SNM Mission  To improve health care by advancing molecular imaging and therapy.

Our Vision  SNM will be the leader in advancing and unifying molecular imaging and therapy.

Commitment  SNM members work together as well as collaborate with the medical community to best diagnose and treat disease by sharing knowledge to optimize treatment outcomes.

Focus  SNM will help members translate multi-modality breakthroughs by focusing on imaging to diagnose and treat disease; providing physicians and medical practitioners with the most scientific, cutting edge approach to improving patient care.

Leadership  In looking ahead to the future, SNM membership will be essential as we provide a unique knowledge base and continue to ensure that our members are at the forefront of their profession as well as on the cutting edge of patient care.
SNM’s longstanding commitment to embrace innovative ideas, seize important opportunities and support the research and work of members in creating life-saving breakthroughs continues to shape how we drive our mission forward every day.

SNM remains bold and relevant. We welcome innovation in molecular imaging and nuclear medicine research and treatment, in advocacy, in educating and training the current and future workforce, in member services, in fundraising and developing new grants and scholarships and in promoting the work you do.

It’s certain that the next decade will be one of breakthrough discovery that will lead to the translation of medical and scientific advances to improve the health of people everywhere. As the leader in advancing molecular imaging and therapy and supporting nuclear medicine, SNM supports translating multimodality advances from the lab into practical tools for doctors—thus expanding treatment options for patients. SNM fosters broad interdisciplinary collaboration that uses multiple approaches to study disease. SNM encourages information transfer from the clinic back to the basic research arena. SNM contributes to the breadth of molecular imaging and nuclear medicine to understand disease and health.

It’s been a year since SNM’s rebranding, and our actions ensure that the society is recognized, well presented and strongly represented as a leader and innovator in advancing molecular imaging and therapy and supporting nuclear medicine. SNM membership is essential as we provide a unique knowledge base so our members remain at the forefront of their profession as well as on the cutting edge of patient care.

Meeting human challenges involves making human connections. Speaking out to those in government and regulatory agencies is only part of the story here at SNM. We recognize the need to help the general public better understand the benefits of molecular imaging and nuclear medicine. At the same time we recognize our responsibility to a great many signature programs that more directly concern our society’s 17,000 members, such as continuing education (including maintenance of certification), quality assurance (particularly in the area of PET validation) and our PET and Molecular Imaging Centers of Excellence.

Your society is financially sound and prepared to meet the many challenges ahead. We have a strong membership base, one that increased 11 percent from the previous year. Our resources—along with sound fiscal management—allow us to meet future opportunities to serve and advocate for you.

Our successes are possible only with the dedicated support and hard work of our physician, technologist and scientist leaders. We realize that the health care environment in which our members practice and train is ever-changing—and we thank our members for allowing us the honor of helping them navigate the many diverse challenges facing the medical profession. I also want to take this opportunity to thank our many corporate partners for their continued support and advice.

In 2007, our bold initiatives brought rich rewards. We will continue to work together with—and in support of—our members, as we move toward our shared goal: protecting the health of all patients.

Virginia Pappas, CAE
Chief Executive Officer, SNM
To assure patients of high-quality, individualized care and prepare our members for the future, SNM is advancing molecular imaging through the five-year $5 million Bench to Beside Molecular Imaging Campaign. SNM is firmly committed to a leadership role in coordinating molecular imaging efforts across all modalities.

Funded by the ongoing campaign, the society’s Molecular Imaging Center of Excellence (MICoE) has made remarkable progress toward achieving a set of ambitious goals for the society that encompass communications, advocacy, outreach, education and translational activities. Many of these activities are outlined elsewhere in this report.

A key element of the fundraising initiative is to recommend pathways for future molecular imaging probes to move from bench to bedside. This year, MICoE held the first in a series of ongoing retreats on translational research issues to help identify, define and demonstrate the essential concepts and competencies needed to translate research findings into clinical practice. Action items from the June 2007 meeting, called “Developing Strategies for Imminently Emerging Technologies: An Action Planning Retreat,” were published in JNM in February. Participants in the retreat identified key issues in emerging molecular imaging technologies, including topics related to: (1) development and clinical introduction; (2) regulatory actions; and (3) Center for Medicare and Medicaid Services (CMS) funding, clinical acceptance, and expansion of indications. Action steps were recommended for SNM and other groups, including: (1) demonstrating the clinical effectiveness of molecular imaging; (2) ensuring reimbursement for use of molecular imaging agents; (3) obtaining U.S. Food and Drug Administration approval based on validation rather than on clinical results; (4) improving standardization efforts, including the development of community guidelines; and (5) addressing intellectual property issues.

