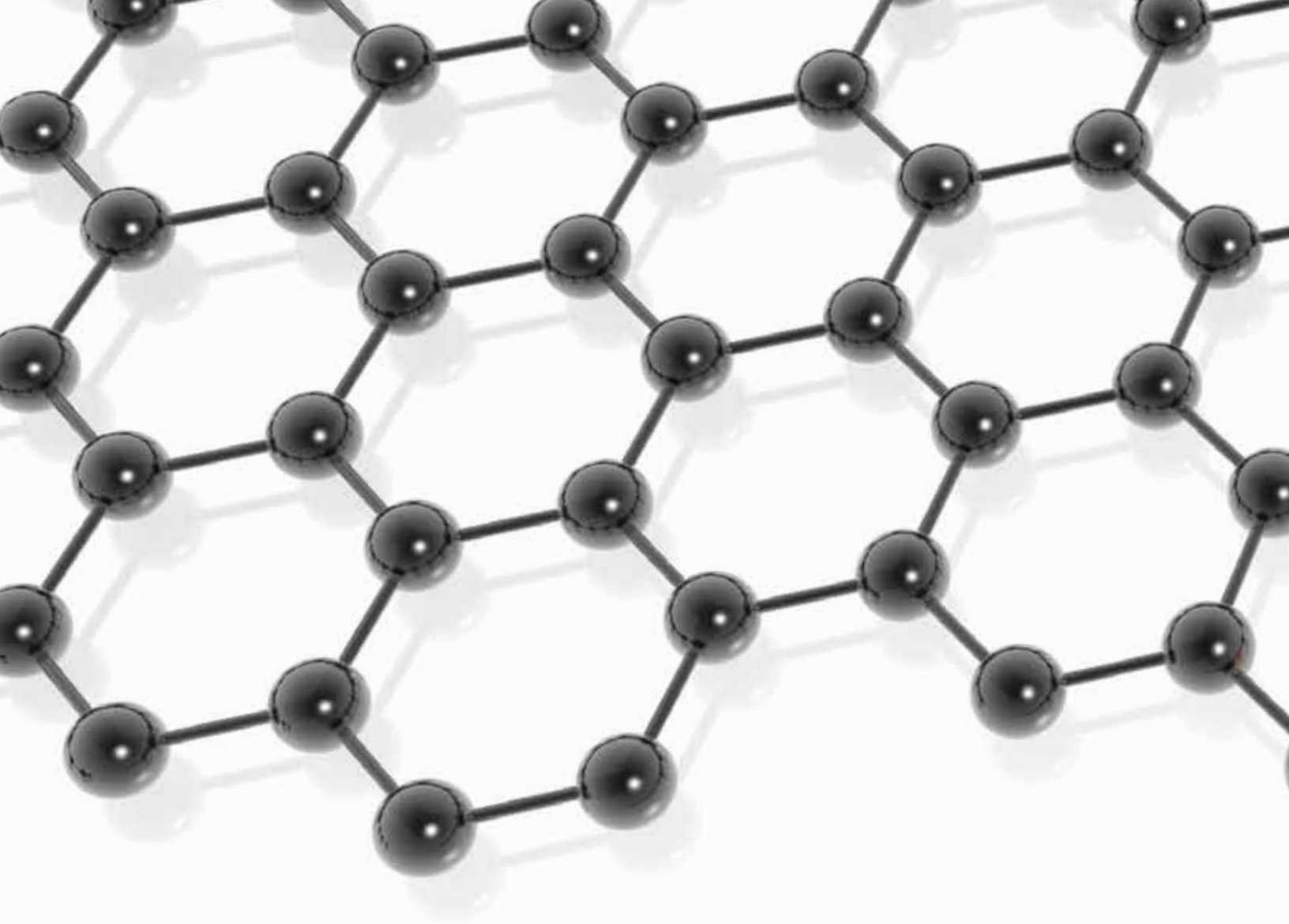


# SNM

Advancing Molecular Imaging and Therapy  
2009 Annual Report





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**A**s we prepared this annual report, I took the opportunity to review the priorities and goals we set for ourselves at the beginning of the year. Looking back over the last 12 months, I am pleased to report that 2009 was an excellent year for our field and profession.

