

For immediate release
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AMI launches ACE™ Awareness, Communication and Education program to promote PET imaging

The Institute for Molecular Technologies (IMT), a council of the Academy of Molecular Imaging (AMI), on Friday introduced the **ACE™ Awareness, Communication and Education** program developed to generate awareness and enhance the quality of positron emission tomography (PET) imaging. ACE™ combines educational and clinical resources in easy-to-use kits. The *ACE™ Referral Education Resource Kits* are designed to educate referral audiences, with separate kits for oncologic and cardiac PET applications. The *ACE™ Interpretation Resource Kits* provide resources to improve the skills of interpreting physicians.

“Imaging centers and physicians will find in ACE™ a valuable set of tools to educate referring physicians on the proper use and value of PET imaging,” said IMT Chair Richard Frank, MD, PhD. “Even more importantly, ACE™ will ultimately make PET imaging more accessible to patients who need accurate information about their cancer or heart disease.”

ACE™ provides turnkey assistance to PET imaging departments and physicians who wish to improve and promote their imaging services. Users of the ACE™ Referral Education Kit will be able to raise awareness among their referring physicians about the clinical value of PET imaging utilizing easily customizable materials such as program announcement templates, imaging algorithms, sample press releases, case studies, clinical reprints and patient education brochures. Components of the ACE™ Interpretation Resource Kit include protocols, case studies, clinical reprints, coding and reimbursement assistance, dictation pointers, sample reports and more, all intended to enhance imaging providers’ service quality and reports.

The educational messages in ACE™ are based upon the most up-to-date clinical data and practice guidelines and conform to all compliance and legal standards. Its modular framework is designed to accommodate new information and improvements as they become available, and offers a means to update the kits as other indications and modalities gain regulatory approval.

“The Academy of Molecular Imaging is pleased to offer this unique and valuable resource to the molecular imaging community,” said AMI President Tim McCarthy, PhD. “ACE™ demonstrates AMI’s commitment to be at the vanguard of molecular imaging and is an excellent example of how science and clinical practice can work together to ensure that patients receive the appropriate test at the appropriate time.”

The ACE™ kits will be available July 1, 2009. They address all indications covered by CMS for PET imaging. To learn more, call 310 215 9730 or visit www.ami-imaging.org/.

Please contact Gail Rodriguez of AMI at grodriguez@ami-imaging.org for more information.

About AMI:

The Academy of Molecular Imaging is a progressive organization that builds the school of thought, scientific paradigms and clinical practices of Molecular Imaging to advance the growing field of Molecular Medicine. The Academy and its journal are involved in the various technologies of molecular imaging and multimodalities formed by merging together imaging of biological processes with imaging anatomical structures within which these processes take place. This includes such technologies as PET, optical imaging, MRI, SPECT, CT and ultrasound. AMI is the sponsor for the National Oncologic PET Registry. To learn more about AMI or IMT, please visit our Website at www.ami-imaging.org.