SNMMI Value Initiative

2021-2022 Priorities

Advancing the critical role of nuclear medicine, molecular imaging, and radiopharmaceutical therapy.
SNMMI Value Initiative Industry Alliance

Thank you for continued support and partnerships

2017: SNMMI Value Initiative Launches
2018: 5 VIIA Member Companies
2019: 16 VIIA Member Companies
2020: 22 VIIA Member Companies
2021: 34 VIIA Member Companies
2022: VI continues its mission to advance the profession

Thank you!
SNMMI Value Initiative

Domains

Quality of Practice

Research & Discovery

Workforce Pipeline & Lifelong Learning

Outreach

Advocacy
SNMMI
Value Initiative
Domains

Quality of Practice

- Research & Discovery
- Workforce Pipeline & Lifelong Learning
- Outreach
- Advocacy
Quality of Practice

Ensuring SNMMI members are known for high-quality, value-driven performance, and delivery of patient-centered nuclear medicine practice. To achieve the high-quality desired health outcomes, SNMMI will continue to pave way for the delivery of efficient, effective and patient-centered nuclear medicine practice by its members.
Quality of Practice

2021-2022 Priorities

1. Increase the development and dissemination of clinical guidance documents, including appropriate use criteria

2. Ensure the development of value/quality metrics for nuclear medicine

3. Standardize best practices to enhance operational efficiency

4. Expand continuing education options for practitioners
New Appropriate Use Criteria

Completed the AUC for **PSMA PET imaging** and **Musculoskeletal Infection Imaging**, both of which will be published in upcoming editions of JNM.

Alzheimer’s Disease AUC Revision

Currently in peer review. This updated AUC, **developed in conjunction with the Alzheimer’s Association**, includes tau imaging and imaging for management of disease-modifying therapy.

*Increase the development and dissemination of clinical guidance documents, including appropriate use criteria.*
Centers of Excellence

In early 2022, SNMMI will implement an accreditation program for Radiopharmaceutical Therapy Centers of Excellence.

RaPTR

The Radiopharmaceutical Therapy Registry (RaPTR) will enter the pilot phase with 10 centers submitting clinical and image data for patients who received 177Lu-dotatate.

Ensure the development of value/quality metrics for nuclear medicine.
Procedure Standard Development

In conjunction with ACR and EANM continues.

Upcoming procedure standards include:

- Imaging with FES
- Use of 177Lu-PSMA Therapies
- 18F-FDG PET/CT Used During Immunomodulatory Treatments in Solid Tumors
- SSTR PET (including 64Cu-dotatate, 68Ga-dotatate, and 68Ga-dotatoc)
The second Therapeutics Conference will be held March 10-12, 2022 in New Orleans to educate practitioners who wish to **expand their practice to include radiopharmaceutical therapies.**

**Topics include:**

- Personalized Dosimetry
- Neuroendocrine Therapies
- Prostate Therapies
- Future Strategies for Radiopharmaceutical Therapy
SNMMI Value Initiative Domains

Quality of Practice

Research & Discovery

Workforce Pipeline & Lifelong Learning

Outreach

Advocacy
Ensuring SNMMI advances the development and approval of nuclear medicine and molecular imaging technologies, including therapies. Realizing that innovation is essential for our field, our science should promote and encourage these advancements. Sufficient funding is an overarching issue for research, and we will strive to increase funding from a variety of sources.
Research & Discovery

2021-2022 Priorities

1. Encourage and promote research in the field

2. Increase the number of initiatives targeting the discovery and validation of diagnostic radiopharmaceuticals, radiotherapeutics, and instrumentation

3. Improve the quality of nuclear medicine trials and literature

4. Enhance research on how artificial intelligence, machine-learning, and deep learning can be applied to nuclear medicine and molecular imaging.

5. Develop and organize resources (with Outreach) to help hospitals implement theranostics, including guidelines on physical space, personnel, dose handling, dosimetry, patient discharge
SNMMI Mars Shot

SNMMI is initiating the Mars Shot Fund with a goal of supporting innovative research in areas outlined in the Mars Shot for Molecular Imaging paper, including:

- Oncology
- Neurology
- Cardiology
- Radiopharmaceutical Therapies
- Physics and Instrumentation, including artificial intelligence

Encourage and promote research in the field.
Increase the number of initiatives targeting the discovery and validation of diagnostic radiopharmaceuticals, radiotherapeutics, and instrumentation.

SPECT/CT Calibration

CTN has developed and is implementing a SPECT/CT calibration for clinical trials of radiopharmaceutical therapies that include dosimetry.
Radiopharmaceutical Dosimetry for Cancer Therapy: From Theory to Practice

Guest Editors:
- Richard L. Wahl, MD, FACR
- John Sunderland, PhD, MBA

The Dosimetry Task Force developed a supplement to the JNM titled Radiopharmaceutical Dosimetry for Cancer Therapy: from Theory to Practice, which will be published in December 2021.