SNM has given careful attention to our strategic plan to expand nuclear medicine practice to more fully incorporate molecular imaging. Four years ago, we recognized that molecular imaging would play an important role in the future of our profession, and we are making outstanding progress in integrating molecular imaging into our society's mission.

In 2009, we achieved many of the objectives we set out to accomplish in our strategic plan. The SNM Clinical Trials Network is up and running with 13 qualified centers, as of this writing, which ultimately will serve to make tracers and biomarkers available and will facilitate rapid development in the field. Our Bench to Bedside fundraising campaign is nearing completion, which will allow us to invest more fully in

driving public awareness of the benefits and value of nuclear medicine and molecular imaging.

In the public affairs arena, SNM continued to advocate aggressively for legislation and policies to protect and support research, funding and reimbursement. The regulatory and policy environment is ever-changing, so it's critical that we stay out in front of the debate to shape the environment for the nuclear medicine and molecular imaging community. More than ever, policymakers—and the general public—are waking up to the promise of molecular imaging as a pathway to individualized, personalized medicine.

Moreover, we are taking the steps we need to take to grow SNM's membership to ensure a strong future. We are focusing our efforts carefully on recruitment, with the goal of identifying new categories of members we can bring in to the fold—which will ensure a strong revenue base and, more importantly, fresh ideas and perspectives on the future of our growing field.

There's no question that 2009 was a challenging year for our profession and for our association. Our field was not immune to the recessionary trends that have

affected every sector of the economy, and while we see signs of recovery, some of the challenges, such as a sluggish job market, will likely continue into the near future.

But it's not the challenges we face that define us—it's how we respond to those challenges that counts. By that much more important measure, I'm optimistic about the future of our field and the strength of our association.

Most importantly, we are looking forward, because it remains clear that the future for nuclear medicine and molecular imaging is bright. We at SNM are proud of the support that we are able to offer you, our valued members, through our various research, education and training, and advocacy efforts. We look forward to continuing to provide those services so that you can continue providing your patients with the care and treatment they deserve.



Virginia Pappas, CAE  
Chief Executive Officer, SNM

## Letter from the **CEO**





## Who We Are

**S**NM (the Society of Nuclear Medicine) is a nonprofit scientific and professional organization aimed at promoting the science, technology and practical application of nuclear medicine and molecular imaging.

Molecular imaging plays a vital role in the practice of medicine across the full spectrum of patient care, from diagnosis to treatment. It is safe, effective and painless, and SNM strives to promote its sound practice and to improve awareness of this crucial technology among both the medical community and the public at large.

With 17,000 members worldwide, SNM includes physicians, technologists and research scientists, all of whom are committed to the advancement of nuclear medicine and molecular imaging. Their mission, to which SNM is proud to contribute, is clear: To improve patient care by advancing molecular imaging and therapy.

## What We Do

SNM provides leadership for advancing nuclear medicine and molecular imaging in the following key areas:

- Research
- Publications
- Education and training
- Professional standards and guidance for best practices
- Advocacy in the public policy and regulatory arenas

SNM, founded in 1954, is based in Reston, Virginia. The society is devoted to supporting the progress of this critical field and to providing our members with the very best resources in support of the diagnosis and treatment of the patients they serve.

This annual report details SNM's activities, successes, progress and outlook across these areas and more in 2009.

# About **SNM**

Over the last four years, SNM has undertaken a journey to expand our focus beyond nuclear medicine and to fully integrate molecular imaging into the society's long-term strategic vision. With molecular imaging playing an increasingly important role in health care today, we recognized that the future of our organization depended upon a more expansive and inclusive understanding of where our field is headed. Our goal was to position SNM as a trusted resource for increasing understanding and sound practice of molecular imaging throughout the medical community and the general public.

In 2009, SNM's leadership on key issues related to the advancement of nuclear medicine and molecular imaging led to outstanding results.

In the area of research, SNM's contribution was unparalleled. Our flagship publication, *The Journal of Nuclear Medicine*, was recognized as the top peer-reviewed journal in the field, and other key society publications are playing a vital role in the advancement of knowledge related to molecular imaging. The expansion of the SNM Clinical Trials Network shows great promise for improving patient care through its focus on imaging biomarkers.

