

Committee Report  
SNMMI Board of Directors  
September 2019  
**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:** June 22, 2019

**Date of Next meeting:** October 2019

**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 are providing support for SNMMI’s activities on the Hill related to reimbursement. Eight patient groups (including six within the PAAB) have signed onto a letter of support for HR 3772, and some PAAB-member organizations have sent letters to key legislators. In addition, PAAB member Josh Mailman provided a patient’s perspective on the need for access to radiopharmaceuticals at a Capitol Hill briefing on July 17, and two PAAB members participated in Hill visits that day. As SNMMI prepares for its next Hill Day on October 22, six patients have committed to participating in that event.
- **Increased focus on reaching the patient community:** A number of initiatives are underway to promote patient education. The PAAB is in the beginning stages of developing the 2020 Patient Education Day, June 14 in New Orleans. In addition, the Prostate Cancer Outreach Working Group is initiating development of a series of educational videos for patients on prostate cancer topics. Finally, the Practice-Based Outreach Working Group continues its work creating a series of information sheets for use by members to distribute to the patient community. Four of these—on cardiac stress tests, SPECT imaging, lymphoscintigraphy, and PET for oncology—have been completed; three more are under development.
- **Increased focus on new developments in radiopharmaceuticals and theranostics:** The TRT Working Group continues its series of roadshows on NET and this year has completed events in Miami (May 9), San Diego (May 15), and Houston (July 30), with additional events scheduled for St. Louis (October 29) and Philadelphia (November 14).

- **Increased outreach to referring physicians:** The Prostate Cancer Outreach Working Group has developed a branded video series for urologists that now appears on the UroToday website. 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 (to be published in October 2019)

The Committee also continues its series of roadshows on lymphoscintigraphy and sentinel lymph node mapping. To date, events have been held in Phoenix (February 26), Portland (March 20), Philadelphia (July 23), and Houston (July 30). Additional shows are under consideration in target cities including New York, Boston, Atlanta, and Raleigh-Durham.

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. A list of potential cities is currently under development.

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.

Finally, the Committee on Radioiodine Therapy's outreach subgroup will present a session on advancements in treatment of thyroid cancer at the 2020 Annual Cancer Symposium of the Society of Surgical Oncologists. In addition, the Committee has proposed a session at the Pediatric Endocrine Society 2020 Annual Meeting.

- **Increased outreach to hospital administrators:** The Outreach Committee conducted a survey of hospital administrators; 80 administrators responded. The Committee presented the survey results at a session at the Annual Meeting and plans to submit them for publication in the JNM. In addition, the Committee has proposed a session at the 2020 Annual Congress of the American College of Healthcare Executives.
- **Increased chapter engagement:** Outreach is supporting an effort with the Central Chapter, bringing in a speaker on fluciclovine to speak to a prostate cancer patient group and an oncologist ground rounds session at Ohio State University on September 25-26.
- **Increased engagement with other medical societies:** The SNMMI continues to engage with relevant medical societies in several ways, including offering joint sessions with ATA and NANETS at the organizations' respective Annual Meeting. In addition, the Committee has appointed Rustain Morgan, MD, as SNMMI's representative to the American College of Surgeon's Commission on Cancer.

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

- The PAAB's 2019 Patient Education Day, June 23 in Anaheim, CA, drew about 80 participants and received excellent evaluation scores, with participants rating their "Overall Experience" an average score of 9.5 out of 10. All sessions from the event have been posted to the SNMMI YouTube channel and to the DiscoverMI.org website.

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

#### **Other Comments:**