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Nuclear medicine and molecular imaging are playing an expanding role in health care, as more physicians and patients recognize their value for diagnosing and treating cancer, cardiac conditions and other diseases. SNM is a go-to resource for professionals in the field; I’m proud to be part of this valuable organization.

Dominique Delbeke, MD, PhD
Professor of Radiology and Radiological Sciences
Director of Nuclear Medicine and Positron Emission Tomography
Vanderbilt University Medical Center

About SNM

SNM (the Society of Nuclear Medicine) is a nonprofit scientific and professional organization dedicated to promoting the science, technology and practical application of nuclear medicine and molecular imaging.

With more than 17,000 members in the United States and in more than 70 countries around the world, SNM membership includes physicians, technologists, research scientists, laboratory professionals, industry representatives and others who are committed to advancing nuclear medicine and molecular imaging.

SNM, founded in 1954, provides leadership for advancing nuclear medicine and molecular imaging. Headquartered in Reston, Va., SNM supports the progress of this critical field and provides our members with the very best resources in support of the diagnosis and treatment of the patients they serve.

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.

Nuclear medicine procedures use a small amount of radioactive material—called “radiopharmaceuticals” or “radiotracers”—to diagnose and treat disease. Molecular
imaging allows doctors to view what cells are doing and how they are functioning over time.

Nuclear medicine and molecular imaging are leading to remarkable breakthroughs in patient care. In the United States alone, more than 20 million patients benefit each year from nuclear medicine and molecular imaging procedures used to 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 SNM strives to promote their sound practice and to improve awareness of the field among both the medical community and the public at large. SNM strives to advance a single mission: **To improve health care by advancing molecular imaging and therapy.**
The field of nuclear medicine and molecular imaging is evolving rapidly. Are you prepared for what comes next?

One of SNM’s top priorities throughout the years has been to provide our members the support and preparation they need to respond to the challenges of a rapidly changing field—because if there’s one constant in nuclear medicine and molecular imaging, it’s change.

SNM’s Bench to Bedside campaign to advance molecular imaging, which draws to a close this year, was one response to this changing environment. With this campaign, launched in 2006, we set the ambitious goal of raising $5 million to promote awareness and understanding of molecular imaging. We reached that goal, with unprecedented support from our industry partners and members, and were able to achieve a number of other objectives related to advocacy, outreach, education and research. This successful initiative was a critical step in the effort to fully integrate molecular imaging into the society’s scope and better prepare our members for the future.

SNM’s focus is on the future. That’s why we developed a new strategic plan in 2010 that will guide our organization’s growth in the years to come. With this comprehensive plan, we’re charting a clear course for a future in which we anticipate molecular imaging will play a growing role in health care.

What does that future hold for SNM? We’re moving forward with our commitment to comparative effectiveness research to facilitate the development of evidence proving the power

Medical disciplines are defined by their funds of knowledge; not by the technologies they use. Nuclear medicine is transitioning to a broader discipline that uses developing technologies to visualize human biological, biochemical and molecular processes in space and time. The nuclear medicine community has already mastered the essentials of the fund of knowledge that will allow molecular imaging to revolutionize diagnostic medicine and improve the treatment of patients.

Henry D. Royal, M.D.
Professor of Radiology
Associate Director, Division of Nuclear Medicine
Washington University School of Medicine
of molecular imaging as a vital part of the health care mix. This effort will pay big dividends for our field in the years to come and will help to further advance molecular imaging.

We’re energetically expanding our commitment to outreach—to referring physicians, patient advocacy organizations, corporate partners, other professional organizations and other potential partners. This is a relatively new area for SNM, and we’re making sure and steady progress at expanding our network of partnerships.

We’re also making a new commitment to advocacy on the issues that matter most to SNM members, such as the isotope shortage, reimbursement, regulatory issues, development of new tracers and more. In a changing world, we’re setting new priorities for advocacy to better serve our members—and to get results for our field.

We will continue to highlight and incorporate the latest cutting-edge technologies into our programming and facilitate the translation of new research into clinical practice.

Our most important commitment is to our members: We’re here for you. We’re proud to support our members as they lead the way in research laboratories and clinical settings around the world. SNM members are leading the way in a number of breakthroughs, such as using molecular imaging to identify the first signs of Alzheimer’s disease and to detect recurrent prostate cancer. Most important—SNM members are putting these breakthroughs to work to improve the health of patients. That’s something to be proud of.

Finally, I’d like to thank our members. Due to their commitment to the profession and to SNM, we continue to make great strides in improving human health by advancing molecular imaging and nuclear medicine.