The program for the February 2008 Industry/Expert Summit was organized specifically to encourage discussion and feedback from participants. The 4 main sessions included “Strategies to Engage Pharma,” “Strategies for FastTrack Technological Development and Regulatory Issues,” “Strategies to Engage Referring Physicians and Increase Utilization of Clinical Molecular Imaging,” and “Strategies for Getting the Word Out.” These sessions provided a framework that was augmented by question-and-answer periods, break-out sessions in which participants informally discussed issues raised; and a wrap-up presentation in which each session chair reported conclusions and recommendations. This summary will appear in the June JNM and specific recommendations will shape the MICoE workplan for the next year.

For molecular imaging to truly become a reality for patients, it will need to be embraced by the wider clinical community. Groups or organizations within the medical, research and pharmaceutical communities will be vital to developing momentum to adopt molecular imaging objectives. Through member “ambassadors,” MICoE is reaching out to other medical and patient organizations to identify areas of common interest and future collaborative educational and outreach activities, such as jointly sponsored meetings.

Additionally, the PET Utilization Task Force, created by the PET Center of Excellence to address the recent decrease in PET/CT utilization, is identifying the factors responsible for the growth of PET/CT in oncology, cardiology and neurology; exploring the opportunities and threats regarding PET/CT utilization; and developing short-term goals and long-range plans to increase PET/CT utilization. Funded by the MICoE and the PET Center of Excellence, task force members will produce and distribute a survey related to current satisfaction level of the PET/CT services referring physicians are receiving and identify specific quality issues; develop clinical practice guidelines to ensure appropriate utilization and proper performance of PET/CT; pinpoint the educational needs of physicians and technologists who perform and interpret PET/CT and develop a report template to standardize reporting and improve quality; and identify research priorities and develop standardized research methodology that will facilitate aggregation of data.
HIGHLIGHTS

• Developed the definition of molecular imaging as the visualization, characterization and measurement of biological processes at the molecular and cellular levels in humans and other living systems. Molecular imaging typically includes two- or three-dimensional imaging as well as quantification over time. The techniques used include radiotracer imaging/nuclear medicine, MRI, MRS, optical imaging, ultrasound and others.

• Convened a professional/corporate retreat to examine issues related to the utilization of current molecular imaging probes; the development of the next generation of molecular imaging probes and technologies; and regulatory approval, clinical introduction, acceptance and reimbursement.


• Hosted the second Industry/Expert Molecular Imaging Summit to explore outreach to drug companies, strategies for fast-track technological development and regulatory issues and ways to engage referring physicians and increase utilization of clinical molecular imaging.

• Began developing consensus definitions and bibliographies of optical imaging, MRS and ultrasound.

• Secured financial commitments of almost $4.2 million from key corporate supporters and leaders in molecular imaging. Corporate donators include GE Healthcare, Lantheus Medical Imaging, Coviden, IBA Molecular, Siemens Medical USA, Bracco Diagnostics, Cardinal Health, MDS Nordion, Philips, Mediso Medical Imaging Systems, Molecular Insight, Digirad, FluoroPharma, Hermes, NukeMed Inc., NuView Radiopharmaceuticals and Rotem Inc. SNM and SNMTS members have donated or pledged more than $200,000 toward the $500,000 SNM membership fundraising goal.

• Produced a quarterly MI Gateway Newsletter, which provides in-depth articles from MI experts as well as references, MICOE news and calendar items.

• Funded a molecular imaging and oncology JNM supplement for 2008.

• Through member ambassadors, collaborating with other organizations, such as the American Academy of Neurology, American Heart Association, American Chemical Society, American Society of Clinical Oncology, American Society for Therapeutic Radiology and Oncology, Radiation Research Society, and the National Coalition for Cancer Research.

• Began planning for a multi-modality, multi-society cardiovascular imaging symposium and multi-modality hybrid imaging summit in 2009.

• Created a “What Is Molecular Imaging?” presentation that can be used by members.
One of SNM’s most basic and important goals is to promote and disseminate new research and information to advance the field of molecular imaging. SNM provides this access through its journals, its two Web sites—the main site and the molecular imaging Web site—and other publications.

The *Journal of Nuclear Medicine* (JNM) is the one of the top imaging journals in the world, and it improves every year. Research published in JNM is highly cited and very current, offering an excellent resource for SNM members and subscribers. This year, a supplement on molecular imaging will further increase the value of the journal by giving readers and others an overview of how molecular imaging is changing the diagnosis and treatment of cancer. JNM now carries review “Focus on Molecular Imaging” articles and hybrid and multi-modality molecular imaging literature briefs.

The *Journal of Nuclear Medicine Technology* (JNMT) keeps nuclear medicine technologists poised at the forefront of their profession, focusing on the technology crucial to nuclear medicine. JNMT is a critical source of information and continuing education credit.

