

Communications Committee Chair Message

K. Elizabeth Hawk, MS, MD, PhD – *Communications Committee Chair, American Board of Nuclear Medicine*

When sitting down to compose my thoughts, I did what so many across the world are currently doing: I asked ChatGPT. I posed the question: How do I get more people interested in nuclear medicine?

I received the following AI generated response (abbreviated):

“Getting more people interested in nuclear medicine can be a challenge, but there are several strategies that can help:

Educate people about the benefits of nuclear medicine: By educating people about the benefits of nuclear medicine, including its ability to diagnose and treat a wide range of medical conditions, you can help to dispel these misconceptions and increase interest in the field.

Share success stories: Highlighting success stories of patients who have benefited from nuclear medicine procedures can be a powerful way to generate interest and enthusiasm for the field.

Engage with students and educators: Engaging with students and educators can help to promote interest in nuclear medicine as a career choice.

Leverage social media and online channels: Social media and online channels can be powerful tools for promoting interest in nuclear medicine.

By combining these strategies, you can help to generate greater interest and enthusiasm for nuclear medicine and promote its benefits to a wider audience.”

This rapid rise of Artificial Intelligence (AI) chat tools has been a fascinating adventure to watch unwind. AI tools, such as [ChatGPT](#) are essentially a magnified mirror of human behavior and the way we express ourselves through language. This response represents a summary of data, based on countless different human verbal responses that can be found across the internet.

Your ABNM Communications Committee has been working to develop a presence across different social media platforms with these very goals in mind. We hope that by connecting with each of you online we can help educate our digital communities about nuclear medicine, share news and the wonderful successes of our field, engage with both students and educators, and build a strong digital media community.

If there is a social media platform you feel we should develop a presence in, please do not hesitate to let us know. We realize that each of you consumes information differently in a way that is most comfortable for you. Your Communications Committee is here to serve you.

While different AI applications are rapidly becoming integrated in our practice of nuclear medicine, they will never replace the art of caring for our patients and connecting with one another. Certainly, [ChatGPT](#) generated an appropriate response for how to generate engagement. However, it is in the act of connecting with one another that the humanity of our profession comes to life. Please follow and interact with us across our different platforms. We look forward to connecting, building our digital community, and celebrating nuclear medicine together.