

SNMMI Prostate Cancer Outreach Working Group Minutes

January 10, 2018

Attendees: Phillip Koo, MD; Frankis Almaguel, MD, PhD; Robert Flavell, MD, PhD; Herman Kensky, MD; Ramon Llamas; Felix Mottaghy, MD, PhD; Chadwick Wright, MD, PhD; Linda Budzinski; Amber Robinson

1. Welcome and Introductions

P. Koo called the meeting to order. Quorum was not established. The minutes from the December 5, 2017 meeting will be voted on during the next conference call.

2. Proposal Submissions

- a. **ASTRO**- The subgroup is waiting to hear back from ASTRO on the submission form requirements. L. Budzinski will follow up with her contact.
- b. **AUA**- P. Koo noted that a joint session with AUA would be mutually beneficial. Working Group members should reach out to their own urology contacts to help move the submission along if needed.
- c. **RSNA/Other Meetings**- The Working Group discussed partnering with RSNA on a joint nuclear medicine topic. C. Wright noted that RSNA has focused on nuclear medicine in previous educational sessions, so it may be possible to work with them in the future. RSNA's scientific program has included PET and Prostate Cancer as topics as well. L. Budzinski will connect with RSNA on co-branding a promotion for nuclear medicine with RSNA as well as connect with organizations that rejected previous submissions.

3. Outreach Chart/Domain Grid

- a. The **Outreach Chart** that details the department's organizational structure and initiatives will be finalized this month. The Prostate Cancer Outreach Working Group is on track with its goals and initiatives. L. Budzinski will circulate the full chart to the Working Group once finalized.
- b. The final version of the **Domain for Outreach Grid** was submitted to SNMMI leadership on January 10th. L. Budzinski noted that Outreach has made significant progress on the Grid's objectives and tactics. The Grid is a primary focus at the Mid-Winter Meeting being held later this month and the Outreach Committee will finalize the Grid during this session. L. Budzinski will share the final Domain for Outreach Grid with all Outreach Working Groups after the MWM.

4. Factsheet Edits

E. Parent will send his edited versions of the factsheets to L. Budzinski when he returns from RSNA's Clinical Trials program. L. Budzinski will disseminate the factsheets to the Group. Members will be divided into smaller groups to review the factsheets more efficiently.

5. New Business

- a. **Patient Education Day: Prostate Breakout Session**- L. Budzinski discussed Patient Education Day, which is held during SNMMI's Annual Meeting. PED is a patient-focused meeting comprised of general sessions in the morning with breakouts on specific disease areas held during the afternoon. One of the breakout sessions for 2018 will focus on Prostate Cancer, and three different perspectives will be provided—Patient, Nuclear



Medicine and Urologist or Oncologist. R. Llamas from Men's Health Network was on the call as a guest. He will work on finding a speaker for the patient perspective and on promoting the event to the patient population. The Working Group is asked to assist in finding the remaining two speakers. P. Koo will reach out to D. Mankoff and his contacts at UPenn to find speakers. R. Flavell noted his interest in speaking dependent on his schedule.

b. Presentation Slide Decks

Slide decks will be discussed once a proposal submission has been confirmed.

- c. Prostate Cancer Roadshow-** L. Budzinski mentioned Outreach may soon be developing a roadshow focused on Prostate Cancer with an Industry sponsor. Outreach has hosted two roadshows in multiple cities to date with both the Brain Imaging Outreach Working Group and the Targeted Radioisotope Therapy Subgroup on NET. Both of these roadshows were advertised as a dinner symposium where attendees enjoyed complimentary dinner and two hours of CME. Local oncologists and referring physicians were the targeted audience. Local patient groups were allowed to have an informational table at the events.

The Prostate Cancer Working Group will need to decide if they want a similar structure and format for this roadshow, work with local institutions to provide speakers, and decide if a general slide deck should be created and shared amongst the speakers.

The Working Group discussed including topics on identifying and treating metastatic disease along with theranostics to mix current and future information in the roadshow.

L. Budzinski will inform P. Koo when a plan needs to be submitted.

d. Speaker's Bureau

R. Flavell noted the importance of developing a database of speakers as other organizations as well as SNMMI members receive invitations to speak at events that may tie into Prostate Cancer. If one of the invited speakers is unable to present, the database could serve as a backup for providing another knowledgeable speaker and increase outreach. L. Budzinski noted that Outreach has a Speaker's Bureau list that she created last year; however it lists only members of each Outreach Working Group and may be outdated. There is a speaker request form on SNMMI's website as well.

R. Llamas noted that MHN uses both personal relationships and an updated list of speakers for speaking engagements. He recommended building a network of speakers indicating their value and expertise first, then connecting with nonprofits and local organizations.

e. Social Media

P. Koo mentioned the importance of using social media for Outreach. L. Budzinski noted that social media is prevalent throughout the Domain for Outreach Grid, and Outreach will be hosting a nuclear medicine social media session at MWM. P. Koo recommended SNMMI host a social media session on professional development at future meetings.



SNMMI plans to work more on professional development with students and residents in 2018.

C. Wright discussed the need for clear social media guidelines as organizations may have multiple policies that are contradictory and prohibit physicians from using it altogether.

Working Group members are encouraged to share guest posts on MHN's blog if they are looking for exposure. The curated content on the blog is directed into other social media platforms and can be useful for building a brand around SNMMI and individual physicians. R. Llamas encouraged the group to serve on non-profit boards or start-up companies as there's a need for the clinical perspective.

L. Budzinski will send R. Flavell an invitation to the Outreach Committee meeting at MWM to sit in P. Koo's place since he will not be in attendance.

The meeting adjourned at 12:45 PM.

Action Items

- **Welcome and Introductions-** The minutes from the December 5, 2017 meeting will be voted on during the next conference call.
- **ASTRO-** L. Budzinski will follow up with her contact.
- **RSNA/Other Meetings-** Budzinski will connect with RSNA on co-branding a promotion for nuclear medicine with RSNA as well as connect with organizations that rejected previous submissions
- **Outreach Chart-** L. Budzinski will circulate the chart to the Working Group once finalized.
- **Domain for Outreach Grid-** L. Budzinski will share the final Domain for Outreach Grid with all Outreach Working Groups after the MWM.
- **Factsheet Edits-** E. Parent will send his edited versions of the factsheets to L. Budzinski when he returns from RSNA's Clinical Trials program. L. Budzinski will disseminate the factsheets to the Group.
- **Patient Education Day-** P. Koo will reach out to D. Mankoff and his contacts at UPenn and to find speakers.
- **Prostate Cancer Roadshow-** L. Budzinski will inform P. Koo when a plan needs to be submitted
- L. Budzinski will send R. Flavell an invitation to the Outreach Committee meeting at MWM to sit in P. Koo's place since he will not be in attendance.