To increase awareness of molecular imaging and SNM’s leadership role, MICoE launched a new community Web site (www.molecularimagingcenter.org) to serve as a central repository for research and educational information for molecular imaging professionals, referring physicians and patients. The Web site more than quadrupled the number of unique visitors during a recent three-month period. SNM’s main Web site (www.snm.org) was redesigned to be more visually appealing and easier to navigate. Both sites carry specific molecular imaging content for patients, referring physicians and others in the molecular imaging community.

Additionally, SNM publishes books that are essential references for members and the medical community. “A Clinician’s Guide to Nuclear Medicine” and “A Clinician’s Guide to Nuclear Oncology” continue to be two of the most highly used references available for nuclear medicine. For technologists, SNMTS’s “Review of Nuclear Medicine Technology” and “Practical Mathematics” are fundamental resources for examination preparation, with sales averaging 1,000 each year.
• The *Journal of Nuclear Medicine* continues to be the top-rated journal for nuclear medicine and is consistently in the top three most highly rated journals for medical imaging.

• ISI impact factor of 4.684; immediacy index of 1.051

• 14,203 citations

• Low receipt-to-publication time of 5.3 months; acceptance rate of 35 percent

• New cover re-design debuted

• Evolved its mission statement to include molecular imaging

• JNM articles dating from 1964 available in online archives

• Open access increased, making journals freely accessible to the public six months after publication

• All articles published ahead of print to make research available as soon as possible to the community

• A JNM supplement on molecular imaging, providing an overview of how molecular imaging is changing the diagnosis and treatment of cancer, will be released in June 2008.

• With participation from MiCoE, JNM now carries “Focus on Molecular Imaging” articles and molecular imaging literature briefs.

• The *Journal of Nuclear Medicine Technology*, which underwent a redesign with a new editor at the helm, remains a key resource for technologist members. JNMT offers relevant new information and research and provides two continuing education articles per issue.

• SNM’s main Web site has been redesigned; MiCoE debuted its new Web site. Both sites offer molecular imaging content for patients, referring physicians and other medical practitioners.

• SNM initiated daily customized e-mail briefings (SNM SmartBriefs), which contain the latest medical and research news.

• The society and MiCoE and PET Centers of Excellence monthly member e-mail blasts provide news, references and calendar items.

• SNM’s fundamental books on nuclear medicine and nuclear medicine technology are key resources sold to approximately 1,000 medical professionals each year.
SNM—with its Molecular Imaging Center of Excellence—works closely with federal legislators, regulators, patient advocates and international trade organizations to ensure patient access to high-quality, safe and innovative molecular imaging and therapy services.

SNM coding and reimbursement experts constantly work to obtain appropriate Medicare and Medicaid reimbursement for molecular imaging and therapy procedures and agents and educate the professional community about proper coding techniques. SNM provides a variety of coding and reimbursement seminars across the country and develops educational products such as workbooks and Web resources. SNM continues to work to increase funding for medical imaging services provided in independent imaging facilities and physician offices.

It is critical to promote understanding of molecular imaging and its relationship to personalized medicine and improved patient outcomes among policymakers on Capitol Hill and in relevant federal agencies. MICoE will help implement an overall comprehensive government relations strategic plan that will include increased emphasis on the Centers for Medicare and Medicaid Services (CMS) and the Food and Drug Administration (FDA) and on targeted public relations support for key issues.

SNM continues to champion on Capitol Hill for the basic sciences related to molecular imaging and therapy at the Department of Energy (DOE). SNM met with legislators during Capitol Hill Day (held in conjunction with the 2007 Annual Meeting and Molecular Imaging Week) and published a full-page, full-color Roll Call ad decrying research budget cuts. While our efforts resulted in the restoration of DOE funding for 2008–09, we will continue to work to ensure future funding. SNM is also a staunch supporter of funding for clinical research at the National Institutes of Health and domestic medical isotope production enhancement for medical applications and scientific research.

SNM openly participates with the Nuclear Regulatory Commission (NRC), Organization of Agreement States and Conference of Radiation Control Program Directors to support the promulgation of balanced radiation safety regulations. In terms of pharmacy and medication management regulation, SNM continuously works with the United States Pharmacopeia (USP), State Boards of Pharmacy and State Departments of Health, the FDA—as well as stakeholders in the nuclear pharmacy community—to address issues regarding compounding and the sterile preparation of imaging agents and enhancement of the drug review process.
HIGHLIGHTS

CODING/REIMBURSEMENT
• Continued to advocate fair reimbursement for imaging and to prevent further physician payments cuts both through the regulatory and legislative process.
• Administered another active and successful year of the Ambulatory Payment Classification (APC) Task Force—the molecular imaging and therapy community’s leading coalition on coding and reimbursement issues.
• Developed comment letters to CMS and educational materials for members regarding its reconsideration of PET (FDG) national coverage determination.
• Represented nuclear medicine at American Medical Association’s CPT editorial panel, RUC committee meetings and CMS/APC panel meeting to develop correct coding policies, potential new CPT codes and relative value units for these nuclear medicine codes.
• Released coding and reimbursement educational workbooks and materials, the online Coding Corner, two new and three revised procedure guidelines, two credentialing statements and the monthly SNM/ACNP Health Policy and Regulatory Affairs newsletter.

