

## MESSAGE FROM THE PRESIDENT

The general public and the healthcare community are still not sufficiently knowledgeable about the benefits of nuclear medicine as an imaging tool and its existence as a bona fide profession. The installation of an effective public awareness program has become a priority and is progressing well. It is my hope that the Public Education and Professional Enhancement (PEPE) Committee will address these issues creatively and produce long-term solutions. We also intend to work closely with the SNM Public Relations Committee toward achieving our common goals. The PEPE Committee members will be asked to focus on the following four projects.

- Continue efforts on recruitment and retention
- Expand and intensify Nuclear Medicine Week (NMW) activities nationally and internationally
- Improve working relations with and involvement by commercial representatives and other allied health organizations
- Establish an innovative and effective public awareness campaign

A more detailed description of the PEPE Committee and its activities will be presented at the mid-winter meeting in Dallas

Plans for the 1992 Nuclear Medicine Week campaign are in full gear with major changes anticipated in celebration dates and focus of activities. The European Association of Nuclear Medicine (EANM) has expressed a strong desire to participate in our NMW celebrations and programs. I attended the EANM Congress in Vienna, Austria, from September 1-5, 1991, during which I was able to meet with Dr. Askienazy, EANM president, to discuss plans for an international NMW celebration.

The expansion of international relations with other nuclear medicine societies has become an important goal in our efforts to promote our profession globally. Participation of the Section's leadership in the diplomatic exchange of ideas, expertise, and knowledge with our international colleagues is a worthwhile endeavor.

Over the past several months, the Government Relations Committee and the SNM-TS Legislative Network, through testimony, meetings, letters and telephone calls, have been urging congressional support for federal programs to aide in the recruitment and retention of nuclear medicine technologists, as well as education and training programs. In mid-October, members of the House and Senate Appropriations Subcommittee on Labor, Health and Human Services (HHS) began conference committee meetings to resolve discrepancies in appropriations for HHS programs, including allied health. The Senate bill allocates \$4 million in



Cardiff "Mickey" Williams, CNMT  
Los Angeles, California

fiscal year 1992 for allied health grants and contracts; the House bill appropriates \$1,659,000. The members of the conference committee have been sent a letter on behalf of the SNM-TS urging a much needed increase in funding for HHS allied health initiatives over fiscal year 1991 allocations of \$1,659,000. Letters from the Legislative Network have also been sent to the conference committee.

The Du Pont Radiopharmaceuticals Nuclear Medicine Technologist Advisory Board met in Tempe, Arizona on September 21 and 22, 1991. The first day of the meeting was spent reviewing the Board's

mission and objectives. The revised mission is as follows: Address and act upon critical issues of the Nuclear Medicine Technology profession through the cooperative efforts of Du Pont Merck and members of the profession. The Board decided to pursue the following objectives.

- Address issue of technologist shortage
- Improve image and promotion of nuclear medicine
- Approve issue of retention of technologists
- Serve as a strong liaison with SNM
- Communicate Board activities to nuclear medicine professionals
- Act as a consultant in the evaluation of new products, research and development efforts, and product literature and the development of educational programs.

The American Healthcare Radiology Administrators annual meeting took place in Nashville this year and the theme was managing excellence. The meeting was well attended and the five-day program was an educational event of the highest caliber. Topics included reimbursement, service excellence, quality assurance and quality improvement, and activities included peer-group sessions and hands-on workshops. I gave a brief address at the business meeting in which I extended greetings from the Technologist Section and praised the model working relationship between our organizations noting that we pursue a common goal—professional excellence.

The SNM-TS recruitment video, "Nuclear Medicine Technology: The Career of the Future," recently won a Golden Eagle award in the medical education category from the prestigious Council on International Nontheatrical Events (CINE). The video is now eligible for submission by CINE to international film festivals as a work that is representative of American filmmaking in medical education.

Paul Hanson, Virginia Pappas, and myself will continue the strategic plan item that calls for maintaining effective communications with the chapters and members. We expect to visit at least nine chapter and regional meetings during the coming year.