

Patient Advocacy Advisory Board Minutes

May 30, 2018

Attendees: Ana Fadich; Rosemary Ciotti; Stephen Schwartz; Tricha Shivas; Theresa Wickerham; Dorothy McGrath; Jim Hendrix; Josh Mailman; Anita McGlothlin; Linda Budzinski; Karin Brough

1. Commencement

S. Schwartz called the meeting to order. Quorum was established. The minutes from the April 25, 2018, meeting were approved with two minor corrections. The agenda for the current meeting was approved. S. Schwartz requested that in the future SNMMI staff send PAAB members a meeting reminder one week before the scheduled call and request a response regarding their availability. He asked that individual attendance be tracked.

- i. L. Budzinski noted that a new representative from the Lung Cancer Alliance, Anita McGlothlin, has joined the Board.

2. Patient Education Day (June 24, Philadelphia, PA)

- a. **Program** - L. Budzinski reported that the program for Patient Education Day has been printed and copies were mailed to speakers for the Lymphoma session as requested.

J. Mailman stated he is developing a pre and post survey for the lunch session. The general topic of the session will address nuclear medicine and the issue of trust in medicine, care management, nuclear medicine imaging and therapy.

- b. **Travel** - L. Budzinski noted that hotel room confirmations will go out in the next few days. SNMMI will cover two nights and two days of expenses for PAAB members. Please contact her with any travel related questions or concerns. L. Budzinski will send email with travel the dates each Board requested and the schedule for PAAB member events at the Annual Conference. (Saturday, June 23 7:30-8:30pm PAAB meeting, Sunday, June 24, 10:30am-5pm, Patient Education Day).

S. Schwartz requested the Board members meet at 9:30am in the PED general session hall (Room 112AB) before the Patient Education Program.

- c. **Marketing** - L. Budzinski reported they currently have 37 registrants for the PED, with twelve for the Lymphoma session, five for the Prostate session and 20 for the neuroendocrine session.

L. Budzinski is researching recording and live streaming options for the event. S. Schwartz stated that regardless of the streaming venue, an edited video should be produced to promote the event next year on the website. J. Mailman asked meeting participants and presenters to try to build an audience through news alerts and social media (Facebook Live, YouTube)

L. Budzinski will check on the whether the Internet is available in the meeting room.

She encouraged Board members to continue their promotion efforts. S. Schwartz stated that he is reaching out to the Lymphoma Research Foundation to promote the event and suggested asking speakers to use any initiatives available to reach out to possible participants.

J. Mailman noted that reminding PED attendees that they can use their tickets to attend any other session on any day of the conference might be another effective marketing tool. L. Budzinski noted that SNMMI will send out a schedule of conference sessions by topic that PAAB members might be interested in attending. She encouraged them to use the list to marketing to specific sub-groups.

L. Budzinski reported the SNMMI continues to promote the event on social media and that the Philadelphia Convention Bureau is targeting specific medical groups and cancer centers as well.

L. Budzinski thanked J. Mailman for setting up an event link for PED on Facebook. She encouraged members to share the link on their Facebook pages and other social media.

3. **Slosky Fellow September Visit**

L. Budzinski stated that the Slosky fellow is a more long-term issue (September) and she will be in touch with Board members after the Annual Meeting.

4. **New Business**

a. **PAAB membership renewal**

L. Budzinski explained that the term for the Board membership is July 1 -June 30 and that appointment letters have been emailed. She asked members to respond to the email indicating whether they, or someone else at their organization, plan to serve in the coming year. She noted that if anyone had any concerns or questions to please call her. She expressed her desire for their continued service and thanked the PAAB members for all their hard work.

S. Schwartz asked PAAB members to take the opportunity to reaffirm their commitment to serving on the PAAB with their organization's leadership.

The meeting adjourned at 1:49pm.

Action Items

- a. **Patient Education Day Travel** L. Budzinski will send email with travel the dates each Board requested and the schedule for PAAB member events at the Annual Conference.
- b. **Patient Education Day Marketing** L. Budzinski is researching recording and live streaming options for the event.
- c. **Patient Education Day Marketing** L. Budzinski will check on the whether the Internet is available in the meeting room.

- d. ***Patient Education Day Marketing*** L. Budzinski noted that SNMMI will send out a schedule of conference sessions by topic that PAAB members might be interested in attending.
- e. ***Slosky Fellow*** L. Budzinski stated that the Slosky fellow is a more long-term issue (September) and she will be in touch with Board members after the Annual meeting.