REGULATORY EFFORTS
• Responded to various rulemakings, including those for CMS, NRC, FDA, USP and the Joint Commission.
• Advocated successfully for passage of the reauthorization of the Prescription Drug User Fee Act.
• Continued to monitor the NRC as it implements the beginning of transition to full regulatory authority over naturally occurring and accelerator-produced radioactive materials.
• Proposed revisions of USP monographs on ammonia N 13 injection, sodium acetate C11 injection and fluoroiodopine F 18 injection.
• Submitted testimony to NRC and the Advisory Committee on Medical Uses of Isotopes regarding desired changes about the implementation of the Part 35 training and experience requirements.

FOOD AND DRUG ADMINISTRATION
• Continued to build a fruitful relationship with the FDA, working with regulators on the approval of new molecular imaging agents; assisting in finding candidates for employment in the division responsible for approval of radio pharmaceuticals; actively pursuing new ways of bringing drugs to the market; participating in national programs to advance the science of drug development; and actively discussing clinical trials and nanotechnology initiatives.
• Collaborated to conduct two educational seminars at the SNM Annual Meeting.

POLICY AND PRACTICE
• Worked intensively to reestablish $17 million in the appropriations for DOE for basic nuclear medicine research. (Similar funding has also been included in President Bush’s budget for FY 2009 within the DOE’s radiochemistry and instrumentation program.)
• Increased public relations support for advocacy issues—by creating a full-page, full-color ad calling for more funding for basic nuclear medicine research.
• Continued efforts with the Alliance for Quality Medical Imaging and Radiation Therapy to support the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical Imaging and Radiation Therapy legislation, including participating in “RT in D.C.” with the American Society of Radiologic Technologists.

GRASSROOTS EFFORTS
• Request members’ active participation in advocacy issues through action alerts and use of SNM’s Web site, which provides up-to-date information on issues affecting practice.

OUTREACH
• Worked with the American Medical Association’s Physician’s Consortium to develop two radionuclide bone imaging physician quality measures.
• Collaborated with groups including the National Coalition on Cancer Research, Academy of Molecular Imaging, American College of Radiology, and American Society of Nuclear Cardiology.

Food and Drug Administration
• Continued to build a fruitful relationship with the FDA, working with regulators on the approval of new molecular imaging agents; assisting in finding candidates for employment in the division responsible for approval of radio pharmaceuticals; actively pursuing new ways of bringing drugs to the market; participating in national programs to advance the science of drug development; and actively discussing clinical trials and nanotechnology initiatives.
• Collaborated to conduct two educational seminars at the SNM Annual Meeting.

Policy and Practice
• Worked intensively to reestablish $17 million in the appropriations for DOE for basic nuclear medicine research. (Similar funding has also been included in President Bush’s budget for FY 2009 within the DOE’s radiochemistry and instrumentation program.)
• Increased public relations support for advocacy issues—by creating a full-page, full-color ad calling for more funding for basic nuclear medicine research.
• Continued efforts with the Alliance for Quality Medical Imaging and Radiation Therapy to support the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical Imaging and Radiation Therapy legislation, including participating in “RT in D.C.” with the American Society of Radiologic Technologists.

Grassroots Efforts
• Request members’ active participation in advocacy issues through action alerts and use of SNM’s Web site, which provides up-to-date information on issues affecting practice.

Outreach
• Worked with the American Medical Association’s Physician’s Consortium to develop two radionuclide bone imaging physician quality measures.
• Collaborated with groups including the National Coalition on Cancer Research, Academy of Molecular Imaging, American College of Radiology, and American Society of Nuclear Cardiology.
SNM’s overall education goal is to prepare today’s workforce of physicians, scientists and technologists—and tomorrow’s professionals—with a background in and understanding of the science of molecular imaging and therapy. A new 2008–10 strategic plan for education activities will guide forward-thinking programs with a focus on helping all of our members meet their certifying requirements; educate and promote collaboration with referring physician and patient groups; and provide resources for education, knowledge exchange, training and networking.

The 2007 Annual Meeting—the largest and highest attended in the society’s history—featured new content and activities. With 1,688 abstracts, including 729 oral presentations, 885 posters, 23 computer presentations and 51 education exhibits, the meeting in Washington, D.C. represented the most diverse array of resources ever offered by SNM. More than 200 continuing education and scientific sessions were presented. Many new activities were introduced, such as InfoSNM’s computerized presentations. MiCoE’s Molecular Imaging Gateway—a special exhibits section—debuted, featuring posters and booths from academic and government molecular imaging centers and other societies.

