

**SNMMI Brain Imaging Outreach Working Group
Conference Call
September 19, 2016
1 pm (ET)
Minutes**

Present: Jacob Dubroff, MD (Chair); Tammie Benzinger, MD; Mehdi Djekidel, MD; Peter Herscovitch, MD; Phillip Kuo, MD, PhD; Dan Pavel, MD; John Seibyl, MD; Yvette Sheline, MD

SNMMI Staff Present: Saima Hedrick, MPH; Linda Budzinski, Virginia Pappas, CAE

Not Present: Norman Foster, MD; Theodore Henderson, MD, PhD; Jonathan McConathy, MD, PhD; Satoshi Minoshima, MD; Dean Wong, MD

1. Introduction

- a. J. Dubroff welcomed the members of the committee to the call.
- b. Quorum was established.
- c. Committee members approved the minutes from their August 15, 2016, conference call with no changes. Activity related to the following action items was noted:
 - M. Djekidel indicated that he has reached out to the Brain Imaging Council regarding their review of the UPenn materials for posting online. Review of the materials is in the final stages, and he hopes to receive notice of completion and final approval this week.
 - J. Dubroff has reached out to the leadership of the American Society of Neuroradiology regarding a proposal for the 2017 Annual Meeting. The reception has been positive. If a session is approved, J. Seibyl will be happy to serve as a resource and has some ideas on how to develop a program that will be an effective follow up to the session he presented in 2016. Staff will ensure that J. Seibyl is included in future calls on the topic.
- d. The agenda was approved.

2. Road Show: Washington University at St. Louis (9/28/16)

T. Benzinger offered an overview of the plans for the SNMMI/Washington University event. Details on the program can be found at www.snmmi.org/washu. She noted that she received some feedback that the marketing materials for the event were “too slick” and physicians mistook them for a promotional event staged by a pharmaceutical company. It was suggested that for future road show promotions,

the name and logo of the partner institution be figured prominently and that there be a “fine print” notation that SNMMI is a nonprofit organization.

The committee reviewed and approved the proposed list of three articles to be made available at the event.

S. Hedrick reported that 48 people currently are registered for the event, and the contract includes a max of 80. She noted that to date, staff has received the slides for Adrienne Holden’s presentation (Alzheimer’s Association, St. Louis Chapter) and Dr. Barry Siegel (Wash U). T. Benzinger indicated that she was planning to add a reference to the three articles to her slides and would ensure that staff receives her slides as well as Dr. Gregg Day’s slides within the next couple of days.

3. **American Psychiatric Association Session Proposal**

Y. Sheline reported that she had submitted a proposal for the APA 2017 Annual Meeting. She indicated that the proposal sent in was similar to previous SNMMI sessions with the addition of TAU; however, the content may change significantly pending the results of the current Lilly trials. S. Hedrick stated that N. Foster has a conflict on the dates of the AAN meeting and would like someone else to present his piece. They would be able to use his content. T. Benzinger suggested asking Dr. John Morris at Washington University. J. Dubroff suggested Dr. David Wolk at UPenn as a second option should J. Morris be unavailable. SNMMI staff will work with N. Foster to submit a proposal as soon as possible. T. Benzinger will reach out to J. Morris to ascertain whether he would be able to present.

4. **Society of Biological Psychiatry Session Proposal**

Y. Sheline reported that the deadline for SBP’s 2017 Annual Meeting is coming up in October; she plans to submit a proposal similar to the APA proposal.

5. **Additional Potential Proposals**

The committee noted that N. Foster would be the best person to submit a proposal for the American Academy of Neurology Annual Meeting, April 22-29, 2017, similar to the sessions SNMMI has done in the past.

The committee determined it would be worthwhile to submit a proposal for the American Academy of Family Physicians Annual Meeting in September 2017. S. Hedrick indicated that an AAFP member must be involved in the design of the proposal for it to be considered and asked the group if they could work with a colleague (i.e., geriatrician) to make the proposal more attractive to the AAFP. Y. Sheline indicated she will approach Dr. Hillary Bogner at UPenn to see if she would be willing and able to present.

5. Future Roadshows 2017

The committee brainstormed for two potential road show locations for winter/spring 2017. The Tucson/Phoenix market is very desirable due to the population, and P. Kuo offered to serve as point person for such an event. He indicated the event would draw more physicians if held in Phoenix rather than Tucson. He stated that it would be best to hold the event in a neutral location rather than at one of the institutes in Phoenix to avoid appearance of favoritism.

J. Dubroff noted that the SNMMI Mid-Winter Meeting will be held in Phoenix in January, and it was determined that holding the event on Thursday, January 19, immediately prior to the start of the Mid-Winter program, would work most effectively.

SNMMI staff will work internally with the Meetings Department to explore logistics for holding the event at SNMMI's host hotel.

P. Kuo will reach out to Dr. Eric Reiman at the Banner Alzheimer's Institute in Phoenix to get his feedback on the proposed date and location of the event and to determine whether he would be interested in serving as a speaker.

For a second location, in the March/April timeframe, the committee would like to have an event in the South. Suggestions included the University of Miami and Emory University in Atlanta, Georgia.

P. Herscovitch offered to reach out to Dr. Ranjan Duara at Mount Sinai Medical Center in Miami to discuss the idea and see if he would be willing to help stage an event.

S. Hedrick will send P. Herscovitch programs and videos from past events to share with R. Duara.

Emory University was suggested as an additional potential site for consideration for the future.

Action Items

- Staff will ensure that J. Seibyl is included in future calls for the ASNR proposal and session.
- Y. Sheline will submit a proposal for the SBP 2017 Annual Meeting.
- SNMMI staff will work with N. Foster to submit a proposal for AAN as soon as possible.

- T. Benzinger will reach out to J. Morris to ascertain whether he would be able to present in place of N. Foster at APA.
- Y. Sheline will approach Dr. Hillary Bogner at UPenn to see if she would be willing and able to participate in a potential session at the AAFP 2017 Annual Meeting.
- SNMMI staff will work internally with the Meetings Department to explore logistics for holding a Road Show event at SNMMI's Mid-Winter Meeting host hotel on January 18.
- P. Kuo will reach out to Dr. Eric Reiman at the Banner Alzheimer's Institute in Phoenix to get his feedback on a proposed Phoenix Road Show, January 18 at the Grand Hotel, and to determine whether he would be interested in serving as a speaker.
- P. Herscovitch will reach out to Dr. Ranjan Duara at Mount Sinai Medical Center in Miami to discuss the possibility of a partnership in presenting a Road Show event in the March/April timeframe.
- S. Hedrick will send P. Herscovitch programs and videos from past events to share with R. Duara.