



**25**  
**MOST**

*Influential*

Recognizing radiology's  
**MOVERS** AND **SHAKERS**

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## SOCIETY OF NUCLEAR MEDICINE

### Leading a revolution

**B**y planning strategically, SNM continues to grow and adapt to meet the changing needs of patients, healthcare, its members and the profession. For more than 50 years, SNM and its 16,000 physician, technologist and scientist members have been well known for excellence in the nuclear medicine profession.

Their work has expanded into the rapidly emerging – potentially revolutionizing – field of molecular imaging. Nuclear medicine imaging has always contributed functional assessment to the anatomical definition of the presence or absence of disease. The new tools made available through molecular imaging and PET have great potential to contribute to the personalized medicine revolution – and SNM is leading the way.

### Validating the Field

Molecular imaging may revolutionize patient care – by integrating information about location, structure, function and biology – leading to a package of non-invasive, *in vivo* imaging tools with enormous potential for improving patient care and outcomes. It will provide an essential key to the future of high-quality personalized medicine, which involves diagnosing, treating and monitoring patients based on their individual makeup.

SNM is assisting in translating multimodality breakthroughs from the lab into practical tools for physicians, thus expanding treatment options for patients. The society is reaching out to experts in related fields and facilitating the movement of molecularly guided discoveries from bench to bedside.

SNM's "Bench to Bedside" campaign has raised nearly \$4 million in its first year to develop educational tools for radiologists, primary-care physicians and patients; to support advocacy for molecular imaging; and to train the current imaging workforce.

The society is addressing the technological, regulatory, financial, business development and evidence-based requirements to successfully integrate molecular imaging into medical care and the evolving field of personalized medicine by proving that it makes a difference to patients.

SNM is also working with national groups to develop meaningful clinical studies data so that these new imaging tests can be introduced as fast as possible into clinical practice, and also to ensure that current PET indications can be expanded. This will lead to the practical clinical use of imaging biomarkers, offering tremendous potential for accelerating the development of pharmaceuticals and therapeutic devices, and ensuring that the best treatment is given to the right patient at the right time. And, SNM's Clinical Trials Group is facilitating the development of imaging biomarkers and new probes.




The exhibit hall at SNM's annual meeting in June

### Driving Research and Education

SNM's Molecular Imaging Center of Excellence, the driving force for research, education, advocacy and innovation in the field of molecular imaging, has successfully completed a number of activities, positioning SNM as a central resource. Center members have developed standard definitions and terminology; created a new Web site to provide online information, education and training in molecular imaging; established a dialogue with funding agencies; hosted an expert/industry summit; initiated outreach to referring physicians, patient groups, federal agencies, regulators and the public; and launched proactive lobbying for reimbursement, research funding and related issues.

The society is recognized, and strongly represented, as a vital and influential leader and innovator in advancing molecular imaging and therapy and supporting nuclear medicine. During a year-long rebranding process, SNM reviewed all of the elements of its brand and considered options and suggestions to strengthen and broaden its image, creating a unified organizational identity with the development of the Molecular Imaging Center of Excellence, the redesign of its main Web site and logo.

By all these actions – and continuing to collaborate with those in related professional and patient associations – SNM is leading the molecular imaging revolution.

► *Alexander J. McEwan, MD, is president of the Society of Nuclear Medicine.*

# TOP TECHS

This year, *RT Image* is honoring technologists who have gone above and beyond the call of duty and are making great strides in their profession. The following individuals have demonstrated the integrity, drive and ambition to deserve the title, "Top Tech."



- ▶ **Nancy Adams, BSRS, RT(R):** Representing her home state of Mississippi, Adams recently presented to the United Kingdom Radiologic Congress on the aftermath of Hurricane Katrina and her work with the Disaster Mortuary Operational Response Team. Also, Adams bears the distinction of being named the ASRT Foundation's first International Speakers Exchange Grant recipient.



