

Committee Report  
SNMMI Board of Directors  
January 2020  
**Outreach Committee**

**Function/Goals of the Committee:** *(specific to the SNMMI Strategic Plan)*

The Outreach Committee is charged with fulfilling the goals and objectives of the Outreach Domain within the Strategic Plan.

The goal is as follows: "Patients and medical community recognize the value of nuclear medicine, molecular imaging, and radionuclide therapy."

The objectives are to:

- increase the number of patients advocating in support of the value of radiopharmaceuticals;
- increase referring physicians' awareness of new radiopharmaceuticals;
- improve collaboration with other medical societies;
- increase SNMMI's outreach efforts and resources within the imaging community;
- increase outreach to hospital administrators; and
- expand financial resources dedicated to outreach activities.

**Chair of Committee:** Giuseppe Esposito, MD, and Terrence Ruddy, MD

**Board Liaison:** Vasken Dilsizian, MD

**Domain Chair:** Vasken Dilsizian, MD

**Date of Last meeting:** November 15, 2019

**Date of Next meeting:** April 2020

**Update on Programs of the Committee:** *(Optional: If the committee has specific programming activities.)*

**Action Items in Progress/Pending:**

The Outreach Committee is working in a variety of areas to fulfill its charge, including:

- **Increased focus on patient advocacy:** Members of the SNMMI Patient Advocacy Advisory Board continue to provide support for SNMMI's activities on the Hill related to reimbursement. Nine patient groups (including six within the PAAB) now have signed on to a letter of support for HR 3772, and five groups have signed on to a letter of support for including reimbursement for radiopharmaceuticals in the proposed Cures 2.0 legislation. PAAB member Josh Mailman authored an Op Ed in the October 18 edition of *The Hill* titled "CMS Policy Shouldn't Penalize Those with Rare Disease." In addition, Outreach is working with the Communications Department to videotape patient testimonials for use on the website and social media.
- **Increased focus on educating the patient community:** A number of initiatives are underway to promote patient education, including development of a program for the 2020 Patient Education Day, June 14 in New Orleans, which will include breakout sessions on thyroid cancer, prostate cancer, and NETs. In addition, the Prostate Cancer Outreach Working Group is initiating development of a series of educational videos for patients on prostate cancer topics, and the Outreach Committee is undertaking a review of the DiscoverMI.org website to ensure it includes current information on all nuclear medicine and molecular imaging procedures as the society prepares to update and redesign its website.
- **Increased focus on educating referring physicians:** The TRT Working Group continues its series of roadshows on NET and recently completed events in St. Louis (October 29) and Philadelphia (November 14). Additional shows are planned for 2020 in Denver (January 15) and additional cities/dates TBD.

The Committee also continues its series of roadshows on sentinel lymph node mapping and biopsy, including a recent event in New York (November 4). The Committee is exploring future events in Boston, Atlanta, Raleigh-Durham, St. Louis, and additional cities TBD.

The Brain Imaging Outreach Working Group has begun planning for a new series of four roadshows on the use of DaT SPECT imaging to diagnose movement disorders. The first event is planned for Salt Lake City (January 30), with additional events planned for Philadelphia, Boston, and a city in Florida.

The Committee has worked with a number of other SNMMI groups to propose sessions at relevant medical societies. Accepted sessions to be presented in 2020 include:

- **Society of Surgical Oncology International Conference on Surgical Cancer Care**, March 25-28, Boston, MA (submitted with the Committee on Radioiodine Therapy): 45-minute session on “Integrating Theranostic Principles into Surgical Therapy of Differentiated Thyroid Cancer.”
- **Pediatric Endocrine Society 2020 Annual Meeting**, April 24-27, Fort Worth TX (submitted with Pediatric Imaging Council): Two 20-minute “Meet the Professor” sessions on the topics of congenital hyperinsulinism (diffuse vs. focal disease) and neuroendocrine tumor diagnosis and surveillance.
- **ASCO 2020 Annual Meeting**, May 29-June 2, Chicago, IL (submitted with the Research & Development Domain): “Recent Advances in Nuclear Medicine Theranostics for Cancer.”
- **NANETS Annual Multidisciplinary NET Medical Symposium**, October 1-3, Montreal, QC: Joint SNMMI/NANETS session on diagnosis and treatment of neuroendocrine tumors.

Finally, the SNMMI Correlative Imaging Council has begun working with SNMMI Outreach to provide a webinar series for cardiologists as well as for nuclear medicine physicians and technologists on topics related to PET/CT and cardiac inflammation. The series is expected to kick off in February.

- **Increased outreach to hospital administrators:** The Outreach Committee proposed a session at the American College of Healthcare Executives 2020 Congress on Healthcare Leadership, March 23-26 in Chicago, Illinois. The proposal was accepted, and members will present a 90-minute session on “Current and Future Challenges and Opportunities in Nuclear Medicine.”

#### **Action Items Completed:**

- PAAB member Josh Mailman provided a patient’s perspective on the need for access to diagnostic radiopharmaceuticals in an OpEd article published October 17 in TheHill.com, and six patients participated in SNMMI’s October 22 Hill Day.
- The Practice-Based Outreach Working Group completed a series of four information sheets for use by members to distribute to the patient and referring physician communities on the topics of cardiac stress tests, SPECT imaging, lymphoscintigraphy, and PET for oncology. This group was sunset on December 31.
- The Prostate Cancer Outreach Working Group completed its SNMMI-branded video series for urologists that for the UroToday website. To date, videos in the series have drawn a total of 17,500 views. Topics include:
  - Introduction - Rob Flavell, MD
  - Fluciclovine - Bital Savir-Baruch, MD
  - Choline - Ajit Goenka, MD
  - PSMA imaging - Frankis Almaguel, MD
  - PSMA therapy - Frankis Almaguel, MD
  - Bombesin imaging and therapy - Andrei Iagaru, MD
  - Bone scan update - Ephraim Parent, MD
  - Radium 225 – Hossein Jadvar, MD
- As part of our ongoing inter-societal partnerships, SNMMI recently presented sessions at NANETS (October 3-5) and ATA (October 30-November 3). In addition, Rustain Morgan, MD, served as SNMMI’s representative at the American College of Surgeon’s Commission on Cancer’s Annual Meeting (October 27-31). He has been appointed to serve on the CoC’s Quality Integration Committee.

#### **Recommendations/Questions for the Board of Directors:**

#### **Other Comments:**