

President's Message



Greetings from frosty Nebraska! I hope your holiday season was relaxing, and wish you all the best in the new year!

It's funny, the little things that get an administrator excited. Our patient experience group at Nebraska Medicine has just rolled out a new teamwork strategy for the clinics. One of the components is known as Appointment Message. The idea is this: The patient arrives, and the receptionist enters a message in the system "Brown sweater, red hair". The rooming staff, prior to coming to get the patient, opens the schedule and hovers over this description. Then she goes out to the lobby to get the patient. Instead of standing near the front desk and

speaking out the patient's name and waiting for the patient to come to her, she sees "Brown sweater, red hair" and walks right up to where she is seated in the lobby, keeping her voice low when she gets close enough, and says "Ms. Smith, my name is Ginny. If you're ready, I'll take you back".

At the Olson Center for Women's Health, we thought we were innovative back in 2007 when we implemented patient disk pagers in the waiting room. Instead of yelling out the patient's name in a very large crowded area, we enter a pager number and the disk goes off, like in a restaurant. This new system, though, is much more personal, and far better. It shows better teamwork, and more personalization in our approach with patients.

Kudos to our PX advisor team for this new approach! I'd love to hear from AMGO members about some of the wins they've had with patient experience.

In addition to wins in the clinical arena, I love being involved in some of the innovative research being done in our women's health labs. As administrators, we get embroiled in the minutia. A good example is my day yesterday. We are preparing a Center of Excellence in diagnostic research proposal for Board of Regents approval and yesterday we reached a "nearly final" draft, after several versions. Our PI has done a great job meeting deadlines and making revisions in the document, and basically this has gone on 24/7 for the past few weeks. What I have to keep reminding myself is that this is exciting research. His team is working on developing new biomarkers for improving early detection of fetal anomalies, and we are fortunate to have a good funding source. One can always envision the day this work gets approved by the FDA, or gets published in the NEJM! It's what keeps me going.

As I mentioned in the last newsletter, my goals for AMGO during my tenure as president included 1) growing the membership, and 2) fixing the website. As for goal 1, I am pleased to report that our membership continues to grow. We have added several new members in the past few months, from Hawaii, Nebraska, Virginia, Southern California, and Rhode Island. We now represent 77 academic medical centers, and in November I reached out to another 51 chairs for departments that aren't yet represented in AMGO. We hope to continue this work throughout the year. In addition, we are hoping to attract more than administrators, but also women's service line leaders and others who aren't in a "traditional" academic department but are affiliated with one. The goal is to expand AMGO's reach, so that we all benefit from more points of view. I appreciate your help in recruiting new members to our group!

The 2nd goal has proven to be elusive. Gail Kelly, from Minnesota, our newest board member, has been overseeing our website for a few years now. She and I have been chatting about how best to go forward. We know that our website is a bit dated (!) and that there are many new ways to represent ourselves on the web and in social media. We would appreciate any help or suggestions as we tackle this challenge.

*-Rick Blum, MPA, CMPE
Administrator III, Obstetrics and Gynecology
and the Olson Center for Women's Health
UNMC Nebraska Medicine*



AMGO's 43rd Annual Conference

April 28th - May 1st San Antonio, TX

The AMGO Planning committee has been busy these last few months working on a 2019 program that will be informative, inspiring, and fun! We certainly hope to see you all in fabulous San Antonio at the end of April as we gather for the 43rd Annual AMGO Conference. Below are just a couple highlights of what to expect.

Heather Woody^{M.C.C.}
PROFESSIONAL BUSINESS COACHING

*Tailored solutions
to Maximize achievement,
Resolve tension*

Heather is a Master Certified Coach that teams with individuals personally and professionally to help them experience their greatness. She has a passion for working with people in organizations as they pursue their key goals and objectives while also building a fulfilling career and personal life. Heather is an experienced speaker who comes highly recommended by her clients and is sought out for her contagious energy. Heather will be engaging conference attendees on the topics of: Promoting Conflict in Your Organization and EQ for Awesome Leadership.