Professionals in the field of nuclear medicine and molecular imaging depend on SNM for our ever-growing menu of meetings, conferences, symposia, workshops and other special events dedicated to education and training. In 2009, SNM enhanced that commitment to continuing education by offering more online training resources to make opportunities for learning more accessible to our members. The 2009 Annual Meeting and the 2010 Mid-Winter Meeting provided valuable opportunities for SNM members to network, share research and continue learning.

On health policy, SNM leads the way through advocacy on Capitol Hill, in the executive branch and in state legislatures. In 2009, the shortage of much-needed radioisotopes continued to be an area of critical concern, but awareness of the issue among the media, policymakers and the public is growing: the U.S. House of Representatives passed landmark legislation to develop a domestic supply of radioisotopes. SNM continued working on other issues related to reimbursement and the regulatory process.

SNM's ability to tell our story, and to increase the understanding and appreciation of molecular imaging, improves each year. The Molecular Imaging Campaign,





first launched in 2006, progressed further in 2009 and has served to create a richer awareness of the benefits of this innovative science. In 2009, SNM also made greater use of web-based tools, including social media tools such as Facebook, LinkedIn and Twitter, to connect with our members, the larger medical community, the media and the public. Aggressive outreach to patient advocacy groups and referring physicians is also expected to pay dividends.

SNM set the stage for the future in 2009 through member recruitment and development activities. The Bench to Bedside campaign to advance molecular imaging and therapy is nearing completion, which will serve to support the society's advocacy, education,

translational and communications priorities. SNM continued working to seek out new members, while striving to offer the highest levels of service to our existing membership base.

None of these achievements would have been possible without the steadfast support of SNM's membership—the physicians, scientists, technologists and laboratory professionals whose commitment to advancing the field of nuclear medicine and molecular imaging is reflected throughout the following pages. Their commitment to advancing molecular imaging, and ours, is pursued with a single goal in mind: To ensure that patients get the best possible care they can receive.

# Executive **Summary**

## SNM 2009 Year in Review

**S**NM takes pride in being a voice for advancements in the field of nuclear medicine and molecular imaging. This year, the association continued to serve in its critical role as a key player in the support for, production and distribution of cutting-edge research.

**Pushing for comparative effectiveness research.** Among the top developments in the last year was progress made on comparative effectiveness research, which holds the promise of improving decision making on the part of health care providers. SNM has secured a grant from the Agency for Healthcare Research and Quality (AHRQ) that will be used to host a two-day workshop in July 2010 to bring experts in molecular imaging together with leaders in health services research in order to identify key areas for comparative research in molecular imaging. The output of the workshop will include a targeted list of research priorities and a CER agenda in molecular imaging. This line of research is a promising development for our field.

**Promoting innovation through research symposia and specialized publications.** The Molecular Imaging Center of Excellence (MICOE) sponsored two research symposia during 2010: “Nanomedicine and Molecular Imaging and Molecular Neuroimaging,” in partnership with other organizations and with grant support from the National Institute of Biomedical Imaging, and “Bioengineering the National Institute of Neurological Diseases and Stroke.” Both meetings were designed to achieve a rapid expansion and translation of molecular imaging research into patient care. Dedicated special issues of *Molecular Imaging* based on these workshops are underway.

**Publishing peer-reviewed journals.** SNM publications continue to set the standard for nuclear medicine and molecular imaging research. Our flagship publication, *The Journal of Nuclear Medicine* (JNM), is growing increasingly prominent as an invaluable resource for the sharing of peer-reviewed research. The journal has been positively reviewed by a number of academic ranking organizations, including the Thomson Reuters Institute for Scientific Information, which ranks scientific journals by their citations and influence.

Coupled with the JNM is a publication geared toward SNM technologist members, *The Journal of Nuclear Medicine Technology* (JNMT), which is driving innovation in the field. In addition, SNM continued sponsoring the journal *Molecular Imaging*, at a reduced price, as a benefit to SNM members. SNM has also published and produced numerous books, some of which have become the most trusted within the field of nuclear medicine.