Improve the quality of nuclear medicine trials and literature.
Develop and organize resources to help hospitals implement theranostics, including guidelines on physical space, personnel, dose handling, dosimetry, patient discharge, etc.

Summit on Patient Access

The SNMMI Summit on Patient Access to Nuclear Medicine Procedures including Health Disparities is planned for March 2022 and will include speakers on a wide variety of access issues, ranging from disparities in healthcare to drug development and reimbursement.

AI Summit

The first AI Summit will be held in March 2022. The summit will convene stakeholders from FDA, NIH, academia, and industry including start-ups to device manufacturers, to discuss what is needed to advance AI and machine learning for nuclear medicine.

Enhance research on how artificial intelligence, machine-learning, and deep learning can be applied to nuclear medicine and molecular imaging.
PR/Media: Educating the Public About the Benefits of Nuclear Medicine

- **UMBRELLA GOAL**: Utilize consumer media to increase awareness of nuclear medicine and promote research

- **Messaging for Consumer Media**:
  1. **MESSAGE 1 – “PRECISE and EFFECTIVE”** – Nuclear medicine identifies the location of specific molecules within the body, allowing precise and effective diagnosis and treatment of disease
  2. **MESSAGE 2 – “SAFE”** – Nuclear medicine procedures are among the safest diagnostic imaging exams available. Radiopharmaceutical therapy (RPT) is a safe treatment that has been successfully used for 80 years for cancers and hyperthyroidism
  3. **MESSAGE 3 – “EXCEPTIONAL EXPECTATIONS”** – Nuclear medicine offers precise, tailored and painless diagnosis and treatment with minimal side effects and exceptional results for patients
PR/Media

- Gaining traction in efforts to attract consumer media attention to nuclear medicine
- Media outlets in Washington, DC, reach target audience of legislators, regulators, referring physicians and patients

  - **CBS TV (DC)/Get Up DC — Reaches 2.7 million**
    - Using Nuclear Medicine to Fight Diseases
    - Interview with Rich Wahl covering research arising out of SNMMI Annual Meeting

  - **Fox 5 (Washington, DC) — Reaches 1.3 million**
    - Good Day DC morning program
    - How Nuclear Medicine Could Be a Game-Changer
    - 5-minute interview with Rich Wahl and Mike Crosby, a prostate cancer survivor
Josh Mailman discussed how nuclear medicine and theranostics helped diagnose and treat his neuroendocrine cancer.

Theresa Wickerham discussed how nuclear medicine helped diagnose and treat her thyroid cancer, then later, her epithelioid sarcoma.

Two patients were submitted and chosen for interviews in this series in Authority Magazine and Thrive Global.

- Josh Mailman discussed how nuclear medicine and theranostics helped diagnose and treat his neuroendocrine cancer.
- Theresa Wickerham discussed how nuclear medicine helped diagnose and treat her thyroid cancer, then later, her epithelioid sarcoma.

"Nuclear medicine not only changed the path of my disease, but it also changed it for tens of thousands of those that have come after me."

"Nuclear medicine diagnostics and therapies have made it easier to find and understand the cancer more precisely than we thought possible."
PR/Media: Patient Spotlight on Popular NYC Radio Show

Award-winning NYC 104.3 FM radio host, Shelli Sonstein of Sonstein Sundays interviews SNMMI patient advocate, Josh Mailman, and Dr. Richard Wahl – talking about how nuclear medicine helps Mailman successfully live with neuro-endocrine cancer for 15+ years.

- Posted on 104.3 FM NYC YouTube channel
- Featured on Sonstein Sessions podcast channel
PR/Media: Looking Ahead

- DCTV.org taped a documentary-style interview on how nuclear medicine is helping military veterans with prostate cancer—to air in January 2022.

- Follow-up with NYC radio reporter—the sequel: How nuclear medicine is making a difference with non-cancer-related disease too

- Share patient stories and research with more national and regional media to show how nuclear medicine can improve quality and quantity of life
SNMMI
Value Initiative
Domains

Quality of Practice
Research & Discovery

**Workforce Pipeline & Lifelong Learning**

Outreach

Advocacy
Ensuring SNMMI will continue to innovate and collaborate to retain and expand the diverse pool of qualified professionals working in the field, making the society the epicenter of all things related to nuclear medicine.
Workforce Pipeline & Lifelong Learning

2021-2022 Priorities

1. Ensure a sufficient # of professionals (physicians/scientists/technologists) qualified to practice all aspects of nuclear medicine/molecular imaging now and in the future.

2. Increase awareness of nuclear medicine/molecular imaging as an appealing and rewarding field for students interested in STEM (Science, Technology, Engineering and Mathematics) careers.