That’s a worthy mission and one that the entire SNM team is proud to be a part of. We look forward to continued collaboration and success.

Sincerely,
Virginia Pappas, CAE
Chief Executive Officer, SNM
The year 2010 was one in which SNM moved aggressively to confront the challenges of a changing field. The way that disease is diagnosed, treated and managed has evolved dramatically in recent years. Nuclear medicine and molecular imaging, as part of a multidisciplinary approach to personalized patient care, are changing, too.

With the adoption of a new strategic plan in 2010, SNM set the course for a future marked by continued growth and success. In the last year, SNM also achieved the society’s multi-year goal of integrating molecular imaging with the society’s traditional focus on nuclear medicine. Member response to this integration has been extremely positive, with a majority of members approving of SNM’s long-term vision of a unified, integrated imaging society as the right direction for the future.

The year 2010 also brought the close of the Bench to Bedside campaign, a five-year campaign to raise $5 million in support of molecular imaging advocacy, outreach and research and to drive awareness of imaging as a critical component of personalized health care. This highly successful campaign sets the stage for future progress in molecular imaging research, diagnoses and treatments.

Over the past 20 years, I’ve seen SNM grow and evolve from an organization focused on nuclear medicine to one that embraces all aspects of molecular imaging. That sense of an expanding horizon, of always looking for a better way to understand the processes that drive human biology, or reaching out to all specialties that share our vision...that is what keeps me involved with the society.

Carolyn J. Anderson, Ph.D.
Professor of Radiology, Biochemistry and Molecular Physics
Washington University
Other SNM efforts in 2010 were equally future-oriented. The new strategic plan embraces a renewed commitment to advocacy, with SNM’s government relations experts working to confront the policy challenges facing our field and our members. Some of these policy challenges, such as the isotope shortage, FDA PET manufacturing regulations and reimbursement issues, are ongoing issues for which SNM continues to pursue solutions. Other issues, such as the effects of the health care reform law signed into law in 2010, represent new challenges that will require new approaches.

Meanwhile, SNM is focused on expanding our membership base and strengthening our financial footing for the years to come. SNM introduced a new membership class in 2010 for molecular imaging lab professionals, in an effort to engage this group of professionals who play such an important role in molecular imaging research. Likewise, SNM continued to nurture and expand the society’s commitment to professional education and training, to ensure that our members are prepared for what’s coming in the field of nuclear medicine and molecular imaging.

In 2010, SNM made a strong contribution to the field’s development by leading the way on comparative effectiveness research. This critical research will give a fuller picture of how nuclear medicine and molecular imaging are improving patient care and will help with setting clearer guidelines and more reliable reimbursement rates that will support the field’s future. Likewise, the expansion of the Clinical Trials Network, and SNM’s efforts to encourage federal funding for basic research, will pay dividends.

SNM has worked to define the multidisciplinary field of molecular imaging. Our molecular imaging scientist curriculum is based on the core competencies and integrative nature of the field. In addition to developing resources for nuclear medicine program directors to ensure our young physicians are prepared for the future, SNM developed a curriculum for molecular imaging scientists to ensure that the pipeline of research continues.

SNM also continued playing a valuable role as the home for nuclear medicine and molecular imaging research. The Journal of Nuclear Medicine, the society’s flagship publication, was recognized as the top peer-reviewed journal in the field. JNM is only one of many publications and products that SNM provides for our members as a forum for sharing ideas, research developments and more. And the SNM Annual Meeting and Mid-Winter Meeting, along with a wide range of symposia, workshops and online offerings, provide opportunities for professional networking, research contacts and ongoing education across all modalities.

Finally, SNM built upon the society’s commitment to communications and outreach through a variety of avenues. A wider array of online communications strategies, such as social media channels like Facebook, Twitter, YouTube and LinkedIn, are allowing SNM to connect with members and potential members like never before. Meanwhile, organized outreach efforts to referring physicians and patient advocacy organizations, such as SNM’s new Patient Advocacy Advisory Board, will serve to develop highly constructive partnerships for the future.

Most important, SNM continues to focus on providing value for our members, who are the backbone of the field. Physicians, researchers, technologists and laboratory professionals working in nuclear medicine and molecular imaging are shaping the future of health care and personalized medicine. SNM is proud to serve as a home for these outstanding professionals.
SNM has a long history of support for research in nuclear medicine and molecular imaging. The society provides a forum in which researchers and physicians can readily communicate and collaborate to speed the process of evaluating scientific and clinical research and integrating it into clinical practice.