ASRT

- ▶ **Phil Ballinger, PhD, RT(R), FASRT:** Ballinger, in his capacity as an educator and previous editor of *Merrill's Atlas*, has impacted the imaging community, both in the United States and abroad. Today, Ballinger serves as both a goodwill ambassador and a mentor to students.



- ▶ **Jorge Casañas, MEd, RT(R)(CV)(QM)(ARRT):** An imaging services supervisor and an adjunct faculty member at Miami Dade College-Medical Center Campus, Casañas is known by students for his congenial attitude and strong work ethic.

- ▶ **Tammy Coryell, RT(R)(M):** A mammography specialist with Mammography Impact Consultants, and a clinical educator for BioLucent Inc., Coryell certainly has her work cut out for her. But, when you factor in her day job as a mammography technologist at St. John's Breast Center in Springfield, Mo., Coryell makes it her mission to stay on the cutting edge of breast cancer detection.

- ▶ **David Gilmore, MS, CNMT, NCT, RT(R)(N):** The president of the Society of Nuclear Medicine's Technologist Section, Gilmore tirelessly lobbies for state and national licensure for all technologists.

- ▶ **Paul Laudicina, MA, RT(R), BCFE, DABFE, FACFE:** A driving force in educating and mentoring technologists, Laudicina has touched the lives of many medical imaging professionals. Although retired, Laudicina continues to teach part-time, as well as work in forensic radiography.



ASRT

- ▶ **Sal Martino, EdD, RT(R):** Going above and beyond his duties as the executive vice president of the ASRT, Martino has achieved high acclaim in the imaging community through his work with the Society of Radiographers (UK), the American College of Radiology and other national and international associations.

- ▶ **Nancy Swanston, CNMT, RT(N)(PET):** A PET specialist at the University of Texas M. D. Anderson Cancer Center, Swanston regularly drafts protocols for nuclear medicine and PET procedures. She also impacts future generations by lecturing and developing programs to educate students in PET and CT.

▶ RT Image

# RT IMAGE'S MOST NOTABLES



Although they did not make our Top 25 list this year, below are a few other people, organizations and technologies to look for next year.

- ▶ **Ronald Adler, PhD, MD:** A musculoskeletal radiologist at the Hospital for Special Surgery in New York City, Adler bears the distinction of being rated a No.1 physician by *New York Magazine*.



NeuroLogica Corp.

- ▶ **Eric Bailey:** As the CEO and co-founder of NeuroLogica Corp., Bailey is a man on a mission. His agenda: to promote the universal accessibility of CT screening and create advanced imaging tools to detect Alzheimer's disease at an early, treatable stage.

- ▶ **Philip Costello, MD, FACR:** A professor and chairman of the department of radiology at the Medical University of South Carolina, Costello is widely regarded as a pioneer in CT and key player in the computer-aided detection and metabolic imaging fields.
- ▶ **Danielle M. McGuire, AIA:** An associate with Nacht and Lewis Architects Inc., McGuire specializes in the design of radiology spaces – ensuring that they are built properly and efficiently.



Liberty Pacific Medical Imaging

- ▶ **Steven Renard:** President and CEO of Liberty Pacific Medical Imaging, Renard's company provides third-party management, consulting and medical development services. And his services particularly benefit inpatient and outpatient imaging centers, as he consults them on conquering the impact of the DRA cuts.



Michael Justice

- ▶ **Scottsdale Medical Imaging (SMIL):** Located in Phoenix, SMIL received the 2007 Clinical Trial Participation award by the American Society of Clinical Oncology, and was noted for its participation in a recent breast MRI study published in the *New England Journal of Medicine*.

- ▶ **Society for Pediatric Radiology:** Dedicated to advancing pediatric healthcare in medical imaging and imaging-related therapy, this society is outspoken about its desire for children to receive radiation doses "as low as reasonably achievable" (ALARA).



Massachusetts General Hospital

- ▶ **James H. Thrall, MD:** Radiologist-in-chief at Massachusetts General Hospital, Thrall's voice resonates loudly in the imaging community. Currently serving as the chair of the ACR commission on molecular imaging, Thrall is also member of the ACR international teleradiology task force.

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