3. Increase recognition of SNMMI as the professional home of all nuclear medicine professionals irrespective of the training pathway.
How Will We Accomplish These Three Priorities?
Survey & Data Collection – Understand the landscape of the NM/MI MD community
- ABNM Data – Backgrounds (& trends) of candidates sitting for Certification Exam and MOC
- NM RRC Data – Program & Resident trends over past 10-20 years
- Survey/Other Data Needed – NM Training, who is doing diagnostic NMMI, Who is doing Therapy, what are current needs, what are future needs (including geographic)

Create/Implement Three (3) NEW Pipeline Working Groups
- Physician, Scientist, and Technologist

Host Nuclear Medicine/Nuclear Radiology Program Director's Summit
- Attendees: Representatives from NMPD, NM RRC, ABNM, APDR, NR RRC, ABR, Others?
Develop Educational Content/Curriculum for Residents

(1) radiopharmaceutical therapies and (2) diagnostic procedures. Creating Working Group to begin development. Working Group to include representatives from:

Working Group to include:
- Residents (In-Training Committee and Early Career Professionals Committee)
- NM Program Directors
- ACGME NM RRC
- ABNM
- Other?

Ensure a sufficient # of professionals (physicians/scientists/technologists) qualified to practice all aspects of nuclear medicine/molecular imaging now and in the future.
Increase awareness of nuclear medicine/molecular imaging as an appealing and rewarding field for students interested in STEM (Science, Technology, Engineering and Mathematics) careers.

**Exhibits & Participation/Outreach**

- Association of University Radiologists *(AUR)* – March 22-25, 2022 (Phoenix, AZ)
- American Medical Student Association *(AMSA)* – April 7-9, 2022 (Washington, DC)
- American Medical Association *(AMA)* – June 11-15, 2022 (Chicago, IL)

**Medical Student and STEM Outreach Working Group**

Includes individuals from the Women in Nuclear Medicine Committee; (2) Diversity, Equity and Inclusion Task Force; (3) Resident/In-Training Committee; (4) Early Career Professionals Committee; and (5) NM Program Directors

- Creation of NM Pathway **Ambassadors Program**
- **Pairing Research Projects** w/ Medical Students, Residents, Fellows
- Communicating with Medical Students via #MedTwitter; #TipsForNewDocs; The Student Doctor Network (website)
Virtual Open House
Best Practice
Repository for
Program Directors

Increase recognition of SNMMI as the professional home of all nuclear medicine professionals irrespective of the training pathway.

Implicit Bias Training
scheduled for the 2022
Annual Meeting. Topics
may include addressing
stereotypes; translational
gaps; health and gender
disparities

Educators Forum
scheduled for the 2022
Annual Meeting -
opportunity for NM Program
Directors to connect, share
ideas, identify challenges
and best practices, develop
innovative solutions

SNMMI Approved
Family Leave
Statement

POSSIBLE EDUCATORS TRACK SESSIONS
- Implicit bias
- Struggling learner/mediation
- Imposter syndrome
- Feedback
- Practice Habit Data for residents
- Social Media
- Other innovative

- Design/manages faculty development program
- New Missions effect
- Encourages professional activities
- Quality improvement, design and publishing
- NIM National residency update
- ACCME self-study
Institute for Nuclear Medicine and Molecular Imaging (NMMI)

Increase recognition of SNMMI as the professional home of all nuclear medicine professionals irrespective of the training pathway.

New! SNMMI Wellness Website
(anticipated launch: January 2022)
Designed to resources to combat the very real burn-out impacting the emotional, mental, and physical well-being of health care professionals around the world.

Resident, Medical Student & Program Director Website
This dedicated website focuses on providing relevant information to the workforce pipeline, with tailored content to residents, medical students, and program directors.

Nuclear Medicine Online Review Course
(Updated in September 2021. Now available as an enduring product)
This two-day course featured 14 lectures by world-renowned experts covering the most important clinical NMMI topics. Valuable preparation for certification and/or recertification examinations. Excellent general refresher course.
2nd Mix and Mentor Event

held during the **SNMMI 2021 Virtual Annual Meeting**.

- More than 35 early career professionals joined leaders in the field during this speed mentoring event.
- Topics: academic advancement; artificial intelligence; how to identify, write and submit grants; diversity; emerging therapies; how to get involved in the SNMMI.

SNMMI Knowledge Bowl

held during the **SNMMI 2021 Virtual Annual Meeting**.