SNM’s Mid-Winter Educational Symposium, held in conjunction with the American College of Nuclear Physicians annual meeting, keeps growing—reaching its highest attendance this past February. The recent meeting offered sessions on new instrumentation and new radiopharmaceuticals for molecular imaging, along with a two-day CT Case Review Workshop intended to assist physician members in meeting CT recommendations. SNMTS sessions on the “Business of Nuclear Medicine” and “Science of Nuclear Medicine” and the brain imaging workshop have been added to our extensive selection of online lectures.

With assistance from the Molecular Imaging Center of Excellence (MiCoE), SNM has proposed formal recommendations to the Nuclear Medicine Residency Review Committee for curriculum revisions and has taken active steps with program directors to generate support and address concerns to incorporate molecular imaging into organized medicine. MiCoE’s Education Task Force has developed a bibliography of specific resources in each of the new curriculum areas, including online courses, workshops and articles. SNM’s Inside Molecular Imaging Speakers Bureau is up and running, providing an opportunity to spread awareness to allied groups and the public. SNM and MiCoE work hand in hand to develop ideas for new online lectures and maintenance of certification self-assessment modules.

Approval was obtained for the new advanced practice title of nuclear medicine advanced associate, and SNM has developed competencies and curricula for this position. The society continues to support the entry-level recommendation of a baccalaureate degree for nuclear medicine technologists by 2015.

This past year, the society obtained re-accreditation approval to continue providing continuing medical education to physicians and filed a self-study report to become a provider for pharmacist credit. The society has an extensive list of online interactive Diagnostic CT and PET/CT cases available, and Lifelong Learning and Self-Assessment modules in areas of such as radiopharmaceutical therapy for bone pain and partial-volume effect in PET tumor imaging have been launched recently. More continuing medical education articles are now made available in The Journal of Nuclear Medicine and the Journal of Nuclear Medicine Technology.
**HIGHLIGHTS**

- Added a new molecular imaging basic science summary session; featured molecular imaging sessions at the Mid-Winter Educational Symposium.

- Debuted the Molecular Imaging Gateway, which featured posters and booths from academic and government molecular imaging centers and other societies at the Annual Meeting.

- Proposed formal recommendations to the Nuclear Medicine Residency Review Committee for curriculum revisions that include molecular imaging topics and worked with program directors to generate support and address concerns.

- Developed a bibliography of specific resources in each of the new curriculum areas, including online courses, workshops and articles.

- Supported the entry-level recommendation of a baccalaureate degree for nuclear medicine technologists by 2015.

- Obtained approval for the new advanced practice title of nuclear medicine advanced associate and developed competencies and curricula for this position.

- Expanded number of continuing education articles in both JNM and JNMT.

- Launched CT case review activities—including live and online formats—and diagnostic CT and PET/CT interactive online cases.

- Expanded the number of Lifelong Learning and Self-Assessment modules to a total of 30.

- Planned for 2008 offerings: a dedicated abstract track, a molecular imaging categorical, which will be made into an educational stand-alone CD; a molecular imaging continuing education and special collaborative session on clinical trials with American Society of Clinical Oncology; and a basic science CD.

- Identified and/or funded seven “Inside MI” Speakers Bureau experts to chapters and other medical meetings.

- Worked with chapters and other joint sponsors to improve submission and approval processes.

- Increased the number of Young Professional Committee activities, including involvement in annual meetings.

- Offered more than 100 online lectures.
Research is the only hope for a cure to disease. SNM and the Education and Research Foundation are working quickly and strategically in an effort to surpass all previous years’ contribution records. The goal is to significantly increase support for the many talented and bright physicians, researchers and technologists with grants, awards and scholarships that advance nuclear medicine and molecular imaging.

For molecular imaging to truly become a reality for patients, it needs to be embraced by the wider clinical communities—through patients, professionals, academia, industry and government. At the same time, SNM and the Foundation remain committed to funding traditional nuclear medicine research.

This year, more physicians and scientists applied for SNM/SNMTS grants and awards program than ever before ($151,526). SNM/SNMTS and the Molecular Imaging Center of Excellence (MICoE) have developed new grants and awards programs. For fiscal year 2008, $230,000 in one- and two-year grants will be awarded.

SNM and the Foundation look forward to fundraising during the third year of the Bench to Bedside Molecular Imaging Campaign. To date, $4.3 million has been contributed to fund molecular imaging educational, advocacy and awareness activities.
By the end of 2007 (the second year of the Campaign), SNM raised $3.9 million of the $5 million Bench to Bedside Molecular Imaging Campaign’s five-year goal.

In 2007, gifts to the SNM Molecular Imaging Campaign totaled $630,000, which is 31 times greater than the previous year’s amount.

SNM and ERF leaders and members worldwide contributed more than $112,000 in gifts and pledges to the campaign.

