

The New SNMMI-TS Strategic Plan: Establishing a Firm Foundation for the Future

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As we look forward to 2018, I am pleased to report that the SNMMI-TS has been hard at work developing a new strategic plan to guide our initiatives. The SNMMI-TS executive board and invited guests met in September to begin the planning process. Through a facilitator-led discussion, the current strategic plan goals were reviewed and evaluated for progress and continued relevancy.

This is a critical time for the SNMMI-TS. As with most associations, SNMMI-TS membership dues and meeting-registration payments are our top 2 revenue streams. We must focus on strengthening our membership and identifying more revenue sources other than dues. Aligning our strategic plan with the SNMMI value initiative and strategic plan is also key.

Following the September meeting, the initial draft of the strategic plan was presented to the National Council of Representatives (NCOR) for consideration and feedback. NCOR's recommendations were incorporated in the plan, which then went to the executive board for review and approval.

Through the planning process, the following new SNMMI-TS strategic plan goals and objectives were identified:

Organizational Strength and Stability

Goal: Maintain the organizational and financial strength and sustainability to advance and support the profession.

Objectives:

- Retain and grow membership.
 - Understand members and their needs/wants.
 - Translate member needs/wants into effective programming.
 - Identify other membership options (institutional, etc.).
- Define the value proposition of the SNMMI-TS (the value that the Society provides to members).
 - Effectively communicate the value proposition to current members, nonmembers, and lost members.
 - Leverage chapters to access technologists in their regions.

- Achieve financial stability.
 - Create new revenue streams.
 - Reevaluate existing revenue streams and make changes if necessary.
 - Evaluate nonrevenue programs (determine return on investment).
 - Ensure the SNMMI-TS is paying its "fair" share of the management fee.
- Adapt organizational structure to meet current needs.



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Improve Quality, Value, and Safety

Goal: Demonstrate quality, value, and safety of nuclear medicine and molecular imaging procedures.

Objectives:

- Improve the quality of nuclear medicine and molecular imaging test results.
- Develop relevant quality measures to demonstrate the value of nuclear medicine procedures in the continuum of patient care.
- Implement and educate dose optimizations and safety standards and best practices.
- Define areas where collaboration with stakeholders is an essential key to the success of improving quality, value, and safety in nuclear medicine procedures.

Advocacy

Goal: Improve the regulatory and legislative environment for nuclear medicine and molecular imaging professionals.

Objectives:

- Achieve nuclear medicine technologist licensure in all jurisdictions.

- Improve advocacy's ability to monitor legislative and regulatory activities.
- Raise the SNMMI-TS profile with stakeholders (government professionals, associations, certification boards, etc.).
- Improve advocacy training and education.
- Obtain federal recognition of nuclear medicine technologists as professionals.

Education and Professional Development

Goal: Be the leader in guiding, shaping, and facilitating the education and professional development of nuclear medicine and molecular imaging technologists.

Objectives:

- Perform annual reviews and evaluations of entry-level curricula to incorporate training for new and expanded roles for nuclear medicine and molecular imaging.
- Enhance opportunities to partner with nuclear medicine and molecular imaging professionals.
- Identify alternative career paths for nuclear medicine and molecular imaging professionals.
- Create networking opportunities to inform people about identified career pathways.

Now, SNMMI-TS committee chairs and members will be asked to refine the plan further and determine the appropriate

steps to accomplish each objective. At the same time, the strategic planning committee will be working to develop a mechanism to measure progress and success in each of the areas. The metrics agreed upon by the committee will be included in the strategic plan and will be reviewed regularly by the strategic planning committee, NCOR, and the executive board.

The new SNMMI-TS strategic plan will help us invigorate our profession and establish a firm foundation for the future. I extend a heartfelt thank-you to all who are working on its development. Every technologist will benefit from their effort in the years ahead as the plan is implemented and objectives are realized.

I am delighted to close this update with congratulations to the SNMMI-TS Leadership Academy for receiving the American Association of Medical Society Executives' 2017 Profiles of Excellence Award in the leadership category (<http://www.snmmi.org/NewsPublications/NewsDetail.aspx?ItemNumber=25346>). The SNMMI-TS Leadership Academy celebrated its 10th anniversary this year and now has more than 125 graduates, many of whom are holding leadership positions at their institutions or within SNMMI-TS at the chapter or national level. This infusion of new leaders strengthens the Society and our profession. To all who have stepped up to leadership positions, I say, "thank you!"