

## Outreach Committee Board Report September 2016

The Outreach Committee is co-chaired by Henry VanBrocklin, PhD and Giuseppe Esposito, MD. Dr. Esposito is newly appointed to this position and is the Chief of Nuclear Medicine at Georgetown University.

The Committee consists of 6 special interest group representatives (PIC, BIC, TCOE, PETCOE, YPC, SNMMI-TS), Chairs of the outreach working groups, and the current Slosky Fellow. Each of these representatives work to accomplish the strategic outreach objectives outlined below.

### General Outreach

The Outreach Committee aims to reach SNMMI members so that they are aware of ongoing outreach efforts at the national level, as well as share available materials with members interested in doing outreach in their own communities.

At the SNMMI 2016 meeting, Henry VanBrocklin, PhD and Jean-Luc Urbain, MD (of the Canadian Nuclear Medicine Society) co-organized a session entitled “Outreach and Educational Tools to Enhance Your Nuclear Medicine Practice: A Professional and Practical Approach”. The session highlighted the various initiatives taking place across the 5 continents to educate the non-nuclear medicine professionals, patients, legislators, and administrative decision makers about the advantages and benefits of nuclear medicine procedures and therapies. Speakers from the IAEA and CANM provided an international perspective, while Dr. VanBrocklin, Josh Mailman (past Chair of the SNMMI Patient Advocacy Advisory Board) and Debbie Gibbons (PET NET) gave a multisector overview of what is being done in the US. Resources mentioned in these talks were collated and distributed to participants via flash drive. These resources will also be made available on the SNMMI website for members to download them as needed.

### Chapter Outreach

In addition to the AM session, the Outreach Committee invited the Chapter Executive Directors to the Outreach Committee meeting in San Diego to initiate a dialogue about the outreach priorities and allow them to brainstorm ideas for sessions at their meetings. A follow up conference call will be held to determine which chapters are interested in having a dedicated session to highlight the most current/pressing outreach topics.

### AUC Dissemination

In anticipation of the new AUCs, the Outreach Committee created working groups to disseminate these AUCs to relevant audiences. The main objective for each of these working groups is to inform referring physicians and patients of the appropriate and inappropriate indications for each procedure, thereby promoting quality healthcare and improved patient outcomes. Work plans are currently being created for each of these work groups to target referring physicians via sessions at national meetings, expert videos, and a targeted social media and marketing campaign. Target organizations for each AUC outreach effort are listed below. Any overlap in target organizations will be addressed by proposing a multi-speaker session to cover each AUC.

#### **PET/CT AUC Outreach Working Group**

*Chair: Patrick Colletti, MD*

The group aims to secure sessions at the following meetings and have regional roadshows at NCI-designated hospitals, and has already begun reaching out to their referring physician colleagues.



- FORCE (Patient Advocacy Organization)
- Lymphoma Research Foundation (Patient Advocacy Organization)
- San Antonio Breast Cancer Symposium
- ASCO Gastrointestinal Symposium
- ASCO Genitourinary Symposium
- SSO Annual Cancer Symposium
- ACP Internal Medicine Meeting
- ASCO Annual Meeting
- American Society of Pediatric Hematology and Oncology Annual Meeting
- Children's Oncology Group (Cooperative Trial Group)

### **HIDA AUC Outreach Working Group**

*Chair: Gary Dillehay, MD*

- ASCO Gastrointestinal Symposium
- SSO Annual Cancer Symposium
- ACP Internal Medicine Meeting
- American College of Surgeons Annual Meeting

### **Bone Scanning AUC Outreach Working Group**

*Chair: Kevin Donohoe, MD*

- American Society of Clinical Oncology
- American Urological Association
- San Antonio Breast Cancer Symposium

### **V/Q AUC Outreach Working Group**

*Chair: Alan Waxman, MD*

- American College of Emergency Physicians
- Society of Thoracic Surgeons
- American Society of Hematology
- American College of Physicians
- American Academy of Family Physicians
- American Academy of Pediatrics
- American College of Radiology

## Brain Imaging Outreach (BIO)

Chair: *Jacob Dubroff, MD*

The BIO working group has been targeting referring physicians through sessions at annual meetings, and road shows at universities around the country.

