

Innovation Is Key to Building Membership

The Molecular Imaging Center of Excellence (MICoE) Membership & Innovation Task Force has been charged with increasing membership in both SNM and the MICoE, with an emphasis on attracting new members from beyond the traditional nuclear medicine community. The task force has focused its efforts on 3 main areas: technical issues related to the membership categories, an examination of programs and benefits that might increase the appeal of membership, and marketing targeted toward achieving a membership that reflects the diversity of molecular imaging.

The task force, in conjunction with the SNM Membership Committee, developed a resolution to change the descriptions of membership categories to include both clinicians and researchers from all areas of molecular imaging. This resolution, now before the Bylaws Committee, also creates a new membership category for MI laboratory specialists working primarily in the preclinical arena. These researchers have been identified as an underserved population. Another proposal (approved by the SNM BOD at their September meeting) was to offer free membership to molecular imaging graduate students and postdoctoral trainees. This offer

parallels the free membership granted to residents. The SNM BOD also approved a limited-time discount of 50% on first-year dues and meeting registration fees for new members who belong to scientific societies in related fields.

Task force discussions about programs and benefits of membership focused first on examining current offerings. One conclusion was that many services, such as the MI Forums and monthly MI literature highlights, should be marketed more effectively. Also, the valuable work of other groups should be highlighted, such as the monthly webinars produced by the MI and PET centers of excellence and the SNM Clinical Trials Network. The most effective marketing effort thus far has been a special 50% new member discount for attendees of the 2009 World Molecular Imaging Congress (WMIC).



Todd Peterson, PhD

*Todd Peterson, PhD
Chair, MICoE Membership & Innovation Task Force*