By moving forward with comparative effectiveness research, keeping members up to date on the latest research developments through our publications and meetings, facilitating the translation of new technologies and agents, and working to maintain and increase research funding, SNM is an invaluable resource for advancing the field—and, ultimately, for ensuring that patients get the premium care they need and deserve.

**Proving effectiveness of nuclear medicine and molecular imaging through comparative research.**

Comparative effectiveness research (CER) evaluates health care procedures and treatments in clinical settings to determine their comparative effectiveness. CER is at the leading edge of the push to develop reliable data in support of informed decision-making in health care, ultimately helping to ensure higher quality care for patients.

SNM encourages CER for nuclear medicine and molecular imaging in order to identify strengths and weaknesses in the field’s practices and outcomes compared to other types of care. CER for molecular imaging will likely play a vital role in the evolution of health care toward a greater emphasis on personalized care, while helping to reduce costs.

In July 2010, SNM hosted a comparative effectiveness workshop, funded by the Agency for Healthcare Research and Quality (AHRQ), that brought together multidisciplinary experts and stakeholders to assess the status of CER in nuclear medicine and molecular imaging and establish priorities for the profession. Subsequently, SNM developed and has begun implementing a strategic plan for CER involving education, identification of evidence gaps, collaboration with other imaging organizations, and beginning development of evidence-based guidelines for nuclear medicine and molecular imaging. This will be a high priority for the society in the year to come.

**Expanding the base of knowledge through high-quality publications.** SNM’s flagship publication, the *Journal of Nuclear Medicine (JNM)*, continues to be the leader in peer-reviewed research publications dedicated to the field, serving as a high-value source for basic science and clinical research. *JNM* continues to be influential, boasting the highest impact factor for citations compared to all other imaging journals. Furthermore, *JNM* is developing an enhanced international profile, with international submissions and acceptances at a record high.

Other leading SNM publications include the *Journal of Nuclear Medicine Technology (JNMT)* and *Uptake*, specialized publications for SNM technologist members, as well as a variety of books and study materials. In addition, SNM sponsors the journal *Molecular Imaging*, dedicated to the publication of early preclinical research, to which SNM members can subscribe at a substantial discount.
Growing the Clinical Trials Network. SNM’s Clinical Trials Network (CTN), created to address a widely recognized need for the use of molecular imaging biomarkers in clinical trials, continued to expand in 2010, with more than 200 imaging sites participating. The CTN is actively providing tools and resources to promote faster, more cost-effective drug development and increase the availability and performance of molecular imaging biomarkers for use in the clinic.

In March 2011, SNM and the National Comprehensive Cancer Network announced a collaboration to advance research for cancer imaging and therapies. In April the CTN reached the milestone of validating 100 PET/CT scanners. The CTN is currently assisting with four multicenter clinical trials sponsored by major pharmaceutical companies.

Maintaining and developing research funding for nuclear medicine and molecular imaging. Federal funding for nuclear medicine and molecular imaging research through the Department of Energy has been a key mover in the development of the field. Radioimmunotherapy, PET and SPECT scans, for example, all advanced thanks to funding for basic nuclear medicine research. SNM advocates for ongoing and expanded funding for such research to ensure continued progress in the field.

In addition, SNM continues to offer grants, awards and scholarships to support nuclear medicine and molecular imaging research, with awards totaling more than $300,000 in 2010.

Offering multimodality workshops. The centerpiece of SNM’s translational activities each year is the sponsorship of dedicated multimodality workshops. This past year, these workshops focused on prostate and breast cancer and brought together eminent leaders and young professionals from multiple scientific and clinical disciplines.

2010 Research Highlights

- *Journal of Nuclear Medicine* ranked as top peer-reviewed journal in the entire field of medical imaging.

- Presented more than 1,400 scientific papers on translational and clinical research at the 2010 meeting.

- Hosted workshop on comparative effectiveness research to begin process of developing reliable data for molecular imaging.

- Continued to expand Clinical Trials Network, with more than 200 imaging sites participating in initiative to increase availability of molecular imaging biomarkers in clinical trials.

- Advocated for continued federal research funding for basic nuclear medicine research through the Department of Energy.

- Published updated versions of three essential technologist resources.

- Provided more than $300,000 in grants, awards and scholarships to support nuclear medicine and molecular imaging research.

- Hosted multimodality workshops on breast and prostate cancer, including patient groups and fostering a new molecular imaging community.
SNM’s membership comprises professionals in the field of nuclear medicine and molecular imaging, and the society’s goal is to serve as their primary resource for education and training. The days of any individual being an expert in all aspects of nuclear medicine are long past; today’s nuclear medicine and molecular imaging professionals are committed to lifelong education in their specialties.

