Mission
To improve health care by advancing molecular imaging and therapy

Vision
SNMMI will be the leader in unifying, advancing, and optimizing molecular imaging and therapy.

Core Values
• Commitment to optimal patient care
• Commitment to excellence
• Honest and ethical behavior
• Integrity
• Respect
• Professionalism

Strategic Priorities
• Lead the way in groundbreaking research for nuclear and molecular imaging
• Communicate cutting-edge knowledge for optimal implementation to enhance patient care
• Educate professionals for quality and excellence
• Advocate for improved policies and legislation for research, funding and reimbursement
To improve health care by advancing molecular imaging and therapy
About the Society of Nuclear Medicine and Molecular Imaging

The Society of Nuclear Medicine and Molecular Imaging (SNMMI), headquartered in Reston, Va., is a nonprofit scientific and professional organization dedicated to promoting the science, technology and practical application of nuclear medicine, molecular imaging and therapy. SNMMI strives to be a leader in unifying, advancing and optimizing molecular imaging, with the ultimate goal of improving human health.

With 19,000 members worldwide and in more than 70 countries around the world, SNMMI represents nuclear medicine and molecular imaging professionals, all of whom are committed to the advancement of the field. For more than 50 years, SNMMI members have developed—and continue to explore—innovations in medical imaging to allow for noninvasive diagnosis, management and treatment of diseases, benefiting countless patients. Members include physicians, technologists, physicists, pharmacists, scientists, laboratory professionals and others committed to advancing nuclear medicine and molecular imaging.

About Nuclear Medicine and Molecular Imaging

Nuclear medicine and molecular imaging play a vital role in the practice of medicine across the full spectrum of patient care, from research to diagnosis to therapy.

Molecular imaging allows doctors to view specific functions within a patient’s body to help diagnose a disease or condition. Nuclear medicine procedures use small amounts of radioactive material—called “radiopharmaceuticals” or “radionuclides” or “radiotracers”—to diagnose and treat disease.

Nuclear medicine and molecular imaging are leading to remarkable breakthroughs in patient care. In the United States alone, more than 17 million patients benefit each year from nuclear medicine and molecular imaging procedures used to help diagnose and treat a wide variety of diseases, including heart disease, Alzheimer’s disease and many cancers.

These non-invasive procedures are safe, effective and painless, and SNMMI works to promote their sound practice and to improve awareness of the field among both the medical community and the public. SNMMI strives to achieve a single mission: To improve health care by advancing molecular imaging and therapy.
Dear Members,

During the past year, SNMMI and its members have demonstrated their unwavering commitment to advancing the field of nuclear medicine and molecular imaging, both in the United States and abroad.

One of SNMMI’s main priorities was working with the international nuclear medicine and molecular imaging community. We accomplished this in several ways. In January, SNMMI hosted a very successful second Sino-American Conference in conjunction with the 2013 Mid-Winter Meeting. In addition, the society partnered with the International Atomic Energy Association to offer webinars to increase the interpretive skills of nuclear medicine professionals in developing countries, shared training materials on PET and PET/CT in South America and Asia, and collaborated with the European Association of Nuclear Medicine in a new effort to produce joint guidelines.

Also on the international front, SNMMI played an integral role in spearheading a new Nuclear Medicine Global Initiative, bringing together numerous leaders from around the world to discuss the challenges and promises of nuclear medicine. The group selected the very timely and important topic of dose optimization as its first area of focus. SNMMI kicked off its own dose optimization initiative this year, issuing a position statement and developing an online resource for dose optimization in nuclear medicine and molecular imaging. Dose optimization has become a part of SNMMI’s communications, outreach, advocacy and education efforts, and this integrated approach helps to provide information and guidance to imaging professionals, referring physicians, policymakers and the public.

SNMMI has been very active this year in its priority areas of optical and PET/MR imaging, new agents, and nuclear medicine therapies, working collaboratively with both physician and patient organizations on education, outreach, research and advocacy projects. We continue to publish new research in all these areas in our journals and have offered many related sessions at our Annual Meeting.

As we continue to work with our colleagues around the world, I am confident that the outlook for nuclear medicine and a molecular imaging is a positive one, and that SNMMI is the organization to lead us to the future.

Frederic H. Fahey, DSc
SNMMI 2012-2013 President
Letter from the CEO

Dear Members,

Last June the membership voted affirmatively to change the organization’s name from the Society of Nuclear Medicine to the Society of Nuclear Medicine and Molecular Imaging (SNMMI), reflecting the society’s natural progression into molecular imaging. Now, as the society approaches its 60th anniversary, it has reached a new high for both domestic and international membership, signifying its global leadership in the field.

At the core of SNMMI’s efforts were research, education, advocacy and quality initiatives for nuclear medicine and molecular imaging professionals. Leading the way were The Journal of Nuclear Medicine, now in its fourth year as the highest-impact journal in medical imaging; the hugely successful 2012 Annual Meeting in Miami Beach, Fla.; and the SNMMI Clinical Trials Network, with its increasing prominence in the field. In advocacy, SNMMI saw success as the American Medical Isotopes Production Act was signed into law, supporting the development of a domestic source of Mo-99. SNMMI also published its first appropriate use criteria—for brain amyloid imaging—a key step in the society’s efforts to ensure quality in the field.

Reaching outside of the imaging community, SNMMI joined with many referring physician, patient and government groups—including the American Association for Cancer Research, Alzheimer’s Association and National Cancer Institute, among others—to increase awareness and understanding of innovation in the field through education, webinars and conferences. Each of these groups has proven to be a valuable partner.

SNMMI’s successes over the past year included our fiscal status, with operating reserves at the highest level in 25 years. The society’s financial success has allowed us to focus new resources on programs aligned with our strategic plan.

This year concludes SNMMI’s 2010 strategic plan. Much has been accomplished over this 3-year period, and SNMMI has met its objectives. As we enter our next leadership year, we will have a new strategic plan to help focus our work.

