

Outreach Committee Mid-Winter Meeting

January 19, 2019

8-9:30am PT

Minutes

Committee Members Present: Co-chair Mehdi Djekidel, MD; Lyndsi Hay, CNMY, RT(N); Phillip Kuo, MD, PhD; Aileen Staffaroni, MS, CNMT; Vasken Dilsizian, MD (Outreach Domain Chair)

Committee Members Absent: Giuseppe Esposito, MD; Gary Dillehay, MD, FACNM, FACR; Adina Alazraki, MD; Erik Mitra, MD, PhD; Phillip Koo, MD; Stephen Schwartz; Alan Waxman, MD; Dimitry Beyder, MPA, CNMT; Helen Nadel, MD; Thomas Schindler, MD; Kevin J. Donohoe, MD; Nicole Nardecchia, MBA, CMT, PET, (CT), (RT)

SNMMI Staff Present: Linda Budzinski; Karin Brough

1. Commencement

Co-chair M. Djekidel called the meeting to order. Committee members gave brief self-introductions.

Quorum was not established. SNMMI staff will circulate the minutes of the 11/15/18 meeting for approval.

2. Fall Call Recap

M. Djekidel stated that overall, Outreach is accomplishing many of its goals. The Working Groups have begun a number of new initiatives and under the Value Initiative, industry is supporting new outreach projects aimed at promoting nuclear medicine to its target audiences. The regional Chapters and Chapter Champions are also busy with current Outreach efforts and new programs. L. Budzinski reported that SNMMI leadership is very pleased with the progress of Outreach efforts over the past year as well as the potential of future projects.

M. Djekidel noted that a session at the Annual Conference addressing the results of the survey of Hospital Administrators has been approved. The survey will be mailed to SNMMI membership and a targeted mailing list in the next few weeks.

3. Working Group Reports

a) **Brain Imaging Working Group**—P. Kuo provided an update on the Brain Imaging Working Group activities. The Group is working on developing *What to Expect* videos on both FDG and amyloid procedures, modeled on the DaT SPECT video created by the technologist's section. The group hopes to complete the new videos, which will address how to interpret the scans, by this summer.

P. Kuo stated that another potential initiative is a series of roadshows sponsored by a grant from GE Healthcare on DaT SPECT. He noted the format will be similar to the current NET roadshows but would

highlight the interaction between nuclear medicine physicians and referring physicians. P. Kuo stated that the Working Group has had some discussion regarding the Outreach strategy and geographic targets for the roadshows and the effects on reimbursement status. V. Dilsizian stated that industry input on reimbursement status should not be a determining factor when deciding where to hold the events. Drs. Kuo and Djekidel agreed. M. Djekidel noted that this is always a factor when SNMMI has industry financial support, and that the events follow strict guideline that do not allow input on speakers or content.

L. Budzinski stated that SNMMI has been contacted by a company that is developing a treatment for Alzheimer's disease. The company is interested in working with SNMMI to promote diagnostics as that will impact their ability to provide treatment. This may be an outreach project for the future. M. Djekidel asked L. Budzinski to schedule a conference call with the relevant staff, Dr. Kuo, and Outreach leadership.

- b) Targeted Radioisotope Therapy Working Group**—In the absence of TRT Working Group Chair E. Mittra. L. Budzinski gave a brief report. She stated that the Group held six roadshows in 2018 on therapies and diagnosis of NETs. Attendance for the events topped 260 and based on Pre and Post-Symposium tests, knowledge on the topic increased significantly. The events were supported by a grant from Advanced Accelerator Applications (AAA) and will be continued in 2019. L. Budzinski noted that the Group also has completed updates on several patient factsheets. C. Wright will have a revision to the Y-90 factsheet shortly. In addition, the group noted that the factsheet addressing MIBG needs to be updated with the recent approval of Azedra, a radiopharmaceutical used in the treatment of pheochromocytoma and paraganglioma.
- c) Patient Advocacy Advisory Board**—In the absence of PAAB Chair S. Schwartz, L. Budzinski provided an update on the group's activities. She stated PAAB members have been very active in support of the newly introduced legislation, H.R. 6948, the Medicare Diagnostic Radiopharmaceutical Payment Equity Act of 2018. PAAB members participated in Hill visits in September and again in November to express their support. Five PAAB-member organizations have signed a joint letter of support for the bill drafted jointly by SNMMI, CORAR and MITA; and the one of the PAAB members has agreed to author an Op-Ed on the topic from the patient perspective.