The society provides a range of professional improvement programs for its members, including maintenance of certification programs to meet Parts II and IV for physicians and professional development for pharmacists.

In addition, the SNM Technologist Section (SNMTS) has expanded its Verification Of Involvement in Continuing Education (VOICE) system, which provides continuing education for nuclear medicine and molecular imaging technologists, to offer VOICE Category A+. Through VOICE, the SNMTS approves continuing education activities for credit and provides members with a computerized transcript documenting participation in any of the more than 400 nuclear medicine technology continuing education programs annually offered nationwide by the SNMTS and others.

Most importantly, SNM education and training programs are about more than simply meeting certification requirements: They’re about ensuring our members have the tools they need to meet the changing needs of patients in a changing world.

Expanding web-based education and training. Our members are busy professionals, and it can be challenging for them to get to a classroom or a conference for continuing education. To better serve their needs, SNM continues to expand its menu of online education options that span the spectrum of molecular imaging modalities—allowing members to continue learning on their own time, at their own speed and at reduced cost.

Along with web-based educational programs, SNM is expanding online coverage of live sessions from mid-winter and annual meetings, so that members who are unable to attend the meetings can still benefit.

Reducing radiation doses. SNM and its members continue their ongoing efforts to tailor and minimize the radiation involved in each individual patient procedure. Working with the Society for Pediatric Radiology, SNM joined the “Image Gently” initiative to standardize and reduce radiation doses in pediatric nuclear medicine procedures. Since children may be more sensitive to radiation from medical imaging scans, the campaign seeks to inform both patients and professionals of how to work together to minimize exposure to radiation in pediatric procedures. Nuclear medicine professionals and radiologists are urged to “child size” the amount of radiopharmaceutical in these procedures—that is, use the minimum amount needed to ensure high quality scans.

In addition, SNM is updating practice guidelines for the use of radiopharmaceuticals in pediatric medicine procedures. The “Image Gently” campaign is a key component of the society’s broader goal of promoting radiation dose reduction among nuclear medicine and molecular imaging professionals.
Creating a new radioimmunotherapy education program. In 2011, SNM will launch a new educational program focused on radioimmunotherapy (RIT), a treatment in which a tumor-killing dose of a radioactive substance is sent directly to targeted cancer cells, minimizing the amount of radiation exposure for healthy tissue. Currently, one of the most promising RIT applications is for treatment of non-Hodgkin’s lymphoma. The RIT2 program will provide information, resources and tools to physicians and technologists seeking to learn more about RIT.

Creating new curricula. SNM has worked to help define and contribute to the molecular imaging field by providing guidance for molecular imaging educational programs, developing an “advanced practice” list of topics for interested residency programs and developing a new online molecular imaging course (to launch in September 2011). The society published also a molecular imaging curriculum for scientists based on core competencies and the integrative nature of the field.

Expanding opportunities for young professionals. As part of the society’s commitment to the future of the field, SNM works with young physicians, technologists, students and residents early in their careers to give them the tools they need to succeed. SNM offerings for young professionals include travel awards to assist with conference attendance and research opportunities; grants for leadership development, mentoring and other activities; and numerous networking and leadership opportunities.

International educational collaboration. Over the past year, SNM has collaborated on educational activities with international peer organizations including the European Association of Nuclear Medicine, the World Federation of Nuclear Medicine and Biology, the International Atomic Energy Agency and the Australian and New Zealand Society of Nuclear Medicine. One of the most exciting international collaborative efforts was the first Sino-American Conference on Nuclear Medicine, held in February 2011 in Beijing, China. The conference included presentations from SNM and the Chinese Society of Nuclear Medicine leadership as well as a special focus on opportunities for young professionals.

2010 Education and Training Highlights

- Developing the new RIT2 program to educate SNM members on radioimmunotherapy treatment.

- Focused on dose reduction for radiopharmaceuticals, including joining the “Image Gently” initiative focused on dose reduction in pediatric procedures.

- Received Accreditation with Commendation recognition by the Accreditation Council for Continuing Medical Education, the highest accreditation award possible for a CME accredited provider.

- Continued to launch Lifelong Learning and Self-Assessment Modules to assist physicians in meeting MOC Part II requirements, and launched MOC Part IV projects as part of the new Practice Performance Assessment Program.

- Assisted three nuclear medicine technology programs in transitioning to the baccalaureate level.

- Assisted with the launch and completion of the first Nuclear Medicine Advanced Associate program.

