

Outreach Committee Minutes
Wednesday, September 21, 2016
Conference Call
11 a.m. – 12 noon ET

Attending: Henry F. VanBrocklin, PhD (Co-Chair); Giuseppe Esposito, MD (Co-Chair); Adina Alazraki, MD; Betsy de Parry; Gary Dillehay, MD, FACNM, FACR; Mehdi Djekidel, MD; Kevin Donohoe, MD; Jacob Dubroff, MD, PhD; Phillip Koo, MD; Timothy Manzone, MD, JD, CCD; Erik Mittra, MD, PhD

Not Attending: Patrick Colletti, MD; Ashley Mishoe, PharmD; Richard Siska Sr., NMAA, MIS, BSNM, NCT; Prem Soman, MD, PhD; James Timpe, MS, RT(N)(MR); Alax Waxman, MD; Chadwick Wright, MD, PhD

SNMMI Staff: Virginia Pappas, Saima Hedrick, Linda Budzinski

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

- **Introductions**

Committee members on the call introduced themselves and their roles on the committee. H. VanBrocklin offered an overview of the purpose of the committee, noting that historically the committee has focused on connecting with outside referring physician and patient organizations but that more recently it has added an “in-reach” component, equipping SNMMI members to build connections within their own communities. He and S. Hedrick encouraged members to review the 2017 Draft Outreach Plan and the SNMMI Strategic Plan Outreach Slides to familiarize themselves with the committee’s purpose, goals, and planned activities.

- **Establish Quorum**

Quorum was established.

- **Approve Minutes from 6/10/16**

The minutes were approved without changes. In relation to the action item regarding distribution of Outreach Tools developed for the 2016 Annual Meeting, the committee was asked to review an online page under development (Link: <http://www.snmmi.org/AboutSNMMI/Outreach.aspx?ItemNumber=21456>) and provide input and feedback. J. Dubroff asked for a minor revision (changing “comparison” to “review” in a description of one of the videos). SNMMI staff indicated they would make the change immediately.

2) **Updates**

- **Brain Imaging Outreach Working Group:** J. Dubroff noted that the BIO Working Group has held three roadshows discussing amyloid/PET in the past year and is holding its fourth at Washington University in St. Louis on September 28. The group is exploring the possibility of staging future roadshows in Arizona and Florida. In addition, the BIO Working Group has presented or is submitting proposals to present at a number of industry meetings, including the American Psychiatric Association, the Society of Biological Psychiatry, the American Society of

Neuroradiology, and the Society for Neuroscience. In addition, the working group is repurposing some of these presentations to create enduring content for the SNMMI website.

- **Targeted Radioisotope Advisory Board Working Group:** E. Mitra noted that the TRT Working Group is undergoing a transition in membership and chairmanship. Still, it has numerous initiatives underway, including presentations and/or table-top informational exhibits in late summer/early fall at ASTRO (American Society for Radiation Oncology), North American Neuroendocrine Tumor Society, and the American Thyroid Association. Future plans include presentations at American Society of Clinical Oncology and the American Urological Association.
- **Patient Advocacy Advisory Board:** B. de Parry reported that the PAAB is expanding, with a new member to be appointed from Women Heart and the possibility of membership from the Michael J. Fox Foundation. In addition, the Lung Cancer Alliance has appointed a new representative to the Board, Elridge Proctor, who has a background in advocacy lobbying. She also reported that SNMMI has met with FORCE and is looking at ways to collaborate more closely with that group. S. Hedrick noted that the Society wants to be able to provide FORCE with patient-friendly information such as newspaper articles and editorials on the use of nuclear medicine to detect/treat breast cancer. She asked that committee members share any such resources with staff. B. de Parry reported that the PAAB is working on improvements to the DiscoverMI website. She stated that they also are researching possible dates for a Patient Hill Day. H. VanBrocklin urged the PAAB to continue its Hill Day activities as they are vital to the Society's advocacy efforts. S. Hedrick indicated she would meet with the Society's legislative staff to discuss. Finally, B. de Parry noted that the PAAB would welcome input from committee members on potential topics for the 2017 SNMMI Patient Education Day.
- **Appropriate Use Criteria**
 - i) **Bone Scan:** K. Donohoe reported that the Bone Scan AUC Outreach Working Group held its first call on September 19 and that it is exploring how best to educate referring physicians regarding the Appropriate Use Criteria. He stated that one key will be to ensure that the AUC is included in the physician support software tools currently on the market. One of the group's first steps is to determine which physicians typically order bone scans (e.g., generalists vs. oncologists vs. surgeons). M. Djekidel suggested that SNMMI members could report which doctors within their institutions order the scans. K. Donohoe agreed this would be very helpful but noted that small community practices must also be accounted for in some way. S. Hedrick added that the working group plans to add representation from referring physicians' organizations to the group to ensure their perspective is represented.
 - ii) **HIDA:** G. Dillehay indicated that the HIDA AUC Outreach Working Group is still in formative stages and will be looking at the same questions the Bone Scan group is exploring.

3) ASCO MOU

S. Hedrick asked committee members to review a Memorandum of Understanding between SNMMI and the American Society of Clinical Oncology. She reported that the ASCO leadership has agreed to the terms of the MOU, which are very general, and have asked that the Society put together an addendum in the form of specific proposals on how the two organizations can collaborate. Among

the projects to be proposed are joint publicity of the AUCs, joint educational offerings, and a video. SNMMI staff plan to draw up this addendum before the end of the year for review by the committee. V. Pappas noted that the original MOU will be signed and sent to ASCO within a week to formalize the relationship. G. Dillehay stated that this is a wonderful opportunity for SNMMI and will help give the Society's messages greater credibility with the oncologist audience.

4) Proposals for SNMMI Annual Meeting

S. Hedrick shared two ideas for outreach-related presentations at the 2017 SNMMI Annual Meeting:

- Using data from a recent Patient Education Day survey on patient perceptions and concerns related to nuclear medicine to provide insight on how technicians and physicians can best discuss the topic with their patients to educate them and alleviate concerns.
- Polling SNMMI members to understand the barriers to referrals they are seeing in their own communities and practices (e.g., reimbursement) and putting together a session on how to best address those barriers. H. VanBrocklin suggested that a preliminary questionnaire be sent to Outreach Committee members to help in formulating the member poll. SNMMI staff will develop and disseminate the preliminary questionnaire.

5) Chapter Outreach

S. Hedrick provided a brief overview of the committee's chapter outreach objectives and asked that committee members inform staff if they are willing and able to be added to the Outreach Speaker Database and if so, which topic(s) they can address. Travel costs for speaking engagements are paid for out of the Outreach budget. M. Djekidel indicated he would be willing to speak on brain-related topics. SNMMI staff will add him to the database.

ACTION ITEMS

- SNMMI staff indicated will change the wording on the Outreach Tools website page currently under development as per J. Dubroff's request.
- Committee members will share nuclear medicine/breast cancer patient-friendly newspaper articles, editorials, etc., with staff for use in working with FORCE.
- S. Hedrick indicated she would meet with the Society's legislative staff to discuss timing for the next Patient Hill Day.
- Committee members will share input on potential topics for the 2017 SNMMI Patient Education Day with B. deParry.
- The SNMMI/ASCO MOU will be signed and sent to ASCO within a week.
- SNMMI staff will draw up a draft addendum to the MOU outlining specific collaborative projects for review by the committee before the end of 2016.
- SNMMI staff will develop and disseminate a preliminary questionnaire regarding barriers to referrals to gather responses from Committee members.
- SNMMI staff will add M. Djekidel to the speaker database as an expert on brain-related topics.