Moving forward—with our name and strategy fine-tuned, our membership growing and our finances strong—the society is well positioned to embrace the future, providing members with the tools they need to provide excellent, cutting edge, personalized care for patients.

Virginia Pappas, CAE
SNMMI Chief Executive Officer
SNMMI engages in a range of initiatives to enhance the quality and practice of molecular imaging. SNMMI’s guidelines, coding and reimbursement, dose optimization programs and other resources inform the community about best practices. And this year, the society collaborated on its first appropriate use criteria this year.

ESTABLISHING STANDARDS THROUGH APPROPRIATE USE CRITERIA

In January SNMMI and the Alzheimer’s Association published guidance for appropriate use of PET in brain amyloid imaging in suspected Alzheimer’s disease. The appropriate use criteria (AUC) were drafted by a joint SNMMI/Alzheimer’s Association Amyloid Imaging Taskforce that included experts on dementia and brain imaging who reviewed the scientific literature and developed recommendations for clinical use of PET in Alzheimer’s.

The AUC deal with determination of appropriate candidates for the new imaging, referral, performance, interpretation, reporting, incorporation into the clinical assessment process and disclosure. The criteria emphasize that brain amyloid imaging can be helpful in diagnosis of individuals with cognitive impairment when considered along with other clinical information and when performed according to standardized protocols by trained staff. They stress that the decision to order brain amyloid imaging should be made only after a comprehensive evaluation by a physician experienced in assessment and diagnosis of cognitive impairment and dementia, and only if the presence or absence of amyloid would increase certainty in diagnosis and/or alter treatment plans.

The new criteria were simultaneously published in the March 2013 issues of The Journal of Nuclear Medicine and Alzheimer’s and Dementia.

COMMUNICATING STANDARDS TO ORDERING PHYSICIANS

In December 2012 the Agency for Healthcare Research and Quality awarded SNMMI a three-year grant to develop communication mechanisms to improve treating physicians’ awareness of how nuclear medicine and molecular imaging can be used in the care of oncology patients, specifically those with lung, breast and colon cancers.

The grant will allow SNMMI to develop interactive tools to engage those oncology providers whose patients are most likely to benefit from use of these advanced diagnostic imaging tests. The tools, including interactive clinical decision support with scenario-based imaging requisition screens, will be disseminated via novel platforms and applications using electronic media, video and Internet mechanisms, and social media. Physician participants will have an opportunity to obtain continuing medical education credits through these tools. The project will also produce pilot data for directing future research.

The ultimate goal of the SNMMI efforts is achievement of quantifiable improvements in patient outcomes associated with evidence-based decision making in clinical care.

PERSONALIZING PATIENT CARE BY OPTIMIZING DOSE

In 2012 SNMMI announced a new initiative to provide information and guidance regarding radiation dose optimization to imaging professionals, referring physicians and the public. The society kicked off the initiative with a position statement asserting that the “right test with the right dose should be given to the right patient at the right time.” When that is done, the position statement says, “nuclear medicine scans
HIGHLIGHTS

• $300,000 over 3 years awarded to SNMMI by the Agency for Healthcare Research and Quality to support novel ways to communicate about the appropriate use of nuclear medicine and molecular imaging procedures.

• 17,771 pledges to image wisely at www.imagewisely.org.

• 3,067 downloads of the appropriate use criteria for brain amyloid imaging through the JNM website alone.

• 100+ resources collected on SNMMI’s Dose Optimization web site, www.snmmi.org/dose.

• 30+ CE presentations and abstract sessions related to dose optimization at the 2013 Annual Meeting.

• 13 international groups involved in the nuclear medicine global initiative.

• 11 articles about nuclear medicine dose optimization produced/distributed as part of Image Wisely.

• 6 new or collaborative guidelines published in 2012; 14 more in progress.

PRODUCING COLLABORATIVE GUIDELINES

In another international effort to advance quality and standardize practice, SNMMI worked this year with the European Association of Nuclear Medicine (EANM) to endorse collaborative guidelines on nuclear medicine and molecular imaging procedures. The society is also continuing to collaborate with American College of Radiology and the Society for Pediatric Radiology on pediatric imaging guidelines. All SNMMI and collaborative guidelines can be found at www.snmmi.org/guidelines.

WHAT’S COMING

• SNMMI is developing guidelines regarding the use of brain amyloid imaging for dementia and for the use of radium-223 dichloride for the treatment of bone metastases in prostate cancer.

• SNMMI will also publish new and revised guidelines for telenuclear medicine, breast sentinel node scintigraphy, Meckel’s scintigraphy, GI bleed scintigraphy and GI transit.

• A workshop will be convened to discuss comparative effectiveness research and evidence generation for brain amyloid imaging.

• Work funded by a grant from the Agency for Healthcare Research and Quality will use novel communication platforms to encourage appropriate utilization of nuclear medicine procedures by referring physicians and other medical trainees involved with the care of oncology patients, specifically those with lung, breast and colon cancers.

• A white paper will be published in late fall 2013 on Guidance for Methods Descriptions Used in Preclinical Imaging Papers.

Visit SNMMI’s new dose optimization site at www.snmmi.org/dose.

can eliminate the need for invasive surgery, along with its associated risks. It can also help doctors tailor treatment of disease, bypassing what could have been months of ineffective, costly and perhaps painful treatment.”

The initiative comprises a range of activities, including a website and other communication vehicles for dose optimization information, education, guidelines and other resources. The website, www.snmmi.org/dose, launched in March 2013 and includes SNMMI journal articles, abstracts, educational offerings, news articles, presentations and links to useful websites, as well as other materials. Future activity will include data collection and development of a custom dose-related calculator.

Participants in the newly formed Nuclear Medicine Global Initiative met for the first time in Milan, Italy, in October, with numerous leaders from around the world coming together to discuss the challenges and promise the future of nuclear medicine has in store. The group selected dose optimization—specifically, harmonization of pediatric administered activity guidelines—as its first project. Initial efforts are focused on developing introductions to guidelines that include pediatric dosimetry, reviewing existing protocols, reviewing pediatric procedures to identify areas that need harmonization and developing educational content.