- Developed study guides in the areas of Nuclear Cardiology Technology and PET for SNM technologist members.

- Augmented molecular imaging resources for program directors and scientists.

- Published a curriculum for molecular imaging scientists.

- Established the SNMTS Research Committee to identify and fill gaps in data to help SNMTS move forward in evidence-based programming.
Government policy surrounding health care can be bewildering, as was seen in the debate over health care reform in 2009-2010. Today, SNM is still monitoring the progress of the Patient Protection and Affordable Care Act, as well as the potential legal challenges to the bill, to determine the long-term effect on the field of molecular imaging and nuclear medicine. The debate over health care reform, along with many other issues such as the formation of Accountable Care Organizations, illustrates the changing policy environment that is affecting our members.

SNM’s commitment to government advocacy at the federal level took significant steps forward in 2010. With the adoption of a new strategic plan in June 2010, SNM laid out an enhanced and more effective government outreach effort, responding to new challenges and priorities.

Ensure a stable domestic supply of medical isotopes. A critical public policy issue for SNM has been the unreliable supply of medical isotopes for use in nuclear medicine and molecular imaging procedures, particularly of molybdenum-99 (Mo-99).

SNM, along with our allies in other medical societies and industry groups, has been at the forefront of seeking to educate decision-makers in Congress and the executive branch about the importance of a stable domestic supply of isotopes.

Ensure appropriate reimbursements for nuclear and molecular imaging procedures. Reimbursement for medical procedures can be unpredictable and confusing, making it difficult for hospitals and practitioners to plan for future growth. Worse yet, many imaging technologies are regularly targeted for reimbursement cuts, meaning that our field has to be prepared to defend the value of our technologies and procedures as a key component of quality health care. This is one reason SNM is aggressively promoting the need for comparative effectiveness research for imaging procedures.

SNM employs a variety of strategies to advocate for appropriate reimbursement for nuclear medicine and molecular imaging procedures and radiopharmaceuticals, so that more patients can benefit from the life-saving promise of these advanced technologies.

Promote expanded research funding. The American Recovery and Reinvestment Act of 2009 included substantial funding for medical research as part of the federal government’s stimulus plan. That investment began to taper off in 2010, meaning that a number of promising research initiatives will need to seek sustaining funds from other sources. SNM is committed to ongoing research in nuclear medicine and molecular imaging, and advocates for enhanced funding at every opportunity, because the future of our field depends upon it.

Promote the CARE Act and other legislative priorities. The Consistency, Accuracy, Responsibility and Excellence in Medical Imaging and Radiation Therapy Act of 2010 (CARE Act) was introduced in the Senate in August 2010 by Sen. Mike Enzi of Wyoming. SNM and its advocacy partners continue to strongly support this bill.
Under current law, basic training standards are voluntary in some states, allowing individuals to perform radiologic procedures without any formal imaging education. Poor quality images can lead to misdiagnosis, additional testing, delays in treatment and anxiety in patients, costing the U.S. health care system millions of dollars each year.

The CARE Act would require those who perform medical imaging and radiation therapy procedures to meet minimum federal education and credentialing standards in order to participate in the Medicare program. SNM believes the bill would be a serious step forward in ensuring patient safety.

SNM is working with the Coalition for PET Drug Approval to help our community understand requirements related to the implementation of 21 CFR part 212 (“Current Good Manufacturing Practice for Positron Emission Tomography Drug Products”) and the submission process for PET new and abbreviated new drug applications. The coalition aims to make a positive impact on the overall implementation process through interaction with the FDA. The coalition is aggressively working with numerous organizations in an effort to provide stakeholders with information they will need in order to meet the December 12, 2011, deadline for submitting applications. SNM continues to make numerous contributions that will lead to the success of the coalition.

2010 Advocacy and Policy Highlights

- Worked with association partners to drive awareness of shortage of isotopes for medical procedures and to develop solutions to the shortage.
- Endorsed the CARE Act, introduced in the U.S. Senate in August 2010, to strengthen federal standards for imaging professionals working under Medicare.
- Monitored and commented on the Nuclear Regulatory Commission revision of the Radiation Protection Guidelines.
- Developed and submitted comments to the FDA regarding proposal for a Generic Drug User Fee Program, requesting that the same exceptions be granted to PET radiopharmaceuticals as are currently in place under the Prescription Drug User Fee Act.
- Served as a key partner in forming the Coalition for PET Drug Approval.
- Continue to monitor the FDA CMS Parallel Review pilot program, which is intended to reduce the time delay between marketing approval and coverage decisions.
- Researched how imaging will fit into the new Accountable Care Organization model proposed by the Center for Medicare and Medicaid Services.
- Collaborated with American College of Radiology on revision of the Technical Standard for Procedures Using Radiopharmaceuticals.
- Submitted feedback to House Energy and Commerce Committee seeking response to proposals for changes to the Medicare physician payment system.
- Developed the State Technologist Advocates Group to enhance communication at the grassroots level on technologist issues and establish/monitor practice regulations for state licensure.
I became interested in molecular imaging because I wanted to understand the biology of the brain at a basic level—how chemical processes govern brain functions and behavior. PET imaging lets us observe molecular processes in the living human and measure abnormal function in diseases such as cancer and Alzheimer’s disease. Understanding the biochemical nature of disease is essential for designing effective treatments.