The SNM Student Fellowship and SNM Pilot Research Grant programs yielded an increased number of applicants studying various molecular imaging modalities. These SNM research grants and fellowships not only provide key research opportunities for emerging physicians and scientists but also facilitate their career development.

SNM continues to increase awareness about its grants and awards programs. Overall, the growing interest in SNM and SNMTS research programs, scholarship assistance and achievement awards in 2007 suggests that SNM is the leading source of support and opportunity for professionals and students.

Because of this increased support, SNM expanded existing grant and award opportunities and created 10 new awards addressing nuclear medicine and other molecular imaging modalities.

New 2008 SNM molecular imaging awards: $100,000 Molecular Imaging Research Grant for Junior Medical Faculty, $40,000 Pre-doctoral Molecular Imaging Scholar Program, $60,000 Post-doctoral Molecular Imaging Scholar Program, $15,000 SNM/Siemens Awards for Excellence in Practice-Based Research.

New 2008 SNMTS scholarships: $5,000 Bachelors Degree Completion Scholarship, $5,000 Advanced Practitioner Program Scholarship.

New 2008 SNM/SNMTS travel awards: $1,000 SNM Travel Award, $1,500 SNMTS Travel Award, $1,500 SNMTS Student Travel Award, $500 PDEF Student Travel Award.

2008 grants for physicians and scientists: $25,000 SNM/Covidien Research Grant, $25,000 Mitzi and William Blahd, M.D., Pilot Research Grant, $25,000 SNM Pilot Research Grant, $48,000 SNM/Wagner Torizuka Fellowship, $3,000 Bradley-Alavi Student Fellowship, $3,000 SNM Student Fellowship, $150 Alavi-Mandell Award. 2008 grants for technologists: $750 SNMTS Outstanding Technologist Award, $750 SNMTS Outstanding Educator Award, $500 SNMTS Best Paper Award, $5,000 PDEF Mickey Williams Minority Scholarship, $5,000 PDEF Professional Development Scholarship, $1,000 Paul Cole Scholarship, $500 PDEF Student Travel Award.

2009 SNM honorary/distinction awards: Georg Charles de Hevesy Nuclear Pioneer Award, Paul C. Aebersold Award, SNM Presidential Distinguished Service Award, SNM Distinguished Educator Award.
Dispensing information is just as important as dispensing medication. SNM is taking the leading role in promoting understanding of molecular imaging and drawing the attention of the press and the public to its enormous benefits and potential. In doing this, the society has become a central, authoritative source of information. In 2007, nearly 125 million people read, watched or heard about SNM—its original molecular imaging and nuclear medicine research, its activities and its opinions—through newspapers, television, radio and the Internet. SNM more than tripled its coverage in the press over the past year, obtaining more media attention than many related associations.

SNM’s public relations efforts are increasing and diversifying—promoting molecular imaging, the society, and SNM’s opinions and recommendations on central molecular imaging and nuclear medicine issues. Over time, those who need reliable, accurate information about molecular imaging and nuclear medicine—referring physicians, nonmembers, legislators, regulators, patients, media representatives, educators and consumers—will look to SNM for all their needs.

The past year has brought significant press mentions and positive coverage on topics including groundbreaking research from the Annual Meeting and *The Journal of Nuclear Medicine*; advocacy initiatives, such as restoring nuclear medicine research funding and the release of the National Academies of Science report that called for an enhanced federal commitment to nuclear medicine research; and the society’s varied molecular imaging programs.

The coming year will bring more new initiatives as the society further accelerates its public relations activities to raise awareness and understanding of molecular imaging among other clinicians, increase other clinicians’ understanding of SNM’s core competencies and underscore SNM’s preeminent role as the voice of molecular imaging.

SNM, with the Molecular Imaging Center of Excellence (MICoE), initiated a major and comprehensive public relations program with a nationally recognized PR firm. Through a new communications plan, the society will develop key messages, provide media training to officers, create position papers on key issues, hold editorial board briefings with editors and reporters at top publications, offer aggressive responses to opportunities in the news and actively promote new research and patient stories.
HIGHLIGHTS

• Nearly 125 million people have read, seen or heard about SNM, SNMTS, the society’s members and original basic science and clinical research in molecular imaging and nuclear medicine.

• News stories related to SNM were carried by national and international news services (Associated Press, Reuters, HealthDay, United Press International) and published in national, international and regional consumer publications including the New York Times, USA Today, the Washington Post, the Los Angeles Times and the San Francisco Chronicle.

• SNM stories were carried by many trade publications, including AuntMinnie, RT Image, Diagnostic Imaging, Advance Newsmagazines and Radiology Today.

• SNM and MICOE promoted the development of a new overall communications and public relations program for 2008.

• SNM was #1 among RT Image’s “25 Most Influential: Recognizing Radiology’s Movers and Shakers.”