**Expanding the Clinical Trials Network.** Last year, SNM launched the SNM Clinical Trials Network (CTN), an innovative program aimed at increasing the effective use of imaging biomarkers in therapeutic clinical trials. With financial support from three pharmaceutical company founding members, CTN has already begun

to facilitate improved standardization and harmonization of imaging parameters and increase the availability of imaging biomarkers. This initiative is also important over the longer term, as it will likely lead to faster development of important therapeutics and more widespread use of imaging biomarkers in clinical practice.

**Fighting for research and development funding.** Restoring funding for basic nuclear medicine research through the U.S. Department of Energy has been a top priority for SNM. SNM continued working with key congressional and agency staff to maintain this critical funding.

SNM's commitment to research reflects our commitment to enhancing the knowledge and skills of our member physicians and technologists, who are on the front lines in the labs and hospital settings where these research results are translated into superior patient care.

## Research Highlights

- *The Journal of Nuclear Medicine* (JNM), SNM's flagship research publication, was ranked number one in the medical imaging category with a 6.662 impact factor.
- Published "Multimodality Molecular Imaging of the Cardiovascular System," a JNM supplement based on the presentations made during the MICoE's "Multimodality Cardiovascular Molecular Imaging Symposium" in May 2009.
- Partnered with the FDA and Radiological Society of North America to present an imaging workshop at NIH that attracted more than 300 attendees.
- In March, MICoE partnered with the University of California, Davis, to host the In-Vivo Preclinical Imaging Training Workshop.
- Submitted a successful grant application to AHRQ to host workshop on comparative effectiveness research for molecular imaging.
- Received founding member support from three pharmaceutical development companies (Bristol-Myers Squibb, Eli Lilly and Company, and Genentech) to expand the SNM Clinical Trials Network to increase the use of imaging biomarkers in therapeutic clinical trials.
- Oversaw expansion of the SNM Clinical Trials Network to increase the use of imaging biomarkers in therapeutic clinical trials, with 13 qualified centers as of May 15, 2010.
- Scheduled the CTN's first clinical trial, a Phase I/II trial that will begin in late 2010.
- Hosted a worldwide FDG protocol summit and an image reconstruction summit during the SNM Annual Meeting.
- Co-sponsored an imaging workshop with FDA and RSNA on April 13-14, 2010.
- Launched the Clinical Trials Network web-based database application for registry information.
- Offered a series of monthly educational webinars on clinical research-focused topics.
- Formally introduced the CTN via a two-day workshop in Florida (available as a webcast on the CTN website).
- Hosted joint biomarker manufacturing educational session with CMOD (International Partnership for Critical Markers of Disease), which is available as a webcast on the CTN website.

# Building the **Knowledge** Base

## SNM Research



**T**he vigorous debate over health care reform in 2009 and into 2010 served as a critical reminder that the policy environment is constantly changing. That's why advocacy with policymakers has always been a top priority for our association.

SNM continued to serve as a leading player in providing guidance to legislators, regulators, activists and others involved in shaping the policies surrounding nuclear medicine and molecular imaging. Our policy and regulatory affairs team continued to advocate, with energy and effectiveness, for legislation and policies that protect and support research, funding and reimbursement for molecular imaging.

**Radioisotope supplies.** One of our key objectives has been to increase the availability of molecular imaging resources to patients. However, a critical shortage of the key radioisotope molybdenum-99 (Mo-99) has hampered that drive.

In July 2009, Rep. Ed Markey of Massachusetts introduced the "American Medical Isotopes Production Act of 2009" (HR 3276) to develop a domestic supply of medical isotopes. The bill passed the U.S. House of Representatives and awaits consideration in the Senate. SNM is pushing for passage of this bill to ensure an adequate and dependable supply to meet the growing need for these medical isotopes in the diagnosis and treatment of life-threatening diseases such as cancer and heart disease.

**Reimbursement for nuclear medicine and molecular imaging.** The sustainability of the field of nuclear medicine and molecular imaging relies on appropriate reimbursement. SNM has worked with like-minded associations and other interested parties to ensure that nuclear medicine and molecular imaging procedures are reimbursed at appropriate levels.