The bill will need to be re-introduced in both the House and Senate in 2019. L. Budzinski reported that SNMMI has been in contact with former PAAB chair, Betsy de Parry, a Michigan resident, to ask her to contact Rep. Debbie Dingel, D-MI, in support of the coalition's efforts to enlist her to serve as a bill sponsor.

PAAB members recently participated in a conference call with SNMMI Government Relations Chair Dr. Munir Ghesani to discuss the impact of the proposed NCR requirements for authorized users of radiopharmaceuticals. PAAB members shared their thoughts on the topic so that their perspective could

be considered as SNMMI crafts its comments. Some members of the PAAB may also enlist their organizations to submit comments. In general, their perspective was in agreement with SNMMI's perspective.

- d) **Prostate Cancer Working Group**—In the absence of Prostate Cancer Working Group Chair P. Koo, L. Budzinski provided an update on the group's activities. She reported that the group has been in collaboration with *Uro Today*, providing videos from past SNMMI Annual Meetings for their website, with more than 46,000 views to date. As a result of this success, the Group has decided to create branded SNMMI educational videos for the UroToday website geared specifically toward urologists. Members are currently working on videos addressing Pet Imaging and Prostate Cancer, Fluciclovine procedures, C-11 Choline and Lu¹⁷⁷PSMA.
- e) **Practice-Based Outreach Working Group**—A. Staffaroni reported that this Tech-focused group was formed in August and that the overall goal of the group is to communicate the value of Nuclear Medicine to patients, referring physicians, and technologists. The Working met with SNMMI IT staff at the Mid-Winter Meeting, and the discussion centered on the development a template for navigating the SNMMI website. The group is providing ongoing input into improvements that can be made both short- and long-term. In addition, the group is creating a series of one-page PDF templates for specific procedures, along with QR codes that can be scanned to access the relevant information. A. Staffaroni stated that they will have 12-13 documents focusing on the higher volume procedures. The first will be the cardiac stress test. L. Budzinski noted that the templates will include the most basic, "need to know" information and will include links to allow the user to find more in-depth detail and other available resources.
- f) **AUC Dissemination**—L. Budzinski explained that SNMMI's Evidence and Quality staff are producing attractive one- or two-page factsheets based on the new AUCs and that Outreach is contacting the societies that collaborated on each AUC to request that they distribute them to their membership and/or place them on their website. New AUCs are in development on various topics and SNMMI will be asking for input from relevant PAAB member organizations on the content.

4. Report on Outreach Projects

- a) **Lymphoscintigraphy/Lymph Node Mapping Roadshows**—L. Budzinski reported that this is a new topic for Roadshows in 2019. The first two symposiums have been scheduled for February 26 in Phoenix, AZ and March 20 in Portland, OR. They will target surgical and radiological oncologists and nuclear medicine technicians. SNMMI plans on having 4-5 lymphoscintigraphy roadshows in the next year. The events are being sponsored by Cardinal Health as part of the Value Initiative.
- b) **Chapter Champions**—L. Budzinski stated that SNMMI Outreach leadership has been very pleased with the work of the Chapter Champions. She noted regional efforts included a radio show in the Southwest

chapter, a podcast in the Mid-Eastern Chapter, presentations to a prostate cancer support group and at a grand rounds in the Central Chapter, as well as many others.

5. Committee Initiatives

- a) **Hospital Administrator Survey**—C. Wright developed a draft survey that was circulated for comment to the full Committee. The questionnaire has been finalized and created using Survey Monkey and will be distributed shortly.

The group discussed the distribution list for the survey and how to reach the appropriate individual at each institution. L. Budzinski reported that C. Wright suggested the survey first be sent to SNMMI members and ask them to pass it on their Hospital Administrators.

L. Budzinski stated that purchasing a very targeted mailing list would not be cost prohibitive and that SNMMI staff has generated a mailing list using several applicable titles. The consensus was that Chief of Radiology would be the first-choice title, followed by Chief Financial Officer and Radiology Director. It was agreed that the survey be distributed to both SNMMI membership and targeted mailing list.

6. **Adjournment**—At this point in the meeting, the call and web connection were disconnected. A connection could not be reestablished, and the meeting adjourned.