- Nearly 80 early career professionals participated
- Questions included general NM, research presented at the 2021 meeting, therapy, clinical trials and more!
SNMMI Value Initiative Domains

- Quality of Practice
- Research & Discovery
- Workforce Pipeline & Lifelong Learning
- Outreach
- Advocacy
Outreach

Ensuring patients and the medical community recognize the value of nuclear medicine, molecular imaging and radionuclide therapy. We will focus on promoting nuclear medicine and positioning SNMMI as the worldwide leader in molecular imaging and radionuclide therapy.
Outreach

2021-2022 Priorities

1. Increase the number of patients advocating in support of the value of radiopharmaceuticals.

2. Increase referring physicians’ awareness of the value of nuclear medicine and molecular imaging, with particular emphasis on new radiopharmaceuticals.

3. Improve collaboration with other medical societies.
- Recently added two members to the Patient Advocacy Advisory Board (Cancer ABCs and Pheo-Para Alliance), bringing total number of members to 15.
- Patients are regularly participating in SNMMI’s Virtual Fly-ins with Congressional staff.
- 2021 Virtual Patient Education Day drew 223 attendees to the live session. *(500+ views of the videos to date).*
- Patients have begun participating in SNMMI’s media relations efforts, including magazine articles and television appearances.
- Return to Care Coalition continues to grow - currently with 30 patient group and medical society members.
- Proposed for 2022: Series of patient roundtable discussions on 3-4 disease-specific areas

*Increase the number of patients advocating in support of the value of radiopharmaceuticals.*
Breast Cancer Imaging Working Group

Created an online directory of locations offering Molecular Breast Imaging as well as factsheets on “Molecular Breast Imaging” and “Molecular Imaging and Breast Cancer.”

Webinar Outreach

Three webinars on Lymph Node Mapping and Sentinel Node Biopsy

- February 10: Breast Cancer; 223 live attendees
- July 21: Head/Neck; 67 live attendees
- November 10: Melanoma; 65 live attendees

Two webinars on Pheo/Para Treatment with MiBG in conjunction with NANETS

- August 18: Clinical; 67 live attendees
- October 10: Practical; 93 live attendees
2021 Session Presentations

In 2021, SNMMI presented sessions at: Pediatric Endocrine Society (260 attendees); ASTRO (125 attendees); and LUGPA (151 attendees)

2022 Presentation Proposals

For 2022, proposals have been accepted for sessions at the Pediatric Endocrine Society and the Endocrine Society Annual Meetings
SNMMI Value Initiative Domains

- Quality of Practice
- Research & Discovery
- Workforce Pipeline & Lifelong Learning
- Outreach
- Advocacy
Advocacy

Promoting awareness among policymakers about the NM/MI field. Paramount in this area is cooperative work with other organizations and outreach with regulatory agencies and the legislature to advocate for a better approval, coverage and reimbursement process for NM/MI drugs, devices, diagnostic procedures, and therapies.
Advocacy

2021-2022 Priorities

1. Ensure adequate and appropriate coverage & reimbursement for NM/MI procedures.

2. Improve the FDA’s understanding to approve RPs as “safe and effective” and CMS’s determination that they are “reasonable and necessary.”

3. Enhance state-level advocacy

4. Address U.S. pharmacopeia compounding issues

5. Increase visibility with federal legislators

6. Seek improvements in the integrity of the isotope supply chain and components
Private Payers

Writing letters and holding meetings for **coverage** of NM drugs and procedures including RPs for NETs and prostate cancer detection

**Medicare**

- **Advocating** for the retirement of amyloid PET and NaF NCDs
- Launched a letter-writing campaign to avert PFS CY 2022 cuts
- Responding to CMS’s Interim Final Rule on **Surprise Billing**
- **Educating MACs** on the removal of the exclusionary language for non-oncologic PET

Ensure adequate and appropriate coverage & reimbursement for NM/MI procedures.
Improve the FDA’s understanding to approve RPs as “safe and effective” and CMS’s determination that they are “reasonable and necessary.”

Working with R&D to expand access to RP ANDAs for non-proprietary radiopharmaceuticals.

Responded to FDA’s notice re: Genus, advocating for all RPs to be labeled as drugs.
Supporting NM Technologists

- Coordinating with ARRT, ASRT, and other societies on various NM technologist state licensure initiatives.
- Working to elevate the profession of the NMT through legislative action by supporting baccalaureate programs and opposing earn-and-learn programs that jeopardize accreditation/certification/licensure.
Address U.S. pharmacopeia compounding issues.

USP <825>

- Q&As from membership re: USP<825> are now posted on our website
- Developing SOPs for USP <825>
Increasing Visibility

- Supporting **federal research funding opportunities**
- Hosting and participating in fly-ins for the **FIND Act and extravasation education**
- Participating in **Hill briefings** with SNMMI members
- Launched various letter-writing campaigns, wrote letters of **support for legislation**, and distributed Dear Colleague letters.
Keeping the website updated with isotope supply information

Responded to the DOE’s RFI on the supply of Mo-99 produced without the use of HEU

Seek improvements in the integrity of the isotope supply chain and components.