**Other legislative priorities.** The "Consistency, Accuracy, Responsibility and Excellence in Medical Imaging and Radiation Therapy (CARE) Act of 2009" (HR 3652) has gained momentum in the House. If

enacted, the CARE bill will ensure quality in medical imaging and radiation therapy procedures; reduce health care costs by lowering the number of repeated procedures due to poor technique or improper positioning; and improve the safety of patients undergoing medical imaging and radiation therapy procedures.

**Outreach to regulators.** In 2009, SNM made outstanding progress in working with the Food and Drug Administration (FDA) to encourage more responsive processes for approving new radiopharmaceuticals needed for nuclear medicine and molecular imaging. In addition to FDA, SNM continues to nurture relationships with other key government agencies, including the following:

- Center for Medicare and Medicaid Services (CMS)
- Department of Energy (DOE)
- Department of Transportation (DOT)
- Department of Health and Human Services (HHS)
- Environmental Protection Agency (EPA)
- Nuclear Regulatory Commission (NRC)

Advancing the field of nuclear medicine and molecular imaging through an aggressive and effective advocacy program will continue to be at the top of SNM's agenda. When Congress, agencies or state legislatures are shaping policies that could affect patients' safety or the attainability of these important resources, they need to hear from SNM and our members to ensure that key decision-makers understand the import of their actions.

## Policy Highlights

- Advocated for U.S. House passage of the "American Medical Isotopes Production Act of 2009" to create a domestic supply of Mo-99.
- Conducted discussions for solutions to address domestic supply and production issues surrounding radioisotopes through the SNM Isotope Availability Task Group.
- Continued progress in talks with the FDA with regard to regulatory issues affecting SNM's ongoing clinical trials.
- Worked with the Nuclear Regulatory Commission on regulatory changes that affect nuclear medicine.
- Continued to work with other like-minded organizations to develop solutions to ensure appropriate reimbursement for nuclear medicine and molecular imaging procedures.
- Worked with our association partners to advocate for the passage of the CARE Act (HR 3652) in Congress.
- Successfully lobbied to restore funding for the Department of Energy Office of Science, which had been previously cut in 2006.
- Worked with association partners to develop joint guidelines on imaging procedures to ensure appropriate utilization.

# Shaping **Policy**

## SNM Advocacy and Regulatory Affairs

**N**uclear medicine and molecular imaging are rapidly evolving fields, in which each year brings new technologies and advances. To ensure that our diverse membership of physicians, scientists, technologists and laboratory professionals keep pace with the field, SNM offers a wide range of training and continuing education programs.

The society is a trusted and valued resource for members seeking to expand their knowledge, develop their skills and advance in their careers—and who are always seeking to provide the highest level of care to the patients they serve.

**The virtual classroom.** One of the key advances in 2009 was the expanded availability of online resources for presenting educational programs to members. Web-based training programs and reference materials are a convenient, accessible and cost-effective avenue for keeping our members up to date, allowing them to access high quality educational resources on their own schedules. SNM more than doubled its use of webinars as an educational tool in 2009, including a foundational series on Molecular Imaging Concepts and Practices.

**Teaching the teachers.** SNM's education and training initiatives aren't only targeting students and practitioners—the society is also working to support educators in the field of nuclear medicine and molecular imaging. The goal is to promote sound pedagogy, effective teaching techniques, curricular resources and continued research to develop more effective educational programs for students in the field. Several regional chapter meetings for SNM educators were held to pool resources for the most effective teaching techniques and share research results.

Online forums are being employed to make valuable teaching methods and strategies more readily available for educators in the field. The Molecular Imaging Center of Excellence also continues to work on new curricula for molecular imaging and translational scientists and to develop resources for residents and program directors.

**Strengthening standards.** SNM recognizes the important role that accrediting bodies play in setting and enforcing standards for education in our field, and we strive to meet those exacting standards in our programs. To that end, the society regularly reviews and monitors SNM educational programs and activities to ensure they comply with standards established by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council on Pharmacy Education (ACPE) and the Commission on the Accreditation of Medical Physics Education Program. SNM is a RECEEM+ provider—recognized by the American Registry of Radiologic Technologists to provide VOICE and VOICE+ continuing education for technologists.

**Meeting and sharing.** One of SNM's most important functions is to serve as a facilitator for networking, collaboration and shared learning among the leaders in our field. The society's meetings and special events provide high-quality venues in which the top players in the field come together to share ideas, research and best practices. Each year SNM's meetings incorporate more non-radioactive imaging modalities as the society's mission expands to include emergent molecular imaging technologies.