2012 marked the culmination of the Image Wisely nuclear medicine project—a collaborative effort between the SNMMI and five peer associations to create accessible online educational materials to help providers use the lowest radiopharmaceutical dose necessary to perform nuclear medicine exams (see www.imagewisely.org). SNMMI also continued its involvement with the Image Gently campaign to encourage pediatric imaging professionals to obtain high-quality images at a low radiation dose (www.imagegently.org).
SNMMI is a primary resource for nuclear medicine and molecular imaging education. Through the Annual and Mid-Winter Meetings, online lectures, workshops, courses and cases, SNMMI offers training, continuing education (CE) and Maintenance of Certification (MOC) to the nuclear medicine and molecular imaging community. In 2012, SNMMI took an active role in educating nuclear medicine and molecular imaging professionals about new tracers, modalities and therapies as well as standard practice and quality.

EDUCATING PROFESSIONALS ABOUT NEW TRACERS AND MODALITIES

With a new brain amyloid tracer approved in 2012 by the U.S. Food and Drug Administration (FDA), SNMMI has taken an active role in educating molecular imaging professionals and neurologists on various aspects of clinical use of the radiopharmaceutical, including appropriate use, community education and adherence to FDA requirements. Education sessions and seminars were held at the society’s mid-winter and annual meetings, and the society also offered a series of webinars and two Lifelong Learning and Self-Assessment (LLSAP) MOC programs. In addition, SNMMI co-sponsored education sessions on the topic at patient and physician society meetings.

With PET/MR now seeing wider clinical use, SNMMI has provided education at the annual and mid-winter meetings as well as through online courses. During the 2013 Mid-Winter Meeting in New Orleans, the PET Center of Excellence and the Center for Molecular Imaging Innovation and Translation hosted a PET/MR symposium, “A Different Spin on Nuclear Imaging: The Role of PET/MRI in Molecular Imaging.” During the same meeting, SNMMI’s Correlative Imaging Council hosted a 30-case MR workshop and review. A four-part series of online lectures also debuted this year on Basic Principles of Magnetic Resonance Imaging. In addition, Maintenance of Certification and CE credit are now available for three JNM articles on PET/MR.

Optical imaging is another topic of interest for many in the molecular imaging field. SNMMI and the Optical Society of America (OSA) offered a joint symposium at the Optics in Life Sciences Congress in April. In addition, a number of sessions will be held at the SNMMI 2013 Annual Meeting, including a joint CE series with the OSA on “Translational Optical Imaging Modalities – Part I and II.”

A 12-part webinar series for molecular imaging residents was developed and offered during 2012 on topics including PET/MRI and optical imaging as well as apoptosis, angiogenesis and more.

EDUCATING PHYSICIANS AND TECHNOLOGISTS ON PERFORMING NEW THERAPIES

Many advances in nuclear medicine therapy have occurred over the past several years. A comprehensive education program has been developed for health care professionals to increase their knowledge of radioisotope therapy agents. With radium-223 dichloride now approved by the FDA, a new and promising therapy for the treatment of bone metastases in patients with prostate cancer—SNMMI has created a webinar on molecular imaging and therapy for prostate cancer. The society cooperated with the American Urologic Association (AUA) to offer educational sessions at both the AUA and SNMMI Annual Meetings.

Five online lectures related to nuclear medicine therapy were completed this year, covering alpha particle therapy, radioimmunotherapy, SNMMI’s procedure guidelines for palliative treatment of painful bone
HIGHLIGHTS

- 6,300+ physicians, technologists, physicists, scientists and exhibitors attended the 2012 Annual Meeting in Miami, FL—14 percent more than in 2011
- 560 booths populated the SNMMI 2012 Annual Meeting Exhibit Hall.
- 100+ CE sessions offered at the 2013 Annual Meeting, as well as 11 categorical sessions.
- 100+ registered for joint ASNC/SNMMI roadshow event in Kansas City, MO.
- 70 popular sessions from the 2012 Annual Meeting included in the Virtual Meeting, featuring over 100 hours of content.
- 68 countries represented at the 2012 Annual Meeting.
- 50+ abstracts presented by young professionals at the Second Sino-American Conference on Nuclear Medicine.
- 13 webinars targeted for nuclear medicine and molecular imaging residents launched in 2012.
- 12 new SaM modules launched in 2012.
- 3 students from the Nuclear Medicine Advanced Associate program graduated this year with a master’s degree in science—a curriculum originally developed by the SNMMI-TS.

SNMMI hosted the second bi-annual Sino-American Conference at the 2013 Mid-Winter Meeting. The conference welcomed more than twenty Chinese residents and Chinese Society of Nuclear Medicine (CSNM) leaders. The three-day program included abstract presentations by Chinese and United States residents as well as educational sessions on a wide variety of topics. The CSNM and SNMMI residents with the top two abstracts will participate in an exchange program that will provide novel experience for residents.

EDUCATING AND TRAINING ON QUALITY AND STANDARDIZATION

SNMMI has a large body of knowledge on dose optimization that is continually growing and developing. Continuing education and scientific paper sessions were offered at the 2012 Annual Meeting, and many more have been developed for the 2013 meeting. Online lectures and LLSAP modules have been developed on dose reduction, radiation safety, quality control and related topics. A list of these offerings is available on SNMMI’s Dose Optimization site at www.snmmi.org/dose.

Through its Clinical Trials Network, SNMMI offers a variety of online lectures for physicians, technologists and other imaging personnel on topics related to participation in multicenter clinical trials. A series of webinars on research basics, standardized imaging protocols, optimizing scanner quality control and amyloid imaging, among others, continues through 2013. Additional educational sessions were offered at the Annual and Mid-Winter meetings.

COLLABORATING GLOBALLY

Although nuclear medicine and molecular imaging procedures are fairly widely available in the United States, their quality in many other countries can be highly variable or even nonexistent. SNMMI has partnered with the International Atomic Energy Agency (IAEA) to offer webinars to increase the interpretive skills of nuclear medicine professionals in developing countries. SNMMI also created an extensive 200-DVD educational offering for the IAEA.

metastases and guidelines for therapy of thyroid disease with I-131, and Zevalin radioimmunotherapy for non-Hodgkin’s lymphoma.

WHAT’S COMING …

- SNMMI will engage the American Psychiatric Association and the American Academy of Family Physicians to hold sessions on brain amyloid imaging with PET at their meetings.
- An online education program for nuclear medicine, molecular imaging and referring physicians will feature detailed case studies, two LLSAP modules, a new brain amyloid imaging guideline, a bibliography, a list of upcoming amyloid-related events, webinars, fact sheets and other didactic materials.
- A joint PET/MR imaging consensus paper by the SNMMI-TS and the Section for Magnetic Resonance Technologists will be published in the June Journal of Nuclear Medicine Technology.
- SNMMI is implementing a new Learning Management System to effectively support all education products and programs.
- SNMMI has developed a comprehensive international education plan that will provide needed education to developing countries.
- A Translational Research Curriculum will be available later this year.
SNMMI is a key hub of research and science for nuclear medicine and molecular imaging. Through society forums such as The Journal of Nuclear Medicine (JNM) and the SNMMI Annual Meeting, the community synergistically develops new tracers, modalities and therapies and establishes best practices for clinical use. Through the SNMMI Clinical Trials Network, the society also assists clinical trials by promoting image standardization and scanner validation worldwide.

LAYING THE GROUNDWORK FOR NEW TRACERS, MODALITIES AND THERAPIES

The history of new tracers, modalities and therapies can be traced through the pages of JNM and the Annual Meeting abstracts, from introduction to the community through clinical trials to the development of best practices. The past year saw the final steps in the development of the prostate cancer therapy radium-223 dichloride (Ra-223), a new treatment for bone metastases that can improve care for patients with advanced prostate cancer; the first articles introducing radium-223 dichloride for therapy appeared in JNM more than 10 years ago. In addition, in 2012 the first results of PET/MR in clinical use were published, and at SNMMI’s 2012 Annual Meeting, 45 abstracts focused on the clinical use of PET/MR imaging. More than fifty articles and abstracts focused on optical imaging; more than one hundred focused on new therapies, with more than twenty on peptide receptor radionuclide therapy alone.

A big area of focus this year was dose optimization, with many articles and sessions devoted to dose standardization and dose reduction. Both the journals and the Annual Meeting covered quality-based initiatives and standards, from the appropriate use criteria for brain amyloid imaging with PET to new and revised guidelines.

SNMMI’s PET Center of Excellence has developed an encyclopedia of new tracers, including information and references on chemical structure, availability, clinical trials and more. The encyclopedia is available at www.snmmi.org/PETPROS.

PROMOTING RESEARCH THROUGH THE SNMMI CLINICAL TRIALS NETWORK

SNMMI created its Clinical Trials Network (CTN) to facilitate the use of molecular imaging biomarkers in multicenter clinical trials. Since its launch, CTN has worked to provide tools and resources to promote faster, more cost-effective drug development and increase the availability and performance of imaging biomarkers in clinical trials to produce more reliable and reproducible data. This higher-quality trial data should result in increased clinical utilization, thereby expanding the field of molecular imaging.

The CTN has enjoyed tremendous growth and recognition since its inception in September 2008. Through its educational curriculum and live bi-monthly webinars, the CTN is promoting standardization in molecular imaging clinical trials. The CTN is a co-investigator on an NIH-funded R01 grant for PET image reconstruction and harmonization, the goal of which is to develop a standardized clinical trial reconstruction protocol that is harmonized across all three major PET scanner vendors.

In the past year, the CTN has significantly expanded the number of sites with validated PET/CT scanners through its Oncology Scanner Validation Program. This year, the CTN introduced a brain phantom that can be used in studies investigating hot or cold spots in the brain. The CTN has now assisted with a total of nine multicenter clinical trials.
HIGHLIGHTS

- **21,165** citations of JNM per the most recent Journal Citation Report®.
- **6.381** JNM impact factor, ranking the journal as #1 in the medical imaging category.
- **2,376+** abstracts submitted for the 2013 Annual Meeting; 1,453 were international.
- **2,000+** scientific papers and posters presented at the 2012 Annual Meeting.
- **560+** booths on the exhibit floor for the 2012 Annual Meeting.
- **2,376+** abstracts submitted for the 2013 annual Meeting; 1,453 were international.
- **2,000+** scientific papers and posters presented at the 2012 Annual Meeting.
- **247** total attendees at the first AACC/SNMMI meeting.
- **230+** manufacturers currently participate in the CTN Manufacturers Registry.
- **215** PET/CT scanners validated and 31 fully qualified clinical imaging centers worldwide in the CTN as of December 2012.
- **90+** abstracts submitted for the AACC/SNMMI meeting.
- **18%** increase in abstracts submitted for the 2012 Annual Meeting, with 22.5 percent more international abstracts than in 2011.

Two with fluorothymidine (FLT) under the SNMMI investigational new drug application, five with fluorodeoxyglucose (FDG) and one with a proprietary imaging agent.

COOPERATING TO ADVANCE NEW IMAGING TECHNIQUES AND THERAPIES

SNMMI furthers research and science by drawing the global nuclear medicine and molecular imaging community together to stimulate discussion, share information about successes and failures and steer a path forward. This high level of global participation was evident this year in JNM, with 72% of 2012 submissions now coming from outside the United States, as well as at the 2012 Annual Meeting, with a significant increase in international submissions.

Collaboration across related disciplines promotes synergy and novel insight. In early 2013, SNMMI and the American Association for Cancer Research (AACR) sponsored a conference on State-of-the-Art Molecular Imaging in Cancer Biology and Therapy. This joint AACR-SNMMI effort brought imaging scientists together with basic, translational and clinical cancer researchers to discuss the latest developments in imaging the genetic and molecular processes of cancer as they occur in cells, animal models and patients. The conference was documented in a JNM supplement in February 2013.

Another unique collaboration occurred in March 2013 when the National Cancer Institute and SNMMI hosted a joint workshop on targeted radionuclide therapy. The workshop included expert, state-of-the-art reviews of specific aspects of radionuclide therapy, followed by in-depth discussions, ending in consensus findings, which will be published in JNM in the coming months. This workshop was the first of its kind to bring together diverse stakeholders in targeted radionuclide therapy.

FUNDING NEW RESEARCH

Encouraging and facilitating research and science to advance imaging and therapies is a cornerstone of SNMMI’s mission. In 2012 the society presented grants, awards and scholarships that allow researchers to pursue new investigations. These gifts were made possible through funding from the Education and Research Foundation for Nuclear Medicine and Molecular Imaging as well as the SNMMI-TS Professional Development and Education Fund.

WHAT’S COMING…

- The 2013 Annual Meeting will present abstracts in 66 categories, including emerging PET radiotracers, dementia, neuroendocrine tumor imaging, novel targeted radiopharmaceutical therapies and hybrid imaging.
- SNMMI will again offer a virtual version of the 2013 Annual Meeting, capturing 70 of the most popular sessions. CME, ACPE and VOICE credits will be available.
- SNMMI and the Optical Society of America (OSA) have begun discussions for an “incubator meeting” allowing researchers of niche fields a valuable opportunity to meet and discuss advances, challenges and opportunities regarding their research.
- The Clinical Trials Network, utilizing its new brain phantom, will work with the Pediatric Brain Tumor Consortium to validate the PET scanners used by this NIH-funded trial group.
One of the biggest challenges facing the field is the low level of awareness and understanding of nuclear medicine and molecular imaging—what they are, how they work and their tremendous potential value to the patient. SNMMI has undertaken new efforts in 2012 to get the word out through outreach to patient and referring physician groups, working with the media, social networking and several unique communications efforts.

PUBLICIZING NEW TRACERS
When the FDA approved the new brain amyloid tracer florbetapir in 2012, SNMMI collaborated with the Alzheimer’s Association to develop appropriate use criteria, then to disseminate them to the physicians who need them to ensure appropriate utilization. The society worked closely with the Alzheimer’s Association, the American Academy of Neurology and the American Association of Geriatric Psychiatry; joint sessions have been offered at their national meetings, and further cooperative efforts will be developed when coverage is determined by CMS.

SNMMI also worked with the media to publicize the criteria to the imaging community, the general medical community and the public in order to raise the general level of awareness and understanding of the new scan. An infographic was developed to help explain the criteria. The criteria were published jointly in the March issues of The Journal of Nuclear Medicine and Alzheimer’s & Dementia.

EDUCATING ABOUT NEW THERAPIES
With several effective treatments for certain tumor types available in Europe and several others in development, nuclear medicine therapy is becoming an area of greater focus for the society. Given the under-utilization of some other nuclear medicine therapies, awareness of the value of targeted radioisotope therapy is critical to ensure that new treatments are available to patients. To meet the growing need for educational resources, information and tools specific to radioisotope therapy for physicians and patients, SNMMI has developed a microsite (www.snmmi.org/RIT). The society is also developing multiple educational initiatives on the subject.

SNMMI is also preparing informational and educational initiatives for the new radium-223 dichloride therapeutic for the treatment of bone metastases in patients with prostate cancer, just approved by FDA in May. A comprehensive education program is in development, and several collaborative presentations are planned with the American Society of Clinical Oncology and the American Society for Radiation Oncology. In addition, SNMMI will work with patient groups to provide information for their members.

PROMOTING QUALITY AND VALUE
Nuclear medicine and molecular imaging comprise a complicated, fast-evolving specialty. Procedures are often poorly understood and sometimes inappropriately prescribed. With this in mind, SNMMI participated in the American Board of Internal Medicine’s Choosing Wisely campaign to provide specific, evidence-based recommendations to the public in order to stimulate discussion about the need, or lack thereof, for some frequently ordered tests or treatments. The initiative is supported by influential consumer-oriented partners such as Consumer Reports, AARP and Wikipedia.

SNMMI’s participation in the Choosing Wisely campaign is indicative of the society’s dedication to increasing understanding and sound
HIGHLIGHTS

- 1 billion people read about SNMMI research and activities in the news in 2012.
- 5,291 participants in SNMMI’s LinkedIn community.
- 4,350 “like” SNMMI on Facebook.
- 923 follow SNMMI on Twitter.
- 500 publications published stories about SNMMI research and activities in 2012.
- 25 collaborative sessions offered with referring physician organizations in the past year.
- 20 physician and patient groups collaborated with SNMMI to promote understanding of nuclear medicine and molecular imaging.
- 6 patient education webinars created, in collaboration with patient advocacy organizations, to educate patients about specific aspects of nuclear medicine and molecular imaging.
- 5 Things Patients Should Discuss” released by SNMMI and the American Board of Nuclear Medicine as part of the Choosing Wisely campaign.

practice of nuclear medicine and molecular imaging among the medical community and consumers, helping ensure that patients receive personalized, appropriate care.

CONNECTING WITH THE WIDER COMMUNITY

SNMMI continues to work with media to share information about the society’s initiatives, research and education with the medical imaging community as well as associated physician communities. In 2012, SNMMI secured more than 1,200 media placements in nearly 500 media outlets, generating more than one billion media impressions. Original stories were published by top consumer media outlets including the Washington Post, Fox News, Huffington Post, CNBC, U.S. News & World Report and others. These outlets published stories relating to annual meeting research, JNM research and SNMMI’s Choosing Wisely recommendations, among others.

Social media networks are a key way to get all kinds of messages out to the imaging community, as well as get feedback on initiatives. SNMMI has been very successful in building its social networks, seeing not only an increase in the number of likes, followers and members on its social media sites, but also a significant increase in the amount of interaction among members—a real indicator that SNMMI’s social media efforts are getting people talking.

REACHING OUT TO PHYSICIAN AND PATIENT GROUPS

In 2012, SNMMI significantly increased its outreach activities, working closely with more than 20 physician and patient groups to educate about and increase understanding of nuclear medicine and molecular imaging. The results of these activities are clear throughout the pages of this report.

The society’s physician group outreach initiatives focused on joint sessions, course offerings and webinars, as well as collaboration on guidelines, appropriate use criteria and other quality initiatives. Collaborating groups include the Alzheimer’s Association, American Academy of Neurology, American Association of Geriatric Psychiatry, American Heart Association, American Physiologic Society, American Society of Clinical Oncology, American Society of Nuclear Cardiology, American Society for Radiation Oncology, American Urological Association, Commission on Cancer and International Association for the Study of Lung Cancer.

Patient group initiatives were planned and organized in collaboration with SNMMI’s Patient Advocacy Advisory Board, comprising representatives of 12 patient organizations.

WHAT’S COMING

- The Sunday plenary lecture (Henry N. Wagner, Jr. Lectureship) at the 2013 SNMMI Annual Meeting will feature Val Lewington, MD, presenting: Moving Molecular Radiotherapy into the Mainstream: Have We Reached the Tipping Point?
- SNMMI will debut a series of webinars and podcasts focused on targeted radiotherapy,
- SNMMI plans to release a series of position statements for the society over the next year.
- A new technologist section will be added to the PET PROS website.
- Nuclear Medicine & Molecular Imaging Week will be celebrated October 6-12, 2013, with the theme Molecular Imaging: The Future … Delivered.
One of SNMMI’s top priorities is to review federal regulations and congressional legislation that could affect the nuclear medicine community, providing input to Congress and the related federal agencies as such policy issues arise. The society works continually with the Nuclear Regulatory Commission (NRC), the Food and Drug Administration (FDA), the Centers for Medicare and Medicaid Services (CMS), the White House Office of Science and Technology Policy, the Department of Energy (DOE), the Department of Transportation (DOT) and the Department of Health and Human Services (HHS) and others on a wide variety of issues.

ENSURING A DOMESTIC SUPPLY OF ISOTOPES

A major advocacy effort by SNMMI and others paid off late in the 112th Congress. On January 2, 2013, President Obama signed into law the National Defense Authorization Act for FY2013, which included the American Medical Isotopes Production Act, supporting the development of a domestic source of Mo-99.

This is a strong, positive step forward for the nuclear medicine community. There are currently only eight foreign producers of Mo-99 approved by the FDA to import the product into the United States—and there are no domestic facilities dedicated to the production of Mo-99 for medical uses. The aging foreign reactors regularly experience significant ongoing maintenance issues. In 2009-2010, the United States experienced a shortage of Mo-99 that led to the disruption or delay of nuclear medicine procedures for an estimated 50,000 patients each day.

The bill established a “technology neutral” program to support the production of Mo-99 for medical uses in the United States by nonfederal entities. It also calls for the United States to phase out the export of highly enriched uranium for medical isotope production over a period of seven years. The bill represents the culmination of several years of effort by the nuclear medicine community and federal agencies to ensure a stable supply of radioisotopes.

WORKING TO APPROVE NEW TRACERS

In April 2012, the FDA approved the brain amyloid imaging agent florbetapir, which, along with three other amyloid imaging agents that may be approved in the near future, has the potential to play an instrumental role in the management of patients with suspected Alzheimer’s disease. CMS is currently considering whether adequate evidence exists to determine if brain amyloid imaging with PET changes health outcomes. SNMMI is now working with CMS to better define what constitutes an outcome in imaging and to remove obstacles to coverage.

This spring, the FDA approved both Tc-99m tilmanocept for lymphatic mapping procedures and radium-223 chloride for treatment of castration-resistant prostate cancer with bone metastases. Several other radiotracers will move toward approval by the FDA in the coming year. SNMMI has worked with the NRC, FDA and CMS on these efforts; moving forward, the society will carefully monitor the process and provide input as necessary.

LEADING THE WAY TO QUALITY

SNMMI has met with many key government agencies and Capitol Hill staff to discuss dose optimization. The society's message is that the right test with the right dose should be given to the right patient at the right time. When nuclear medicine and molecular imaging procedures are performed correctly on appropriate patients, the benefits of the pro-
HIGHLIGHTS

- $5 million retained in the Department of Energy budget for basic nuclear medicine research.
- 60 meetings held on the Hill during SNMMI’s Capitol Hill Day in April 2013, with 47 participants.
- 50 members on the SNMMI-TS Technologist Advocacy Group (TAG Team), representing all 50 states.
- 30 years since a new drug for lymph node mapping has been approved by FDA
- 20 comment letters sent to federal agencies by SNMMI.
- 19 non-licensure states are the focus of SNMMI’s work on state licensure issues.
- 14 meetings with or presentations made to agencies in order to advance SNMMI priority issues.
- 13 imaging organizations urged the passage of S. 99, the American Medical Isotope Production Act of 2011.

SNMMI has maintained a strong role in the Alliance for Quality Medical Imaging and Radiation Therapy by promoting the Consistency, Accuracy, Responsibility, and Excellence in Medical Imaging and Radiation Therapy (CARE) Act of 2013 on Capitol Hill. This bill, establishing minimum education and credentialing standards in order to receive Medicare reimbursement, was reintroduced in the U.S. House of Representatives on March 13, 2013, and subsequently in the U.S. Senate.

SNMMI-TS’s Technologist Advocacy Group (TAG Team), comprising dedicated members in each state who are involved at the local level, continued to identify changes in state laws/regulations concerning the practice of nuclear medicine and address any concerns or questions submitted by SNMMI-TS members from their state.

A revised SNMMI-TS revised Scope of Practice and Clinical Performance Standards and a new SNMMI-TS PET Scope of Practice were approved in 2012.

ADVOCATING FOR APPROPRIATE REIMBURSEMENT

SNMMI coordinated a response to CMS in July 2012 asking that it reconsider the current national coverage decision on FDG-PET for the remaining cancers/indications still reimbursed only under coverage with evidence development. Although CMS did not follow SNMMI’s recommendations on expanding the proposal beyond oncology to cover all areas, CMS will allow local coverage options for oncologic indications of FDA-approved PET tracers after September 1, 2013.

EDUCATING REGULATORS ABOUT DIRECT SUPERVISION

In February 2013, CMS released a proposed rule including a provision for supervision of hospital staff preparing radiopharmaceuticals. In the past, hospitals have reported to CMS that a direct supervision requirement is extremely burdensome. Following SNMMI’s suggestions, CMS has proposed removing the word “direct,” allowing for appropriately trained hospital staff to prepare in-house radiopharmaceuticals under the oversight of a registered pharmacist or doctor of medicine or osteopathy, but it would not require that such oversight be exercised by the physical presence in the hospital at all times of one of these professionals, particularly during off-hours when such a professional would not be routinely present.

WHAT’S COMING …

- The Consistency, Accuracy, Responsibility, and Excellence in Medical Imaging and Radiation Therapy (CARE) Act of 2013 is now under consideration by Congress.
- Coverage decisions are pending from CMS for brain amyloid PET imaging, tilmanocept and radium-223 dichloride. Congress is considering replacing the Sustainable Growth Rate with performance measures.
- New legislation relating to compounding of radiopharmaceuticals is currently being considered by Congress.
- The final rule is expected soon for the issue of direct supervision as it relates to the CMS Hospital Conditions of Participation: Nuclear Medicine Services 482.53(b)(1).
In a historic vote on June 11, 2012, society membership voted by an overwhelming majority to change the society’s name to the Society of Nuclear Medicine and Molecular Imaging (SNMMI). This is the first name change for the society since its founding almost 60 years ago. The new name reflects the expansion of the scope of the society; while nuclear medicine remains integral, the society embraces the expanding field of molecular imaging, including the emergence of imaging technologies beyond those that utilize radioactivity.

SNMMI members look to the society for their professional needs—knowledge of nuclear medicine and emerging technologies, the journals, education resources, continuing education credits and community.

GROWING A DIVERSE MEMBERSHIP

As SNMMI’s name expanded, so did its membership, which swelled to more than 19,000 in 2012—the highest ever. One of the society’s most unique aspects is its diversity. SNMMI membership includes physicians, scientists, physicists, pharmacists, technologists and laboratory professionals. The majority of the society’s members are at the top of their profession—highly experienced and highly educated. SNMMI’s student and young professional populations have also shown strong growth over the past few years.

PURVEYING KNOWLEDGE

SNMMI has very strong offerings that help members keep abreast of new science, research, tracers and equipment. The Journal of Nuclear Medicine (JNM) and the Journal of Nuclear Medicine Technology (JNMT) serve members by collecting, reviewing and providing only the best and most useful articles; the Annual Meeting does the same for scientific papers and continuing education presentations.

In 2012, SNMMI made both the journals and the Annual Meeting easier to access through apps for mobile devices. A new full-text mobile application for SNMMI journals, compatible with iOS devices (iPad, iPod Touch and iPhone), is available free for SNMMI members and journal subscribers at the iTunes App Store. The app allows users to download, search, view and save abstracts and full-text articles, including articles electronically published ahead of print.

Additional mobile apps have been developed for the 2013 Annual Meeting. The Annual Meeting App will allow you to build a custom event itinerary, search sessions and exhibitors, receive event alerts and participate in event- and session-specific social network streams. The Annual Meeting Abstract App will allow attendees to search all 2013 meeting abstracts and bookmark those of interest.

SNMMI and SNMMI-TS also compile and distribute news to keep members up-to-date on what’s going on in the profession. SNMMI SmartBrief publishes daily news briefs, and JNM’s Newsline provides more in-depth coverage of current professional issues as well as news and literature briefs. Technologist members received six issues of Uptake packed with news and information.

PROVIDING EDUCATION RESOURCES

More than 80 courses, webinars and case reviews are currently available through SNMMI’s Learning Center at www.snmmi.org. More than 25 options in the Lifelong Learning and Self-Assessment Program offer self-assessment module (SAM) credit. Additional courses, articles, cases and study guides are available for AMA/PRA, ACPE and VOICE credit. Finally, for those who are not able to attend the Annual Meeting,
• $300,000 grants and scholarships awarded in 2012.
• 19,015 members in 2012, an 8% increase over 2011.
• 1,408 international members in 2012.
• 446 technologists in the graduation transition program.
• 641 participants in the 2012 Virtual Meeting, 13% more than in 2011.
• 62% of members visited SNMMI site 3-4 times a month or less.
• 62 residents in the new “transition” membership program.
• 25 years since the society’s operating reserves were as high as they were in 2012.
• 16 SNMMI-TS Leadership Academy participants in 2013.

a Virtual Meeting is now available with video of the 70 most popular SNMMI 2012 Annual Meeting sessions, including available CME, ACPE and VOICE credits.

In 2012 SNMMI-TS continued the “Roadshow” offerings with presentations on “Embracing Change within the Field” offered in underserved geographical areas. This allowed the society to bring an educational meeting opportunity to local areas.

A PET Review Workshop was offered in September to prepare technologists for sitting for the Nuclear Medicine Technology Certification Board’s PET exam. Also, SNMMI-TS collaborated with the EANM Technologist Committee to develop Radionuclide Metabolic Therapy—A Technologist Guide, free for download at www.eanm.org.

OFFERING COMMUNITY AND COLLABORATION

SNMMI continues to offer numerous opportunities for members to meet, network and collaborate with others in the community. Annual Meetings, Mid-Winter Meetings and chapter meetings are excellent opportunities, and members can become more involved by participating in committees, councils and centers of excellence. In 2012, the SNMMI Annual Meeting drew participants from across all areas of the field and from all areas of the world, creating an ideal opportunity for global collaboration.

The SNMMI-TS Leadership Academy continues to attract eager and passionate technologists seeking to embrace a leadership role at the chapter and national levels. In the coming year SNMMI will develop a similar program for physicians and scientists.

In 2012 SNMMI-TS launched a new quarterly newsletter, The Collimator, for nuclear medicine technologist new professionals (members and nonmembers). Each issue provides relevant information on issues in the field, assistance in professional development, and more.

PRESENTING GRANTS, AWARDS & SCHOLARSHIPS

In collaboration with the Education and Research Foundation for Nuclear Medicine and Molecular Imaging, SNMMI presented nearly one hundred grants, awards and scholarships in 2012. Eighty awards were given at the Annual Meeting.

In all, the society awarded nearly $300,000 in 2012, with support from the Education and Research Foundation for Nuclear Medicine and Molecular Imaging. These awards represent the society’s commitment to advancing molecular imaging and therapy by supporting the next generation of researchers.

WHAT’S COMING

• In 2013 SNMMI will launch a completely redesigned website with greatly improved functionality. This will allow for a customized user experience based on interests and preference.
• The 2013 Annual Meeting networking events include welcome reception, a New Professionals Luncheon (for technologists within their first ten years of practice), a first-timer’s orientation, a poster hall mixer and the annual Technologist Party.
• In 2013 SNMMI will develop a Leadership Academy for the society similar to that offered now by the SNMMI-TS.
• SNMMI-TS has four new books in development, including a new book of quick-reference protocols to be released in 2013.
• Three more roadshows will be offered in 2013, in Denver, CO (August), Scranton, PA (September) and Roanoke, VA (September).
## Financials

### Revenue, Expense and Change in Net Assets

For the Year Ended September 30, 2012

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>2012</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings</td>
<td>$4,543,286</td>
<td>40.8</td>
</tr>
<tr>
<td>Membership</td>
<td>2,631,668</td>
<td>23.7</td>
</tr>
<tr>
<td>Communications</td>
<td>1,958,563</td>
<td>17.6</td>
</tr>
<tr>
<td>Leadership</td>
<td>995,062</td>
<td>9.0</td>
</tr>
<tr>
<td>Professional</td>
<td>655,207</td>
<td>5.9</td>
</tr>
<tr>
<td>Other</td>
<td>217,548</td>
<td>2.0</td>
</tr>
<tr>
<td>Councils</td>
<td>68,665</td>
<td>0.6</td>
</tr>
<tr>
<td>PET Center of Excellence</td>
<td>42,099</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>11,112,098</strong></td>
<td><strong>100.0</strong></td>
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</tbody>
</table>
## Expense:

### Program services:

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>$2,223,900</td>
<td>22.0</td>
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<tr>
<td>Meetings</td>
<td>$1,641,965</td>
<td>16.2</td>
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<tr>
<td>Professional</td>
<td>$1,231,239</td>
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<td>Leadership</td>
<td>$1,002,257</td>
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<tr>
<td>Molecular Imaging Campaign</td>
<td>$909,417</td>
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<tr>
<td>SNMMI Clinical Trials Network</td>
<td>$451,619</td>
<td>4.5</td>
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<tr>
<td>Grants, awards and related expenses</td>
<td>$106,300</td>
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<tr>
<td>Councils</td>
<td>$88,630</td>
<td>0.9</td>
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<td>PET Center of Excellence</td>
<td>$2,271</td>
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<tr>
<td><strong>Subtotal for program services</strong></td>
<td><strong>$7,657,598</strong></td>
<td><strong>75.8</strong></td>
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### Support services:

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<tr>
<th>Service</th>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Finance</td>
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<tr>
<td>Information Services</td>
<td>$639,115</td>
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<td>Administrative</td>
<td>$592,965</td>
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<td>Membership</td>
<td>$334,285</td>
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<tr>
<td>Development</td>
<td>$232,924</td>
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<tr>
<td><strong>Subtotal for support services</strong></td>
<td><strong>$2,519,997</strong></td>
<td><strong>24.6</strong></td>
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<td><strong>Total expense</strong></td>
<td><strong>$10,245,376</strong></td>
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## Change in net assets before investment activity

**866,722**

## Investment activity:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Unrealized gains</td>
<td>$456,018</td>
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<tr>
<td>Realized gains</td>
<td>$68,463</td>
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<tr>
<td>Interest and dividends</td>
<td>$120,349</td>
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<tr>
<td><strong>Total return from investment activity</strong></td>
<td><strong>$644,830</strong></td>
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</table>

## Change in net assets

**1,511,552**

## Net assets:

<table>
<thead>
<tr>
<th>Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of year</td>
<td>$7,252,025</td>
</tr>
<tr>
<td>End of year</td>
<td>$8,763,577</td>
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</tbody>
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Note: The financial information presented above was derived from the audited financial statements of SNMMI as of September 30, 2012. The independent auditor’s report accompanying the audited financial statements expressed an unqualified opinion.
SNM EXECUTIVE STAFF

Virginia Pappas—Chief Executive Officer
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Judy Brazel—Director of Meeting Services
Sue Bunning—Director of Health Policy & Regulatory Affairs
Bonnie Clarke—Director of Clinical Trials Network
Matt Dickens—Director of Information Services
Rebecca Maxey—Director of Communications
Robert J. Milanchus—Director of Development
Joanna Spahr—Director of Marketing
Nikki Wenzel-Lamb—Director of Leadership and Technologist Section Administrator
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