Additionally, we will have several interactive presentations by our AMGO Members on the topics of:

- Implementing programs to improve physician wellness,
- Deploying scribes in your organization,
- Building compensation plans to value both clinic and academic activity,
- Post integration / funds-flow review, and
- Rapid fire Q & A - ask and share about current topics and trends.



As you can see, there will be something for everyone at the 2019 AMGO Conference including a team-building activity to give back to the local community, reception at the Tower of Americas, and ample time to network with other leaders in women's healthcare. Hope to see y'all there!!

Physician and Clinician Shortages Impacts to OBGYN

Rick Blum, MPA, CMPE
Administrator III, UNMC Nebraska Medicine
Jennifer Horton, MS
Administrator, Department of OBGYN, University of Virginia

In 2017 the American College of Obstetricians and Gynecologists (ACOG) reported that half of US counties lack a single OBGYN. More than 10 million women call those counties home. By 2020 there will be up to 8,000 fewer OBGYNs than needed with no strategic plans in place to mitigate the expected 22,000 clinician shortage expected by mid-century. Far from being a rural health problem, OBGYN shortages are being felt in major cities such as Detroit, St. Louis, Dallas, Miami and Los Angeles.

Root causes of the current and anticipated shortages are multi-fold; population growth, population aging, the practice environment for OBGYNs, and lack of growth in GME funding. Approximately 10,000 Americans turn 65 each day, included in that number are currently practicing physicians. Over the next decade 1/3 of practicing physicians will turn 65 resulting in a wave of retirements. In recent

decades the number of women in the US over age 18 has increased by 33 million. Yet 1st year residency positions for OBGYN training have grown by less than 200 slots.

OBGYN residents are increasingly choosing sub-specialty training over general practice due to future income potential. These highly trained and higher compensated individuals tend to work in urban areas. Additionally the perception is sub-specialty practice hours include fewer night shifts and extended hours.

Mitigation Strategies

Academic teaching centers offer residence tracks in rural sites to increase learner exposure and potential desire to work there post graduation. *University of Wisconsin School of Medicine and Public Health*

Train residents in community hospitals and clinics in order to promote interactions with ethnically diverse and underserved populations. *University of California, Riverside, School of Medicine*

Flexible work schedules and part-time options to support clinician family needs and reduce burnout. *University of Virginia School of Medicine (UVA) Saint Louis University School of Medicine (SLU)*

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I am pleased to report the following resolution that was passed by your board of directors:

Association of Managers of Gynecology and Obstetrics

RESOLVED, December 4, 2018:

1. AMGO 2019 dues notice and 2019 annual conference registration notice will be sent in one email to all members in good standing. A member is in good standing if, a) they've paid 2018 dues, b) they were a new member in 2018, or c) they were a new member in 2019. This single billing will allow for payment of both amounts in one check.
2. Furthermore, beginning in 2019, for the conference registration, we will provide a \$100 discount for multiple members from one institution, in a tiered fashion. \$650 first attendee, \$550 2nd, \$450 3rd, etc.
3. The members should have the option of paying via our website platform, or via credit card/check based upon invoice/paper registration form.

Respectfully,

Rick Blum

President, AMGO

Introduction of Nurse Practitioners and Certified Nurse Midwives into care teams to manage routine visits, co-manage care plans and assist on Labor and Delivery. (UVA), (SLU)

Telemedicine programs are bringing patients and clinicians closer together as advancements in video conferencing and diagnostic imaging capability have improved patient acceptance of the technology. *University of Virginia School of Medicine (UVA) Saint Louis University School of Medicine (SLU)*



Source

AAMC News, Friday, November 16, 2018 article by Linda Marsa; Labor pains: The OBGYN Shortage

And A Special Thank You....

A HUGE AMGO THANK YOU to Joe English from Duke and Jody Yeh from South Carolina for their yeoman's work in leading our program planning committee. The PC membership includes Shannon Dreier from Medical Univ of Wisconsin, Dale Geerdes and Pam Funke from Iowa, Angie Rinehart from Indiana, Erika Lindley from Utah, Meg Ferris from Baylor, Kirstin Runa from Colorado, Jody Harris from Texas Children's, and Melissa Schuermann from Emory.

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Check us out on the
web!

www.AMGO.org



Update

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