SNM's Annual Meeting continues to be the world's pre-eminent professional gathering for leaders in the fields of nuclear medicine and molecular imaging. Each year,



the event brings together more than 4,000 professionals from preclinical, translational and clinical backgrounds, providing a constructive and positive environment for learning and networking. Likewise, the SNM Mid-Winter Educational Symposium, though smaller in scale, has emerged as a valued event in its own right.

SNM chapter and regional meetings, conferences and symposia continue to serve as important forums through which our members continue their education. These events serve as outstanding venues for networking and learning on a more localized level.

**Enhancing radioimmunotherapy education.** SNM launched a Radioimmunotherapy (RIT) Advisory Board in April 2010 to assist in the creation of an educational package focused on RIT. The board comprises leaders in the field of nuclear medicine, medical professionals from a variety of oncology specialties and disciplines as well as representatives of leading patient and professional education organizations. The complete RIT Education Package will be completed in fall 2010.

## Education and Training Highlights

- Expanded online education offerings and resources for all types of members to make continuing education opportunities easily accessible.
- Doubled participation in educational webinars.
- Hosted the 2009 Annual Meeting and the 2010 Mid-Winter Meeting, featuring exhibits from industry partners, continuing education sessions and multidisciplinary scientific sessions focusing on a wide range of nuclear medicine and molecular imaging issues.
- Launched ACCME reaccreditation process for 2010, a comprehensive process which requires review of the entire association.
- Expanded efforts to help physician members meet their maintenance of certification requirements.
- Offered CT training for physician and technologist members.
- Raised educational standards for nuclear medicine technologists to enhance professionalization and preparation, at both the entry level and the advanced practice level.
- Launched campaign to raise awareness of molecular imaging and SNM among young health care professionals.
- Developed plans to incorporate more cutting-edge molecular imaging components (e.g., new tracers and optical imaging techniques) into nuclear medicine residency requirements while offering a more comprehensive optional advanced residency curriculum.
- Launched the Nuclear Medicine Advanced Associate (NMAA) curriculum, the first master's-level program of its kind in the United States.
- Developing a molecular imaging curriculum for scientists to serve as a core curriculum that can be used as a guideline for graduate-level programs.
- Launched the SNM Technologist Section NCT Study Guide.
- Launched a Radioimmunotherapy Advisory Board in April 2010 to assist in the creation of an educational package focused on radioimmunotherapy.

# The **Future** of the Field

## Education and Training



**S**NM is committed to providing the medical community, patients and the public at large with the most up-to-date, precise and timely information on nuclear medicine and molecular imaging. We use a variety of communication channels to achieve this goal, including websites, social media tools and traditional media outreach. Through these efforts, the organization is raising public awareness about the benefits of nuclear medicine and its role in health care—and we're getting results.

**Telling our story.** Media and public attention to nuclear medicine and molecular imaging surged in 2009, most notably through coverage of the shortage of radioisotopes for diagnosis and treatment. SNM has established itself as a trusted resource for journalists needing expert opinions and reliable information on our field. SNM will continue fostering awareness of our

research and advocacy efforts among the media, think tank analysts and bloggers.

**Making the most of the web.** Social media has begun to shape the way individuals receive and seek new information, and SNM employs a variety of social media methods to more effectively communicate with our members, the medical community and the public. Most recently, SNM has launched presences on Facebook, Twitter and LinkedIn to provide platforms for our members to connect and share information. Last year, SNM launched a YouTube channel aimed at communicating critical information on one of the Internet's most popular sites.

**Outreach to referring physicians.** To improve outreach to referring physicians, SNM launched the PET Professional Resources and Outreach Source

(PET PROS), an online resource page to provide physicians and patients with easily accessible, print-and-take information about the numerous benefits of PET scans—including earlier diagnosis, accurate staging and localization, and precise treatment and monitoring of many diseases and conditions. The goal is to provide a one-stop shop for essential PET and PET/CT needs and questions.