• During Canada’s Chalk River isotope production crisis, SNM received more than 70 calls and e-mails from the press asking for expert commentary. SNM President Alexander J.B. McEwan responded to numerous press requests for interviews on television and for radio and print publications.

• In support of advocacy efforts, grassroots actions to publicize the findings of the National Academies of Science report on nuclear medicine research resulted in letters to the editor being published in the Albuquerque Journal, the Des Moines Register and the Tennessean.

• SNM distributed more than 70 press releases in 2007, spotlighting
  • Research from the Annual Meeting, The Journal of Nuclear Medicine, Journal of Nuclear Medicine Technology and Mid-Winter Educational Symposium
  • Advocacy activities and initiatives
  • SNM and SNMTS news
  • Educational programs, grants and awards and publications

• Top five SNM news stories for 2007
  1. Chalk River/radioisotope shortage
  2. Ethanol Injection Helps Manage Bone Metastasis in Thyroid Cancer Patients (Annual Meeting)
  3. PET/CT: The Best Test for Women With Ovarian Cancer (Annual Meeting)
  5. Fusing Imaging Technologies Creates “Synergy,” Helps Diagnose Heart Disease Accurately (Annual Meeting)
Membership in both SNM and SNMTS increased over the previous year, and the society has more than 17,000 physician, technologist and scientist members. SNM continues to improve customer (both member and nonmember) satisfaction and service in many areas.

The society is finding practical, action-oriented techniques to improve interactions, especially to make the membership process go faster and smoother. One enhancement was the launch of the Join or Renew/Modify Membership feature on SNM’s Web site. This online service has made joining and renewing quick and easy, allowing members to pay online and update demographic information. SNM also reaches out to lapsed members through e-mail and telephone campaigns, and the society has asked its chapters to help in recovering lapsed members.

SNM—through its Molecular Imaging Center of Excellence (MICoE)—has engaged many molecular imaging professionals who have an interest in the newer areas of molecular imaging to assist in developing new programs. In addition, MICoE has implemented an initiative to illustrate to the community the many benefits of SNM membership. MICoE membership is now free for SNM members, and nonmembers can apply for a free, 90-day trial membership to both SNM and MICoE.

As primary membership benefits, The Journal of Nuclear Medicine and the Journal of Nuclear Medicine Technology offer clinical investigations and science articles on advances in the field of continuing education, book reviews, employment opportunities and updates on the rapidly changing issues in practice and research. Viewing the journal online is growing in popularity. Members and subscribers are now able to view published articles 30 days ahead of print. In light of this new feature, there has been an increase in online subscriptions, especially with international subscribers. There has also been an increase in multi-site license requests from large institutions.

The Member-Get-A-Member Program has been very successful to date. The referral/retention program gives current members the opportunity to spread the news about SNM to their colleagues and friends about the society’s educational, scientific and molecular imaging benefits. Current members steer colleagues to SNM, providing colleagues with the ability to enhance and further their careers.

SNMTS continues to have their own membership committee that focuses on grassroots needs. In 2008, SNM and SNMTS will also create a combined SNM membership committee to explore ways to better serve all members and customers.
HIGHLIGHTS

- SNM membership has increased by 11 percent from the previous year.

- SNMTS membership has increased by 5 percent from the previous year.

- Through the Member-Get-A-Member Program, approximately 200 new individuals joined as SNM/SNMTS members.

- More than 3,300 members joined or renewed via the new online Join/Renew feature on the SNM Web site.

- SNM—through MiCoE—has engaged many molecular imaging professionals who have an interest in the newer areas of molecular imaging to assist in developing new programs.

- MiCoE has implemented an initiative to illustrate to the community the many benefits of SNM membership. MiCoE membership is now free for SNM members, and nonmembers can apply for a free, 90-day trial membership to both MiCoE and SNM.
Society of Nuclear Medicine, Inc.

Revenues, Expenses and Change in Net Assets
For the Year Ended September 30, 2007