Julie Price, Ph.D.
Professor of Radiology, Head of PET Methodology
University of Pittsburgh Medical Center

To drive awareness of the promise of nuclear medicine and molecular imaging, it’s important to speak with one voice. SNM serves as a unified voice to promote these critical imaging techniques and technologies.

The advancement of nuclear medicine and molecular imaging depends, in part, on increasing awareness of how these technologies are improving health care. SNM is dedicated to reaching not only our field, but also the larger medical community, policymakers, patients and the general public, to cultivate a better understanding of the promise of nuclear medicine and molecular imaging holds for the future.

**Outreach to traditional media.** SNM members have remarkable stories to tell: stories about early detection of cancer and Alzheimer’s disease, more effective treatment of lymphoma, and much more. Reaching the broader public through traditional media venues continues to be a winning strategy for SNM to tell these stories.

The high-profile debate over health care reform created an opportunity for SNM to educate journalists about the key issues facing researchers, practitioners and students in our field. Some of the most influential media vehicles in the world have provided extensive coverage of the radioisotope shortage, a key SNM priority. This type of earned media coverage is critical to advancing the debate over key priorities for our field.

**Embracing social media tools.** Web-based social media services have exploded in recent years as a popular method for communication and engagement. SNM takes
full advantage of these low-cost, high impact tools to share information with our members and to encourage feedback on how the society can continue to improve. These tools are proving to be an important resource for education and outreach to the public.

SNM’s Facebook page, Twitter stream and LinkedIn page all continue to serve as valuable avenues for connecting with members and prospective members, as well as for reaching out to other audiences and stakeholders. SNM also hosts a YouTube channel with web video presentations focusing on key issues in nuclear medicine and molecular imaging.

**Engaging patients through advocacy groups.** SNM continued its outstanding work of conducting outreach to advocacy organizations focused on patient needs. By working with such groups, SNM is striving to develop a strong network of activist allies to advocate for maintaining and expanding access to molecular imaging and therapy.

SNM recognized the need for the patient voice to be more formally incorporated into SNM programming and materials. This year SNM created a new Patient Advocacy Advisory Board designed to provide the SNM community with the patient perspective and ensure that patient concerns, ideas and recommendations are incorporated into the society’s myriad endeavors.

Among the organizations SNM has worked with are the Alzheimer’s Association, American Brain Tumor Association, American Heart Association, American Thyroid Association, Men’s Health Network, Lymphoma Research Society, Susan G. Komen Breast Cancer Foundation, Ovarian Cancer National Alliance, Leukemia and Lymphoma Society, National Health Council, Society for Women’s Health Research and Parkinson’s Disease Foundation. These relationships are the start of what is expected to be a promising future collaboration.
SNM owes its success to the society’s members—thousands of medical professionals, researchers, technologists, laboratory professionals and students who are dedicated to the advancement of nuclear medicine and molecular imaging. Their engagement with the society, through educational programs, participation in local chapter activities, attendance at annual meetings, publications and more, is critical to moving our field forward.

**Improving membership value.** In recent years the job market for nuclear medicine professionals has been challenging, due to the economic downturn, isotope shortages and reimbursement issues. In a challenging environment, SNM members recognize the value that membership provides in terms of networking, continuing education programs, research opportunities and more. Regardless of what stage they are at in their careers, SNM members understand that society membership is one key to continued professional advancement.

In support of professional development for members, SNM funded 135 research grants, travel awards and scholarships totaling $300,000 in 2010. These awards were to support some of the field’s most promising young researchers, students and technologists.

**Expanding the membership base.** SNM has made retaining current members and recruiting new members a top priority. Continued growth for SNM includes seeking opportunities to build membership through outreach to other professionals in the field. In 2010, SNM created a new membership category for molecular imaging laboratory professionals. In addition, the SNM Center for Molecular Imaging Innovation and Translation (CMIIT) created a new award to recognize lab professionals who make significant contributions to advancing molecular imaging research and practice, but who don’t have an opportunity to be recognized through other avenues, such as publication.

