

Strategic Destination

SNMTS is drafting a revised strategic plan, thinking not only about the future but also examining the past to focus our energy, ensure that members are working toward the same goals, and assess and adjust our direction in response to a changing environment.

The future of SNMTS is tied to that of SNM, which recently approved a new core mission "to improve health care by advancing molecular imaging and therapy." This exciting future will comprise the important work we currently do in nuclear medicine plus advances in molecular biology, molecular medicine, and medical imaging that will be coming, expanding the roles of all medical practitioners. Along with SNM, SNMTS wants to emphasize a new strategic direction in advocacy, research, training, and the clinical practice of molecular imaging.

With the strategic plan, SNMTS leaders have created a cohesive, multidimensional management tool for the future that will help determine where the Technologist Section is going, how it will get there, and how it will know if it gets there or not. The draft strategic plan was developed by your elected leaders this past June at the San Diego Annual Meeting.

Your officers recognize that strategic planning requires input from you on which issues are most important and how they should be included. Since developing a strategic future takes the work of many, we will survey members for your thoughts and ideas about SNMTS's direction.

While the phrase *strategic plan* may often be considered synonymous with a long, boring document full of jargon, this is not the case with the SNMTS plan. The current seven-page document identifies the following five goals and includes short-, intermediate-, and long-term action items.

Goal 1: SNMTS will be the indispensable resource for education, knowledge exchange, training, and networking within the medical imaging community.



SNMTS will need to position itself as a central education repository; create and award grants and fellowships for those interested in molecular imaging; and attract and address the needs of specialists in CT, MRI, emerging technologies, and molecular imaging and therapy.

Goal 2: SNMTS will be the powerful advocate for nuclear medicine and emerging technologies such as molecular medicine, including molecular imaging and therapy.

The Technologist Section needs to take a proactive role with SNM in lobbying for reimbursement and research funding; monitor and support appropriate legislation; and educate the larger public community on the benefits of nuclear medicine, emerging technologies, and molecular imaging and therapy.

Goal 3: SNMTS will be the leader in educating and promoting nuclear medicine and molecular imaging and therapy within the medical imaging community.

SNMTS needs an outreach program aimed at imaging and patient groups, potential students, federal and state legislators and regulators, and the public.

Goal 4: SNMTS will be a leader in educational and credentialing/licensing efforts for imaging specialists in the areas of nuclear medicine, emerging tech-

nologies, and molecular imaging and therapy.

SNMTS has already taken the lead here by supporting both a bachelor's degree as entry level into the field of nuclear medicine by 2015 and the development of an advanced practice-level nuclear medicine/molecular imaging and therapy professional.

Goal 5: SNMTS will be recognized as the society that positions technologists within the fields of nuclear medicine and molecular imaging and therapy.

SNMTS supports the development of an integrated plan to position SNM as a recognized leader through initiation of a membership recruitment campaign and development of a new "look" to the society's logo, Web site, stationery, and publications.

Developing a roadmap for the future is a creative process, and the fresh insight gained today might well alter the decision made yesterday. The next few months will be an exciting time as we explore our future. But you know what? With your support, SNMTS is sure to arrive at its strategic destination.

Special Thanks: I want to offer a sincere thank you to Beth Harkness, who has served two terms as editor of the *Journal of Nuclear Medicine Technology* over the past six years. Under her guidance, *JNMT* remains a valuable source of information for technologists. As editor, Beth directed numerous changes in the way *JNMT* works, including launching the current, streamlined online submission process and Web review site. In celebration of *JNMT*'s 30th anniversary, she introduced the journal's new design and has continued to offer a variety of articles to help us keep pace with current and new technologies. While Beth will be missed, her work on *JNMT* has provided a solid foundation for continued development under the guidance of incoming editor Fran Neagley, who brings 35 years of clinical experience to the position.