

## Action With Vision

**I**t has been an honor for me to serve as SNMITS president, continuing the Technologist Section's path of combining action with vision to make a positive difference for health care, for members, and for the profession. The year has been rewarding and challenging, and I am pleased to report that a great deal of progress has been made in maintaining high standards on a number of initiatives.

We continue our fight for the Consistency, Accuracy, Responsibility and Excellence (CARE) in Medical Imaging and Radiation Therapy bill, which supports federal minimum standards for nuclear medicine and radiologic technologists and radiation therapists in order to participate in federal health programs administered by the Department of Health and Human Services. After advancing farther than ever through the congressional system in 2006, the bill has now been re-introduced in both the House and Senate. Its passage depends much on our willingness to tell our representatives—and potential cosponsors—how important this measure is for us. Be prepared to advance this effort when SNMITS initiates calls to action in support of this bill.

Additionally, the Technologist Section continues to press on insurance coverage and reimbursement issues and for increased funding for key medical radioisotope production and basic science research at the Department of Energy. To provide high-quality patient care, we must continually evaluate our educational system to ensure that it adapts more quickly to include emerging technologies. We continue to develop—and influence—programs to educate and train practicing technologists. SNMITS has taken the lead in 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. More workshops and inter-



active online content and preceptorship programs must be developed in order to allow practicing technologists to obtain clinical training. We have initiated state-of-the-art career preparation in our educational programs such as our CT workshops, cardiology symposia, and on-line courses specifically for technologists.

In approving a new mission to improve health care by advancing molecular imaging and therapy, we are anticipating changes in the field that will impact our overall competitiveness. Serving as a window to innovation, the society will assist technologists in enhancing their levels of practice and acquiring new skills needed to stay current with technically complex SPECT, PET, and CT imaging. Over the next few years, SNMITS will shape and define its role in molecular imaging, developing a curriculum to prepare technologists to take advantage of the opportunities offered by advances in this field. The initiatives of the society's Molecular Imaging Center of Excellence, funded through our "Bench to Bedside" fundraising campaign, will further advance the field of molecular imaging.

SNMITS is growing and offering more benefits to members. SNMITS is opening its doors to nonnuclear imaging professionals, such as those who have radiology backgrounds and practice functional

MRI or those who practice in laboratory environments and use research methodology such as micro-PET and micro-PET/CT. This is beneficial since diagnosing and treating disease increasingly relies on multidisciplinary cooperation.

The society's new look and outlook in shaping the future of patient care with molecular imaging and therapy debuts at our Annual Meeting June 2–6 in Washington, DC. Our rebranding reflects continued support of nuclear medicine and a new emphasis on shaping the future by advancing molecular imaging and therapy. For more than a year, SNMITS leaders, consultants, and staff have been involved in the significant planning and design process of the society's rebranding, resulting in a redesign of our logo, Web site, and e-mail and print communications. Our new Web site debuts with the Annual Meeting, and in the next months you will see a new look on our letterhead and products and services.

SNMITS leaders have drafted a 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. It is the best of times to be an SNMITS member. We are making a great impact on the profession.

You—the members—are the foundation of all SNMITS initiatives, and I thank you for your continued support. I must recognize the incredible dedication of David Gilmore, SNMITS president-elect, and Valerie Cronin, our immediate past president. I am privileged to work with my colleagues and to have gained a broad perspective on what our profession can accomplish. SNMITS has moved forward in significant ways, and I will continue to be involved with SNMITS for many years to come. Thank you for this opportunity and for entrusting me to be your professional representative.

**D. Scott Holbrook, CNMT, PET,  
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*President, SNMITS*