**Outreach to patient advocacy groups.** SNM expanded its outreach program to include building relationships with patient advocacy groups through the SNM Patient Advocacy Task Force. Through a series of ongoing conversations, SNM's goal is to foster understanding of molecular imaging as a path to personalized medicine and to develop solutions to issues of shared concern, such as radioisotope shortage.

## Public Relations and Outreach Highlights

- Expanded use of social media tools to connect with members and drive public awareness of nuclear medicine and molecular imaging on LinkedIn, Facebook and Twitter.
- Nurtured relationships with patient advocacy groups through SNM Patient Advocacy Task Force.

- Launched PET PROS, a free online resource for referring and interpreting physicians, to ensure easy access to important information and useful resources, such as practice guideline summaries, sample reports, educational brochures, fact sheets for patients and more.
- Promoted news stories on key issues related to nuclear medicine and molecular imaging that garnered coverage in national, international and regional new services and publications—including *The New York Times*, *The Wall Street Journal*, MSNBC, ABC News, *The Los Angeles Times*, National Public Radio, *The Chicago Tribune*, *Forbes*, *Money Magazine*, Reuters, Associated Press and United Press International—as well as key trade publications.
- Conducted comprehensive molecular imaging campaign to brand SNM as the “go to” organization for molecular imaging expertise.
- Increased news hits to more than 15 million—an increase of more than 2,800 percent over 2008. SNM's top stories of 2009 included the following:
  - “SNM applauds U.S. House of Representatives action to build medical isotopes reactor in the U.S.”
  - “Child-specific doses for pediatric PET patients” (JNM)
  - “Unlocking mysteries of the brain with PET” (JNM)
  - “Matters of the heart: FDG PET may hold answers for patients with heart failure” (JNM)
  - “Study shows PET can measure effectiveness of novel breast cancer treatment” (JNM)
- Developed and strengthened strategic partnerships and collaborations with fellow imaging societies, referring physician associations and scientific organizations.

# Driving Awareness

## Public Relations and Outreach



In times of economic uncertainty, many individuals turn to their professional societies for guidance and leadership. SNM is no different. Without the support and dedication from the members, SNM would not be able to achieve the level of success it is known for. Over the past year, SNM has taken steps to improve member recruitment and to enhance our financial footing.

**Enhanced membership recruitment.** SNM has undertaken an aggressive new recruitment drive to help to identify and bring in new members. This will help to strengthen and diversify our revenue base while expanding our reach within the field of nuclear medicine and molecular imaging.

Key to our recruitment efforts is to remain focused on our young professionals. These young leaders are the future of the molecular imaging profession, and our goal is to help them to grow and advance within their careers as members of SNM.

**Progress in fundraising.** SNM's five-year Bench to Bedside campaign to raise a targeted \$5 million to drive awareness of the benefits and value of molecular imaging is nearing completion. Meanwhile, the Molecular Imaging Center of Excellence (MICOE) has emerged as a strong presence representing our society to the medical community and the public at large.

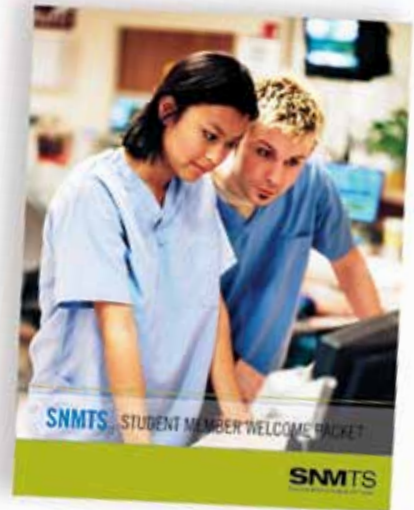
**Upgraded technology.** Over the past year, SNM has upgraded its information management system as part of a technology overhaul that will help us to improve the delivery of services to our members. The association will be able to process membership renewals, e-mail and contact information updates and other member requests more efficiently and effectively.

As the economy recovers, we expect the challenges of the last year to recede. We're working hard today to ensure that SNM, and by extension the field of nuclear medicine and molecular imaging, is on strong footing for the future.

