi Hay, CNMT, RT(N); Phil Kuo, MD, PhD; Erik Mittra, MD, PhD; Stephen Schwartz; Thomas Schindler, MD; Chadwick Wright, MD, PhD; Virginia Pappas, CAE; Saima Hedrick, MPH; Amber Robinson

1. Welcome and Call to Order

G. Esposito and M. Djekidel called the meeting to order with attendee introductions. G. Esposito made a special introduction for David Douglas who is a new Fellow for SNMMI and a new member of the Outreach Committee. S. Hedrick noted that quorum was established.

The minutes from the 6/10/17 meeting were approved without objection. The Committee reviewed the action items from the 6/10/17 meeting as follows:

a. Outreach to Hospital Administrators/Chapters

- SNMMI's Health Policy and Regulatory Affairs Department will collaborate with the Outreach Department in order to connect with hospital administrators and insurers as managed care is more specific to the Coding and Reimbursement Committee. S. Hedrick will work with W. Powell to create a proposal for the Outreach Committee and update the Committee at the next meeting.
- S. Hedrick is in the process of connecting with Denise Merlino about presenting at RBMA. Denise is knowledgeable in the comparative effectiveness of different types of imaging procedures. An update will be given on the next call.
- G. Esposito and M. Djekidel connected with the state/regional Chapters via conference calls and provided the following feedback:
 - The Chapters are interested in developing more synergy with SNMMI on the National level in addition to creating more synergies between each of the Chapters.
 - There are local challenges in getting people into the Chapters and in creating more exposure for nuclear medicine. G. Esposito and M. Djekidel suggested developing more roadshows to help in this area.
 - The Chapters agreed on the importance of establishing a local representative that would serve as liaison between SNMMI and all of the Chapters. There was a motion to create a subcommittee underneath the Outreach Committee's umbrella to establish the roles, objectives and guidelines for this new position. The subcommittee will be comprised of representatives from each Chapter. Formal meetings will be held via conference call or an online platform like Higher Logic. The liaison role will serve as a non-voting member.

b. Managing Relationships and Tracking Progress



- Outreach to RSNA was tabled. SNMMI leadership meets the imaging societies regularly and facilitates ongoing collaboration between the groups. Since this type of outreach isn't a specific function of the Outreach Committee, no involvement is needed at this time.
- SNMMI has a CRM platform that can be used for Outreach specific contacts. Staff will get trained on the system in 2018.
- There are two new technologists joining the Outreach Committee: Lyndsi Hay and Dmitri Beyder.
- SNMMI has a separate reimbursement group that is being managed by the Health Policy Department. They are working on getting some data around effectiveness and will reach out to CMS. S. Hedrick will give update once the meeting with CMS is complete.

c. Working Groups

- BIO is working on contacting neurologists to propose imaging speakers for educational events.
- TRT- E. Mitra noted that the working group is in the process of working on the practical guidelines and "What to Expect" videos. There will be a conference call in the next few weeks as there were some issues getting members to start this work. P. Kuo will share the Spanish-language version of the I-131 guidelines with S. Hedrick.
- PAAB- SNMMI staff was tasked with creating a list of targeted procedures for the 2017-2018 FY. The list will be prioritized once the Domain for Outreach Grid is complete.

2. Outreach Domain and Vision of Success

- a. G. Esposito and M. Djekidel met with Domain Chair, Vasken Dilsizian in September to review the Outreach Committees' activities and initiatives. Minutes from that meeting are attached.
- b. V. Pappas noted that the SNMMI Strategic Plan's objectives and tactics were revised based on the feedback from the Domain Chairs and the Board of Directors. The Domain for Outreach Grid reflects the revised plan and includes areas for success indicators and timelines. The Outreach Committee is tasked with deciding the success indicators for each section as the goals need to be member driven.
 - Members of the Outreach Committee will send in their list of success indicators to S. Hedrick for compilation. Members will then vote on the success indicators for each section on the next conference call at the beginning of November. The Domain Chairs and an Industry Advisory Group will meet at RSNA to review the indicators and further refine the Grid. S. Schwartz recommended changing the language regarding the '...sole source of expertise and cutting-edge information on nuclear medicine' under Objective 1, Tactic 2 in Column A. as the Committee is working with other groups. S. Hedrick will change the word 'sole' to better reflect collaborative relationships and efforts.
 - S. Hedrick will revise the text in Objective 5 regarding outreach to hospital administrators to include managed care networks.

3. Committee Projects and Engagements



- a. Lymphoma Roadshow Pilot- recommended by a previous Committee member to serve as a live version of the Journal SAMS that dealt with the management and staging of lymphoma. This will be a fundraising effort so expenses will not come out of the Outreach Committee's budget. The Committee agreed this program aligns with the Outreach Committee's mission and recommended connecting with the Lymphoma Research Foundation on possible collaborations.
- b. AUC Summary for Patients- PAAB decided to create lay versions of the AUC for patients and the general public. The final versions will be sent to the AUC writers for fact checking. Members of the Outreach Committee that are interested in helping should connect with S. Hedrick. List of AUC topics are available online at snmmi.org/AUC.
- c. Referring Physician Factsheets- the Committee is creating physician focused factsheets of the AUC documents that explain what's in the AUC. Key references and an executive summary will be included. Committee members should use these factsheets while doing outreach.
 - The Committee will create a dissemination strategy for the physicians.

4. No New Business

5. Adjourn

- a. The meeting adjourned at 11:03am.

ACTION ITEMS

- S. Hedrick will work with W. Powell to create a proposal for the Outreach Committee and update the Committee at the next meeting regarding outreach to hospital administrators and insurers.
- S. Hedrick will connect with Denise Merlino about speaking at RBMA
- Create a subcommittee to establish the roles, objectives and guidelines for the new local representative that would serve as liaison between SNMMI and all of the Chapters
- SNMMI Staff will get trained on the CRM in 2018.
- SNMMI has a separate reimbursement group that is being managed by the Health Policy Department. They are working on getting some data around effectiveness and will reach out to CMS. S. Hedrick will give update once the meeting with CMS is complete.
- P. Kuo will share the Spanish-language version of the I-131 guidelines with S. Hedrick.
- PAAB- SNMMI staff was tasked with creating a list of targeted procedures for the 2017-2018 FY. The list will be prioritized once the Grid is complete
- The Outreach Committee is tasked with deciding the success indicators for each section as the goals need to be member driven. Members of the Outreach Committee will send in their list of success indicators to S. Hedrick for compilation. Members will then vote on the success indicators for each section on the next conference call at the beginning of November
- In the Domain for Outreach Grid under Objective I, Tactic 2 in Column A. '...sole source of expertise and cutting-edge information on nuclear medicine'- S. Hedrick will change the word 'sole' to better reflect collaborative relationships and efforts.
- In the Domain for Outreach Grid-S. Hedrick will revise the text in Objective 5 regarding outreach to hospital administrators to include managed care networks.
- Lymphoma Roadshow Pilot- The Committee recommended connecting with the Lymphoma Research Foundation on possible collaborations.
- Referring Physician Factsheets- create a dissemination strategy for the physicians.