The society also has continued to build membership through marketing initiatives like the “Member-Get-A-Member” campaign and through a strong focus on recruiting young professionals.

SNM has also implemented an internship program to provide young professionals the opportunity to get involved with the society at the council and center levels. SNM received a total of 37 internship applications this year.

**Supporting nuclear medicine and molecular imaging technologists.** SNM’s technologist members play a vital role in patient care, and the society strives to support their professional development through a variety of initiatives.

In 2010, the SNMTS provided members with additional opportunities to continue their education with new online courses and the publication of five new technologist books. These offerings are in addition to increasing diverse continuing education sessions available to technologists at SNM’s Mid-Winter and Annual Meetings.

In looking to the needs of our future nuclear and molecular imaging technologists, the SNMTS continues to promote baccalaureate transition models for associate and certificate
programs. The Clinical Trials Network has developed intensive training in the area of clinical research in both live and online venues.

For technologists looking to take their career even further, the Advanced Associate Council is also promoting the Nuclear Medicine Advanced Associate program, which is expected to graduate its first four students in 2011.

**Expanding the SNM international profile.** As the use of nuclear medicine and molecular imaging becomes more widespread around the globe, SNM is expanding outreach to new members in the international community.

In 2010, international attendance at the SNM Annual Meeting and international submissions to *JNM* reached a record high. In addition, SNM members and leadership participated in a variety of jointly sponsored international educational meetings related to nuclear medicine and molecular imaging in countries such as Europe, South Africa, Australia, New Zealand and China.

Expanded engagement with other nuclear medicine societies around the world will also serve to strengthen international collaboration among nuclear medicine and molecular imaging researchers and physicians—collaboration that holds the key to future breakthroughs in the field.

**Building a strong foundation for future growth.**
SNM continues to focus on growth for the future through aggressive and effective fundraising and through responsible fiscal management. In the last year, SNM has undergone a financial and management restructuring geared at placing the society on stronger fiscal footing for the long term. Meanwhile, successful fundraising initiatives such as the Bench to Bedside campaign to promote molecular imaging promise to pay future dividends for both the society and the field as a whole.

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**2010 Membership and Development Highlights**

- Completed the Bench to Bedside Campaign, raising $5 million from companies and members in support of SNM programs for advancing molecular imaging.
- Awarded more than $300,000 in grants, awards and scholarships to support professional development.
- Conducted annual SNMTS Leadership Academy, providing 11 individuals the opportunity to learn fundamental techniques and skills for success in their careers and within SNMTS.
- Consolidated and updated member database to improve member service.
- Expanded membership to molecular imaging lab professionals and created new award to recognize lab professionals whose work serves to advance molecular imaging research and practice.
- Participated in first Sino-American Conference in Nuclear Medicine in Beijing, China.
- Launched new expanded job bank to help members make employment connections even more effectively.
- Launched SNM Nuclear and Molecular Imaging Marketplace, a digital buyer’s guide allowing members to search nuclear medicine and molecular imaging products and services.
- Provided resources and support for associate and certificate programs for technologists to make transition to baccalaureate programs.
2010 Annual Meeting: The Future Is Now

Molecular imaging is not “the future”... It’s what we are doing now, every day. We don’t just image hot spots, we visualize biological processes. MI is how we identify metastases before they show up on CT; tell how aggressive a cancer is; distinguish between Alzheimer’s and other dementias; differentiate dead heart muscle from functioning tissue...MI is not tomorrow’s technology. It’s what we are doing today.

D. Scott Holbrook, CNMT, PET, FSNMTS
Past President, SNMTS, 2006-7
Graduate Program, Biochemistry Department
East Tennessee State University
Quillen College of Medicine

Each year, one of the SNM benefits that members value most highly is the SNM Annual Meeting, the society’s crowning special event. This yearly convocation serves as a venue for nuclear medicine and molecular imaging physicians, researchers, technologists, lab professionals, industry representatives and others to come together for networking, sharing ideas, education and more.

The 2010 SNM Annual Meeting, hosted in Salt Lake City, Utah, from June 5-9, was highly successful, with more than 5,100 people attending. The 2010 meeting, the society’s fifty-seventh, included a full menu of diverse educational sessions, industry exhibits and research presentations.

