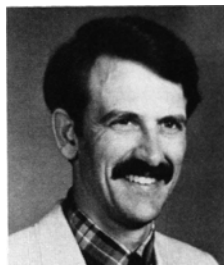


Message From The Acting President

The big emphasis on marketing that Paul Cole alluded to in the last President's Message is now underway. We are developing marketing programs that will help in the recruitment, retention, and education of the technologist (see related article on p. 226). Individual items to be offered to the exhibitors include scholarships for nuclear medicine technologists, grants for technologists who wish to expand their careers into management, and grants to nuclear medicine schools and colleges that wish to promote some aspect of nuclear medicine for a 1-2-week course.



Author J. Hall, CNMT
Athens, Texas

Other items offered will be the sponsorship of a brochure for high school and college counselors. This brochure depicts the various aspects of nuclear medicine technology to the high school or college student. An additional item is the production of a 5-8-minute video that can be an aid to the counselor, or health fair organizer, in the recruitment of potential nuclear medicine technology students.

We have anticipated a strong response from the nuclear medicine industry since they now recognize the dilemma that we face. You can help by encouraging your sales representatives to participate in this program. It takes a unified effort by technologists, physicians, and manufacturers to market, to survive, and to serve the public needs for diagnostic and therapeutic nuclear medicine.

Other projects currently underway include development of a salary survey to help establish the salary range for nuclear medicine technologists; a career ladder approach to the development of nuclear medicine technologists; and lastly, the Academic Affairs committee is working to reestablish schools of nuclear medicine technology and reevaluate the existing curriculum.

I encourage you to read and reflect on the article entitled "The Impact of the Prospective Payment System on the Delivery of Nuclear Medicine Services" which appeared in the September 1988 issue of *JNMT*. This survey reinforces the current problems echoed throughout the allied health community. Furthermore, the survey points out the strengths and weaknesses that face us today. Recognizing that all problems and solutions evolve around lag times, it is necessary that we be consistent in our objectives as we deal with shortages and market trends. Comments and suggestions to these opportunities that will enhance and promote our role in the health care community are welcomed.

A careful review of the Institute of Medicine (IOM) report was made by the leadership in an effort to respond to certain concerns we felt were not adequately covered in the report (see related article on p. 226). We received a letter back from the IOM indicating they would address these issues in the review of their report. Our chief concerns were the discrepancy in needs perceived by the IOM of nuclear medicine technologists by the year 2000; the lack of the use of current data when they calculated manpower issues; and the use of data that we felt were not necessarily collected in the mainstream of scientific accuracy. Overall, the IOM report was excellent in addressing the problems, and our response was well received.

Brad Pounds should have the SPECT workshop off the shelf and on the road shortly. We look forward to this endeavor.

As requested by the ACNP corporate committee, Mickey Williams and I prepared a proposal, as requested by the ACNP Corporate Committee, to have funds available to support in whole or in part the Nuclear Medicine Week (NMW) Campaign for 1989. I presented this proposal to the Corporate Committee prior to their meeting on September 28, 1988 in Washington, DC. Our efforts were made to help relieve some of the political and soliciting problems we deal with when recruiting sponsors. The Cor-

porate Committee did not feel they could support this campaign. Consequently, Mickey will be approaching the commercial suppliers on an individual basis so we can receive the necessary monetary support for NMW. You can help in this process by encouraging the sales representatives who supply products to our community to pitch in a share for the campaign. The campaign pays off in dividends not directly measured by the cash register. We believe that it serves the needs of the technologists, nuclear medicine physicians, referring physicians, community, and commercial suppliers by bringing everyone together on a community level to share a commodity seldom appreciated.

You have all received your Society of Nuclear Medicine dues invoices in the mail. These new statements reflect the changes made as the Society switches over to a faster and more efficient IBM 38 System. This system will allow us to send journals and literature to one address and bills to another. The format will more clearly delineate the billing process and hopefully clear up some of the confusion of previous years. You essentially will be the judge on the effectiveness of these changes. Anticipate a few problems but expect them to be taken care of.

The Paul Cole Scholarship Fund continues to receive contributions from technologists, physicians, commercial suppliers, and friends. The end result of these contributions will dictate the mechanism for the operation of the scholarship fund. Your contribution counts toward this goal.

I would like to thank the Western Regional for hosting me at their meeting in Seattle Oct 14-16, 1988. It was a pleasure to meet with the membership and work with Mickey Williams, Tricia Edgerton, Hilton Smith, Curt Gray, Paul Cronin and Ray Thomas.

As a closing note, the committees that are appointed and elected continue to move forward on projects and strategies set forth by the National Council. There is great joy for each small gain we make.