## Development and Membership Highlights

- Continued progress in year four of Bench to Bedside Campaign to raise \$5 million for the advancement of molecular imaging.
- Launched enhanced recruitment efforts to build membership, including reduced cost memberships for members of related associations and use of the "Member Get a Member" campaign.
- Supported educational and career advancement for nuclear medicine technologists through scholarships and honorary awards.

- Enhanced the free trial resident-in-training program, resulting in 25 percent increase in new residents.
- Created SNM Technologist Section (SNMTS) Local Organization Task Force to focus on outreach to local organizations.
- Awarded more than \$500,000 from SNM/SNMTS grants, fellowship and award programs to more than 100 physicians, researchers, technologists and NM students.
- Extended 50 percent off membership dues offer for members of related professional associations and offered free membership to scientists in training.
- Created SNMTS Member and Student Welcome Packets to guide new members through the benefits and offerings of the SNMTS.



# Supporting the SNM Mission

## Development and Membership

## Revenue and Support

	2009 Total	% of Total
Meetings	\$3,964,834	32.2
Leadership	2,849,674	23.2
Membership	2,367,146	19.3
Communications	2,128,399	17.3
Professional	651,212	5.3
Other	225,398	1.8
Councils	75,655	0.6
PET Center of Excellence	32,121	0.3
Bank Interest—Operations	2,096	0.0
<b>Total revenue and support</b>	<b>12,296,535</b>	<b>100.0</b>



## Expense

Program Services	2009 Total	% of Total
Communications	\$2,592,372	20.7
Meetings	1,852,788	14.8
Professional	1,584,470	12.6
Leadership	1,370,173	10.9
Molecular Imaging Campaign	1,288,692	10.3
Grants, awards and related expenses	540,902	4.3
SNM Clinical Trials Network	450,243	3.6
Health Policy and Regulatory Affairs	88,858	0.7
Councils	63,294	0.5
PET Center of Excellence	14,757	0.1
<b>Subtotal for program services</b>	<b>9,846,549</b>	<b>78.5</b>

Support Services	2009 Total	% of Total
Administrative	\$740,218	5.9
Finance	682,874	5.4
Information Services	534,413	4.3
Membership	373,221	3.0
Development	364,164	2.9
<b>Subtotal for support services</b>	<b>2,694,890</b>	<b>21.5</b>
<b>Total expense</b>	<b>12,541,439</b>	<b>100.0</b>
<b>Change in net assets before investment activity</b>	<b>(244,904)</b>	

## Investment Activity

	2009 Total
Unrealized gain on investments	\$188,755
Realized loss on investments	(99,807)
Interests and dividends—investments	107,005
<b>Total return from investment activity</b>	<b>195,953</b>
<b>Change in net assets</b>	<b>(48,951)</b>

## Net Assets

	2009 Total
Beginning	6,946,499
Ending	\$6,897,548

Note—The financial information presented above was derived from the audited financial statements of SNM as of September 30, 2009. The independent auditor's report accompanying the audited financial statements expressed an unqualified opinion.

# Financial Position

## Schedule of Revenue, Expense and Changes in Net Assets

## SNM Mission

To improve health care by advancing molecular imaging and therapy.

## Commitment

SNM and its members are dedicated to increasing understanding and sound practice of molecular imaging throughout the medical community and with the public.

## Leadership

SNM sets the standard for molecular imaging practice by creating guidelines and standards, sharing information through its journals and meetings and leading advocacy on key issues that affect imaging research and practice.



## SNM Executive Staff

Virginia Pappas, CAE  
*Chief Executive Officer*

Vincent A. Pistilli, CPA  
*Chief Financial Officer*

Lynn Barnes, MEd  
*Director of Education*

Judy Brazel, CMP  
*Director of Meeting Services*

Bonnie Clarke, BS  
*Director of Clinical Trials Network*

Marybeth Howlett, MEM  
*Managing Director of MICOE & Clinical Trials*

Rebecca Maxey  
*Director of Communications*

Robert J. Milanchus  
*Director of Development*

Cecilia Noblett  
*Director of Membership*

Joanna Spahr  
*Director of Marketing*

Nikki Wenzel-Lamb, MBA  
*Director of Leadership Services*

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Boston, MA



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Bethesda, MD



Virginia Pappas, CAE

# SNM Leadership

# **SNM**

*Advancing Molecular Imaging and Therapy*

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