More than 1,400 scientific papers on basic, translational and clinical research were presented at the 2010 meeting, helping to move the field forward through the presentation of new findings among the leading professionals in the field. The 2010 meeting also reflected SNM’s increasingly international representation, with more than 50 percent of abstract submissions coming from countries other than the United States.

With the 2011 SNM Annual Meeting, hosted in San Antonio, Texas, from June 4-8, the society will debut the SNM Virtual Meeting. The virtual meeting will allow members access to online video presentations and downloadable audio podcasts of the most popular sessions from the annual gathering—making meeting activities for the first time open and available to SNM members around the globe who may be unable to travel to the event.
## Financial Position

### Revenue and Support

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<th>2010 Total</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings</td>
<td>$3,660,712</td>
<td>35.2</td>
</tr>
<tr>
<td>Membership</td>
<td>2,730,211</td>
<td>26.3</td>
</tr>
<tr>
<td>Communications</td>
<td>1,730,305</td>
<td>16.6</td>
</tr>
<tr>
<td>Leadership</td>
<td>1,322,370</td>
<td>12.7</td>
</tr>
<tr>
<td>Professional</td>
<td>587,981</td>
<td>5.7</td>
</tr>
<tr>
<td>Other</td>
<td>247,521</td>
<td>2.4</td>
</tr>
<tr>
<td>Councils</td>
<td>87,665</td>
<td>0.8</td>
</tr>
<tr>
<td>PET Center of Excellence</td>
<td>29,825</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td>10,396,590</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Investment Activity

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrealized gain</td>
<td>157,108</td>
</tr>
<tr>
<td>Realized gain</td>
<td>76,916</td>
</tr>
<tr>
<td>Interests and dividends</td>
<td>103,442</td>
</tr>
<tr>
<td><strong>Total return from investment activity</strong></td>
<td>$337,466</td>
</tr>
</tbody>
</table>
**Expense**

<table>
<thead>
<tr>
<th>Program Services</th>
<th>2010 Total</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>$2,517,823</td>
<td>22.5</td>
</tr>
<tr>
<td>Meetings</td>
<td>1,691,414</td>
<td>15.1</td>
</tr>
<tr>
<td>Professional</td>
<td>1,581,558</td>
<td>14.2</td>
</tr>
<tr>
<td>Molecular Imaging Campaign</td>
<td>1,028,944</td>
<td>9.2</td>
</tr>
<tr>
<td>Leadership</td>
<td>987,556</td>
<td>8.8</td>
</tr>
<tr>
<td>SNM Clinical Trials Network</td>
<td>471,697</td>
<td>4.2</td>
</tr>
<tr>
<td>Grants, awards and related expenses</td>
<td>159,650</td>
<td>1.4</td>
</tr>
<tr>
<td>Councils</td>
<td>94,473</td>
<td>0.8</td>
</tr>
<tr>
<td>PET Center of Excellence</td>
<td>29,825</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Subtotal for program services</strong></td>
<td><strong>8,562,940</strong></td>
<td><strong>76.5</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Support Services</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>725,256</td>
<td>6.5</td>
</tr>
<tr>
<td>Administrative</td>
<td>681,913</td>
<td>6.1</td>
</tr>
<tr>
<td>Information Services</td>
<td>565,602</td>
<td>5.1</td>
</tr>
<tr>
<td>Membership</td>
<td>386,684</td>
<td>3.5</td>
</tr>
<tr>
<td>Development</td>
<td>253,210</td>
<td>2.3</td>
</tr>
<tr>
<td><strong>Subtotal for support services</strong></td>
<td><strong>2,612,665</strong></td>
<td><strong>23.5</strong></td>
</tr>
</tbody>
</table>

| Total expense                                | **11,175,605**| **100.0** |
| Change in net assets                         | $(441,549)    |            |

**Net Assets**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>6,897,548</td>
</tr>
<tr>
<td>Ending</td>
<td>$6,455,999</td>
</tr>
</tbody>
</table>

Note—The financial information presented above was derived from the audited financial statements of SNM as of September 30, 2010. The independent auditor’s report accompanying the audited financial statements expressed an unqualified opinion.
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.

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Chief Financial Officer

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Director of Education

Judy Brazel, CMP
Director of Meeting Services

Sue Bunning
Director of Health Policy and Regulatory Affairs

Bonnie Clarke, BS
Director of Clinical Trials Network

Marybeth Howlett, MEM
Managing Director of CMIT & Clinical Trials

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Director of Development

Rebecca Maxey
Director of Communications

Joanna Spahr
Director of Marketing

Nikki Wenzel-Lamb, MBA
Director of Leadership Services & SNMTS Administrator
SNM
Leadership

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