

## MICoE Areas of Focus for 2010

The Molecular Imaging Center of Excellence (MICoE) board of directors has outlined a plan of action for FY 2010. We have a full agenda of initiatives and continuing activities in support of SNM's strategic goals.

### Raising Awareness

One critically important goal is to raise awareness of molecular imaging and therapy. To continue our successful public relations campaign, we are proceeding with our traditional media efforts while embracing new forms of media and using public forums to raise awareness of molecular imaging and stimulate discussion. We are determined to "go viral" with our message, developing relationships with bloggers to inform opinion and building contacts through social media Web sites such as Facebook and YouTube.

### Education

Education is one of the first obligations of a professional society. SNM's goal is to be an indispensable educational resource for our members. We are developing a molecular imaging curriculum for PhD programs and assisting in the implementation of the new technologists' curriculum. Along with the PET Center of Excellence and the Clinical Trials Network, the MICoE will contribute to SNM's plan to broadcast monthly webinars (live online seminars).

In pursuit of our goal of integrating nonnuclear molecular imaging into the educational programs at the annual and midwinter meetings, we will be working closely with the Scientific Program Committee to expand and redefine our traditional tracks and to design continuing education and categorical sessions that will meet the needs of non-nuclear imagers and others who use molecular imaging, such as preclinical laboratory technicians.

### Outreach

To reach the patients who can benefit most from molecular medicine, we are strengthening our relationships with disease-specific organizations and foundations through a plan of joint sponsorship of awards and educational offerings. Internally, we are improving communications to our members, with a specific goal of educating them about opportunities and tools offered by SNM. We plan to develop tailored case studies examining practical applications for the Web site, taking advantage of recent approval of  $^{131}\text{I}$ -MIBG and the relaunch of Bexxar and Zevalin.

### Advocacy

In the federal arena, we are focusing on a long-term solution to the problems of isotope production and on health care reform. We will continue to deepen our relationship with the U.S. Food and Drug Administration (FDA) by providing input on

regulatory issues and recommendations on new tracer approvals. We will continue to engage Congress through our Capitol Hill Day/Molecular Imaging Week programs by providing input on regulations and policy for nanomedicines through our Nanotechnology Task Force.

We will also continue to seek out opportunities to educate and promote collaboration among referring physicians and patient groups.

### Translational Support

As molecular imaging moves into clinical practice, we will support innovations in translational research by developing best practices/procedure methodologies for small animal imaging, consensus guidelines on experimental radiopharmaceutical trials and studies, and a proposal for addressing FDA toxicity testing requirements for new tracers. We plan to sponsor a multimodality brain imaging symposium at the National Institutes of Health next spring as well as a nanotechnology symposium and a clinical trials workshop on health technology assessment following SNM's midwinter meeting in January 2010. We will be involved with the FDA-Nanotechnology Alliance Public Private Partnership on nanotechnology issues. At the 2010 annual meeting, we are planning sessions that will be dedicated to evaluating "classes of tracers."

### Growth

Central to all of our activities is the core goal of growing our society, with continued efforts to reach and exceed the expectations of our current members through expanded educational offerings and the consistent development of new programs that will engage and inform every professional in the molecular imaging field. The MICoE board of directors has taken steps toward this goal by ensuring that the organization reflects the full diversity of MI modalities. We are developing a recruitment plan for molecular imagers and affiliated professionals, including creative membership discounts, additional live and online educational offerings, focused recruiting through the In Vivo Cellular and Molecular Imaging Center and Small Animal Imaging Resource Program, personal contacts, and creative alliances with other societies.

All of our efforts are directed toward a single end: ensuring that everyone understands that molecular medicine is an essential tool for providing the highest standard of patient care around the world.

*Henry F. VanBrocklin, PhD  
President, MICoE*



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