It allows for early detection of diseases like cancer, Alzheimer’s and heart disease.

It’s leading to increasingly effective treatments for lymphoma and other conditions.

It provides a deeper, richer understanding of how the human body works, leading the way to future breakthroughs in diagnosis and treatment.

These are only a few of the benefits of molecular imaging—a revolutionary health care field that allows researchers and clinicians to see, define and track how molecules in the body function and change.

Molecular imaging is the visualization, characterization and measurement of biological processes at the molecular and cellular levels in humans and other living systems. Using cutting-edge technology and sophisticated 2-D or 3-D imaging for diagnosis and treatment, molecular imaging professionals are a large and multidisciplinary community that is charting the future of personalized medicine.

Five years ago, SNM (the Society of Nuclear Medicine) launched a comprehensive $5 million effort, the Bench to Bedside campaign, to raise awareness of the promise of molecular imaging and therapy through a strategic initiative encompassing communications, advocacy, education and support for research and translation.

In 2011, SNM celebrated the successful close of the Bench to Bedside campaign as a truly integrated molecular imaging society. That achievement marks a new beginning for the society’s commitment to molecular imaging and therapy for the benefit of researchers, clinicians, technologists, laboratory professionals and, most importantly, patients.
SNM, founded in 1954, is a nonprofit society that provides leadership for advancing nuclear medicine and molecular imaging and therapy. In recent years, with technological advances rapidly changing the field, SNM began to explore how the society could better serve the needs of its members in an evolving world.

A key component of SNM’s strategy was to fully integrate the growing field of molecular imaging with the society’s traditional focus on nuclear medicine. The Bench to Bedside campaign grew out of that effort.

SNM launched the Bench to Bedside campaign in 2006 to facilitate the translation of molecular imaging to clinical practice and position SNM as the leader in molecular imaging and therapy. The objectives of the campaign were wide-ranging and comprehensive:

♦ Develop authoritative resources for education and training related to molecular imaging research, diagnosis and therapy.
♦ Provide opportunities for professional networking for SNM members.
♦ Advocate for molecular imaging and therapy.
♦ Educate referring physician and patient groups about molecular imaging and promote collaboration with these groups.
♦ Foster innovations in translational research.

These objectives are all part of one overriding goal for the Bench to Bedside campaign: To position molecular imaging and therapy as an essential tool in providing the highest standards of patient care around the world.
Milestones:
What Was Achieved

SNM set an ambitious fundraising goal of $5 million for the Bench to Bedside campaign to promote the vital role that molecular imaging and therapy play in patient care. Reaching that goal, thanks to the support and generosity of our industry partners and members, was a highlight of the campaign.

The fundraising success was a key milestone, but the campaign went far beyond that. Among the key achievements facilitated by the Bench to Bedside campaign are the following:

♦ Vastly enhanced communications and public relations focused on molecular imaging, with SNM taking a leading role in promoting awareness and understanding of molecular imaging and therapy among the media, policymakers and the general public.

♦ Increased public awareness and understanding of molecular imaging, with media impressions growing from 532,000 to 15.5 million as SNM became known as a reliable central resource for molecular imaging information.

♦ Published significant research devoted to advancing molecular imaging, including enhanced sponsorship of the journal *Molecular Imaging* and special publications such as *Multimodality Molecular Imaging of the Cardiovascular System*.

♦ Launched the SNM molecular imaging website (MolecularImagingCenter.org) with a wealth of information for patients, referring physicians and SNM members.

♦ Conducted enhanced advocacy and government relations and health policy efforts (including Capitol Hill visits and marches) related to key molecular imaging issues, including the need for new molecular imaging biomarkers and comparative effectiveness research.

♦ Developed strategic outreach initiatives to other imaging societies and professional organizations, as well as referring physician and patient advocacy groups.
Hosted special meetings and workshops on key imaging topics, such as nanomedicine, breast cancer, prostate cancer, cardiovascular molecular imaging, molecular neuroimaging and others. These workshops served to attract diverse participants and to help create a new community.

Launched the PETPROS outreach campaign to referring physicians to help them more fully understand the potential of molecular imaging as a diagnostic and therapeutic tool for their patients.

Sponsored various continuing educational activities at SNM Annual and Mid-Winter Meetings, with all nuclear medicine and molecular imaging modalities now integrated into tracks focused on disease, instrumentation or molecular targeting technologies.

Developed new awards for medical researchers and scholars to promote molecular imaging, with more than $450,000 in awards issued through the Education and Research Foundation for SNM to advance the field.

Promoted translational research activities, including the creation of the Clinical Trials Network initiative to facilitate use of molecular imaging biomarkers in clinical trials.

Created new membership categories, awards and programs to increase the diversity of SNM to include those interested in the many facets of molecular imaging.

These milestones offer just a glimpse of the work that SNM has performed to promote molecular imaging thanks to the Bench to Bedside campaign. Many more such achievements lie ahead as SNM moves toward the next horizon in molecular imaging.
What’s Next

The Bench to Bedside campaign is marking a successful conclusion—but when it comes to SNM’s commitment to molecular imaging, we’re just getting started.

By bringing the full spectrum of molecular imaging modalities—including PET, SPECT, optical, ultrasound and MR—under one umbrella, SNM is fostering a collaborative environment for the rich exchange of ideas. Insights or techniques developed for one imaging modality are often applicable to problems in another.

SNM provides a unique home to the various molecular imaging modalities and the spectrum of professionals, from laboratory professionals to clinicians. This sets the stage for the successful translation of research into diagnostic procedures and therapies that work for patients.
Thanks to Our Sponsors

The Bench to Bedside campaign required SNM to work closely with members and industry partners to reach the $5 million fundraising goal. The response was swift and remarkable—in fact, the $5 million goal was reached in less than four years.

Many thanks to our industry partners, who understand the promise of molecular imaging and have been generous in their support of the campaign:

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Advancing Molecular Imaging and Therapy

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