

## President's Message

Greetings to you all from Duke University in Durham, North Carolina. It seems we were just in Cape Coral Florida enjoying the sunshine, water and each other and yet here we are at the end of our fall days and winter fast approaching.

Our Administrative lives are moving equally as fast with ACO changes moving more into focus and a presidential election already four weeks behind us. Each of us faces challenges daily in our roles, many that may not have been on our to-do list when the morning started.

Your AMGO membership provides a group of peers who face many of these very same challenges in other institutions. Help is available. I have found the AMGOnet listserv to be a valuable tool in sharing questions and solutions and the AMGO members are generous and willing to share their experiences.

Other items of interest: the AMGO website has been upgraded; the planning committee is working feverishly to put on a fabulous program in San Diego; and Dr. Laurel Rice, the current President of CUCOG, is actively planning to make our joint meeting an enjoyable and educational event.

Dr. Rice has asked me to identify an AMGO member to serve on a Diversity and Inclusion discussion panel. This session will be titled: Promoting Diversity, Equity and Inclusion. This session will focus on how to improve diversity, equity and inclusion in our Departments.

Dale Geerdes is seeking speakers to

present at our Annual AMGO meeting to be held in San Diego at the Kimpton Solamar (May 3-6). Dale is looking for individuals to discuss their experience with (1) physician burnout and (2) innovation. Hopefully with innovation comes some relief for our hard working physicians and we look forward to sharing some helpful solutions. If you have an interest in these topics, or have done some work in decreasing burnout or have an innovative idea or tool, please reach out to Dale and offer your services. Just think how good you will look in front of your AMGO peers!

I leave you with these requests: Please join us in San Diego, encourage your fellow OB-GYN administrators to attend, think about topics you would like to have presented, and consider writing an article for the AMGO newsletter on something you are passionate about. It could be very beneficial and a learning moment for your colleagues.

Please enjoy the upcoming Holidays and know that your AMGO family is always there for you.

Sincerely,

*Jim Morgridge*



Jim Morgridge  
*President*

## Mark Your Calendar

**APGO/CREOG**  
March 8-11, 2017  
Orlando, FL

**AMGO/CUCOG**  
**Bi-Annual Meeting**  
May 3 - 6, 2017  
San Diego, CA

**AAMC GBA/GIP/GIR**  
**Conference**  
May 9 - 12, 2017  
Atlanta, GA



# Greetings from CUCOG!

by Laurel W. