SNMMI/ERF Ursula Kocemba-Slosky, Ph.D., Professional Relations Fellowship

Application Window: November 1, 2014 – December 15, 2014

INTRODUCTION
Born in Poland, Ursula Marianna Kocemba received her Ph.D. in medical microbiology from the Warsaw Medical Academy. She and her husband, Jack Slosky, Ph.D., emigrated from then-communist Poland in 1974 to conduct postdoctoral work at the Worcester Foundation for Experimental Biology in Shrewsbury, Massachusetts. Ursula passed away in 2012.

Ursula strongly believed that there are two keys to communication between people, especially in medical communications. First, when one translates words from one language to another, one should strive to include nuanced meanings and information to avoid serious medical errors and deep misunderstandings. Second, one should strive to interpret appropriately by including a context of differences of cultures, levels of education, life experiences, as well as differing needs and expectations. Together, such "cross-interpretation" is key when applied to professional relations.

Dr. Jack Slosky strongly believes that it is important that SNMMI develops new leaders with a comprehensive understanding of both professional and government relations in order to successfully navigate through the increasing complex U.S. and international healthcare environment. Patients will ultimately benefit from effective interpretation (and better understanding) between themselves and their medical providers as well as between medical societies, industry groups and government agencies. To this end, Dr. Slosky has established this professional relations fellowship in memory of his late wife.

DESCRIPTION
It is essential for professional organizations in a highly regulated and diverse area, such as nuclear medicine and molecular imaging, to have leaders who have an understanding, gained first hand, of the challenges that the practice of nuclear medicine faces. But, currently few of these individuals who aspire to become SNMMI leaders have expertise to provide the Society with the statesperson-like leadership and guidance necessary in the professional relations arena.

The professional relations fellowship is designed to provide young professionals in nuclear medicine and molecular imaging direct, personal exposure to professional/public relations activities of the SNMMI as they relate to other medical societies and other professional organizations. The fellowship is designed to provide a gifted and highly motivated young nuclear medicine or molecular imaging professional with first-hand experience in the professional intersociety relations process. A young professional is defined as an MD, scientist or technologist who has completed at least 3 years, but no more than 10 years of post-training experience in the field. Professionals who have been in the field longer than 10 years are not eligible.
Applications for the 2015 program will be accepted starting on November 1, 2014 with a closing date for submission of December 15, 2014. The Fellowship experience will be held on a mutually agreed upon week. Expenses for the week will be reimbursed with the $1,000 Slosky Fellowship award.

SCOPE
The fellow will spend 8 days in the SNMMI Leadership department. The fellow will be assigned a mentor who is a member of the SNMMI board of directors. The mentor will be designated by the SNMMI upon mutual consent of the mentor and the fellow. It is expected they will speak by phone, with an option of a one-day visit by the mentor to the SNMMI headquarters during the program, as determined by the activities and objectives outlined below.

Day 1
• Visit with SNMMI Staff and orientation
• Afternoon spent on an overview and discussion on how associations operate, how they work through issues, differences between organizations (trade, professional), etc.

Days 2 & 3 – Visits will be director-level meetings where staff from both organizations discuss the following areas; culture, effective communication, collaboration, advocacy and navigating change, issue resolution, working with other organizations including industry.
  • Visit ACR
  • Visit ASNC
  • Visit CORAR/MITA
  • Visit ASCO
  • Visit ACC
  • Visit Pharma, Advamed or Bio-Rad
  • Visit with a patient advocacy group

Day 4
• Continue visits not scheduled on Days 2 & 3

Days 5 – 8 will entail:
• Visit Patient Advocacy Groups who are currently members of the Patient Advocacy Advisory Board (PAAB) to discuss how they are organized, the various opportunities and outreach they afford to patients and their collaboration with the SNMMI patient outreach effort
• SNMMI meeting with senior staff/directors
  o SNMMI Staff Debrief
  o Select project area to focus on in the future
• The fellow will be required to attend the SNMMI Board of Directors Meeting on September 26–27, 2015.
• Accompany SNMMI staff with members of the Patient Advocacy Advisory Board to Capitol Hill on Capitol Hill Day (Anticipated date of visit, September 28, 2015)

Following the Program
• After the program is complete, the Fellow will take the ASAE Principles of Component Relations virtual course which focuses on managing partnerships and relationships.
• Attend SNMMI Mid-Winter or Annual Meeting (spend time with leadership, work with
association and international leaders, industry, etc.)
• Provide a written summary and analysis of the Fellowship experience; include suggestions on
how the fellowship could be improved.
• Provide a written update on a selected professional/intersociety relations issue of interest,
specifically stating any new information and what types of activities have been undertaken to
demonstrate additional learning on the issue.
• Write an article for the JNM Newsline highlighting the Fellowship Experience.
• Be appointed as a member of the SNMMI Outreach Committee, or other appropriate committee
as determined by SNMMI. The fellow is expected to keep a log of all activities while serving on
the committee.

Six Months Following the Program
• Provide a written update on the issue selected in the requirement above.
• Provide a written report of professional relations activities personally undertaken.

Requirements
Applicants will be asked to provide curriculum vitae, and a written statement of their interest in
professional relations and association leadership. Two letters of recommendation in support of
the applicant may be submitted, but are not required.

Fellowship assignments demand a capacity for quick learning and a willingness to work hard,
often on issues outside an individual's area of expertise.

Selection will be based on a combination of the following criteria:
• Record of professional achievement in one's career
• Evidence of leadership skills and the potential for further growth
• Demonstrated commitment to public service/administration evidenced by prior leadership
positions in other committees/associations
• Sincere desire to achieve the goals and objectives of the Fellowship in the form of an essay on
why the applicant thinks he/she should be selected.
• Skills to succeed at the highest levels in nuclear medicine and molecular imaging, and the
ability to work effectively as part of a team
• Exceptional writing ability, a positive attitude, and strong leadership skills.

The 2015 SNMMI/ERF Ursula Kocemba-Slosky, Ph.D., Professional Relations Fellowship is
made possible through a grant from the Education and Research Foundation for Nuclear
Medicine and Molecular Imaging.