<table>
<thead>
<tr>
<th>Revenue and support:</th>
<th>2007 Total</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings</td>
<td>$3,821,117</td>
<td>29.7%</td>
</tr>
<tr>
<td>Leadership</td>
<td>3,576,353</td>
<td>27.8%</td>
</tr>
<tr>
<td>Communications</td>
<td>2,394,242</td>
<td>18.6%</td>
</tr>
<tr>
<td>Membership</td>
<td>2,079,304</td>
<td>16.2%</td>
</tr>
<tr>
<td>Professional</td>
<td>754,742</td>
<td>5.9%</td>
</tr>
<tr>
<td>Councils</td>
<td>77,565</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other</td>
<td>47,942</td>
<td>0.4%</td>
</tr>
<tr>
<td>Bank interest - Operations</td>
<td>42,667</td>
<td>0.3%</td>
</tr>
<tr>
<td>Center of excellence</td>
<td>40,004</td>
<td>0.3%</td>
</tr>
<tr>
<td>Grants and awards</td>
<td>20,000</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>12,854,536</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications</td>
<td>2,513,751</td>
<td>24.9%</td>
</tr>
<tr>
<td>Meetings</td>
<td>1,640,608</td>
<td>16.2%</td>
</tr>
<tr>
<td>Professional</td>
<td>1,545,601</td>
<td>15.3%</td>
</tr>
<tr>
<td>Leadership</td>
<td>1,375,904</td>
<td>13.6%</td>
</tr>
<tr>
<td>Molecular Imaging Campaign</td>
<td>515,972</td>
<td>5.1%</td>
</tr>
<tr>
<td>Grants and awards</td>
<td>134,290</td>
<td>1.3%</td>
</tr>
<tr>
<td>Health Policy and Regulatory Affairs</td>
<td>111,802</td>
<td>1.1%</td>
</tr>
<tr>
<td>Councils</td>
<td>64,908</td>
<td>0.6%</td>
</tr>
<tr>
<td>Center of excellence</td>
<td>10,905</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Subtotal for program services</strong></td>
<td><strong>7,913,741</strong></td>
<td><strong>78.2%</strong></td>
</tr>
<tr>
<td>Support services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>647,535</td>
<td>6.4%</td>
</tr>
<tr>
<td>Finance</td>
<td>542,189</td>
<td>5.4%</td>
</tr>
<tr>
<td>Information services</td>
<td>464,438</td>
<td>4.6%</td>
</tr>
<tr>
<td>Membership</td>
<td>332,929</td>
<td>3.3%</td>
</tr>
<tr>
<td>Development</td>
<td>209,449</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Subtotal for support services</strong></td>
<td><strong>2,196,540</strong></td>
<td><strong>21.8%</strong></td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>10,110,281</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

| Change in net assets before investment activity | 2,744,255 |
| Investment Activity:                          |            |
| Unrealized loss on investments                | (78,789)   |
| Realized gain on investments                  | 387,454    |
| Interest and dividends - Investments          | 136,053    |
| **Total income from investment activity**     | **444,718** |
| Change in net assets                          | 3,188,973  |

Net assets:

| Beginning | 5,322,466 |
| Ending    | $8,511,439 |

Note - The financial information presented above was derived from the audited financial statements of SNM, Inc. as of September 30, 2007. The independent auditors report accompanying the audited financial statements expressed an unqualified opinion.
Board of Directors—2007-08

- PRESIDENT
  ALEXANDER J. McEWAN, MD
  Edmonton, AB

- PRESIDENT-ELECT
  ROBERT W. ATCHER, PhD
  Los Alamos, NM

- VICE PRESIDENT-ELECT
  MICHAEL M. GRAHAM, PhD, MD
  Iowa City, IA

- SECRETARY/TREASURER
  RICHARD B. NOTO, MD
  Barrington, RI

- IMMEDIATE PAST PRESIDENT
  MARTIN P. SANDLER, MD
  Nashville, TN

- PRESIDENT OF TECHNOLOGIST SECTION
  DAVID GILMORE, MS CNMT NCT RT(R)(N)
  Boston, MA

- PRESIDENT-ELECT OF THE TECHNOLOGIST SECTION
  MARK WALLENMEYER, MBA, CNMT, RT(N)
  Springfield, MO

Board Members

- PETER S. CONTI, MD, PhD
  Los Angeles, CA

- LEONIE L. GORDON, MD
  Charleston, SC

- BENNETT S. GREENSPAN, MD
  St. Louis, MO

- AUTHOR (ART) J. HALL, CNMT, FSNMTS
  Pearland, TX

- PETER HERSCOVITCH, MD
  Bethesda, MD

- WARREN R. JANOWITZ, MD, JD
  Miami, FL

- FRANCES K. KEECH, MBA, RT(N), FSNMTS
  Boston, MA

- PAUL H. MURPHY, PhD
  Houston, TX

- CONRAD E. NAGLE, MD
  Royal Oak, MI

- MATHEW L. THAKUR, PhD
  Philadelphia, PA

SNM Executive Staff

- VIRGINIA PAPPAS, CAE
  Chief Executive Officer

- MIKE NELSON, CAE
  Chief Operating Officer

- VINCENT A. PISTILLI, CPA
  Chief Financial Officer

- LYNN BARNES, MEd
  Director of Education

- JUDY BRAZEL, CMP
  Director of Meeting Services

- HUGH CANNON
  Director of Health Policy & Regulatory Affairs

- MARYBETH HOWLETT, MEM
  Director of MCoE

- REBECCA MAXEY
  Director of Communications

- CECILIA NOBLETT
  Director of Membership

- THERESA PINKHAM, MPA
  Director of Development

- JOANNA SPAHR
  Director of Marketing