### Road Shows

On July 19<sup>th</sup>, SNMMI held the third road show (in a series of 4) at the University of California, San Francisco Mission Bay Conference Center. This collaborative event with UCSF drew 80 attendees – 56 referrers and other health care providers, and 24 imaging specialists. The event began with introductory comments from Miguel Pampaloni, MD (Chair of Nuclear Medicine at UCSF) and Elizabeth Edgerly, PhD, Chief Program Officer of the Alzheimer's Association Northern California and Northern Nevada Chapter. The CME program consisted of 3 parts: a talk by Michael Weiner, MD on Alzheimer's disease pathology, a detailed overview of amyloid imaging and the IDEAS study by Gil Rabinovici, MD, and case presentations to show the appropriate use of this technology by Miguel Pampaloni, MD. The event offered free CME for participants over dinner. Pre- and post-session surveys were conducted to assess change in knowledge (see Feedback section below).

The last roadshow in the series will be held at Washington University in St. Louis, MO on 9/28/2016. The program is outlined below.

5:00 - 6:00 pm **Registration and Reception**

6:00 pm **Dinner is served**

6:30 - 6:50 pm **Welcome and Opening Remarks**

*Sally Schwarz, MS (moderator)*, Research Associate Professor and Director of Clinical PET Radiopharmaceutical Production  
Mallinckrodt Institute of Radiology  
Washington University School of Medicine

*Adrienne Holden, MSW, MPH, LMSW, ACSW*, Director of Medical & Research Initiatives  
St. Louis Chapter, Alzheimer's Association

6:50 - 7:15 pm **Alzheimer's Disease: Advances in Imaging**  
*Tammie L. S. Benzinger, MD, PhD*

7:15 - 7:40 pm **Amyloid PET for Medicare Patients:  
The IDEAS Study**  
*Barry A. Siegel, MD*

7:40 - 8:05 pm **Clinical Utility of Amyloid PET**  
*Gregory S. Day, MD, MSc, FRCPC*

8:05- 8:30 pm **Panel Discussion/Q&A**

### Feedback

To more effectively measure the success of outreach sessions at referring physician organizations, the BIO group conducted an amyloid AUC knowledge survey and, whenever possible, polled the audience using audience response systems. Data from the AAGP sessions and UCSF surveys is shown below.

## **Targeted Radioisotope Therapy Outreach**

*Chair: Erik Mittra, MD*

The Targeted Radioisotope Therapy working group is working to address underutilization of targeted radionuclide therapy, create updated patient materials for the website and patient education events, and educate legislators, regulatory officials, and funding bodies about the value of radionuclide therapy.

### *Collaborative Sessions/Symposia*

For the 3<sup>rd</sup> year, the TRT working group will hold a collaborative session at the North American Neuroendocrine Tumor Society meeting in Jackson Hole, WY on October 1<sup>st</sup>, 2016. Erik Mittra, MD, Michael Graham, MD, and Wolfgang Weber, MD will highlight the progress that has been made with PRRT and Gallium-68 and update attendees on availability in the US.

The working group has also successfully secured 2 sessions at the American Thyroid Association meeting on September 22 and 23<sup>rd</sup> in Denver, CO. The first session will debate the utility of pre-treatment scans. The speakers are Drs. Anca Avram and Martin Schlumberger. In the second session, Dr. Douglas Van Nostrand will discuss the use of I-131 for distant metastases.

The working group has secured a session at the American Society of Radiation Oncology on “Updates on Targeted Radioisotopes for Cancer Therapy”. The session will cover the following topics and conclude with a 15-minute panel discussion:

Therapies for osseous metastases (20 min), Ghassan, El-Haddad, MD

Therapies for lymphoma and hepatic metastases (20 min), Arif Sheikh, MD

Peptide receptor radionuclide therapy for neuroendocrine tumors (20 min) – Erik Mittra, MD

## **Patient Advocacy Advisory Board (PAAB)**

*Chair: Betsy de Parry*

### *Patient Education Day (PED)*

This annual patient education event has been growing in size for the last few years due to SNMMI’s strong partnerships with the organizations on the PAAB. The event drew 100 attendees at the SNMMI Annual Meeting in San Diego, CA. As in previous years, the program was provided at no cost to attendees. The general sessions in the morning provided an overview of nuclear medicine and molecular imaging, what patients need to know about radiation safety, and the process of getting tracers to the market. The afternoon program consisted of a focus group lunch led by Josh Mailman (Past Chair of the Patient Advocacy Advisory Board). The lunch yielded interesting pre- and post- program data (see below). After lunch, attendees attended one of three disease-specific breakout sessions – prostate cancer, neuroendocrine tumors, and breast cancer. These sessions were created in collaboration with the Men’s Health Network, ZERO: Project to End Prostate Cancer, NorCal CarciNET Community, and FORCE: Facing Our Risk of Cancer Empowered. The event concluded with an advocacy reception to honor the PAAB members and allow advocates to network. Sponsors for this event were Genzyme and Advanced Accelerator Applications.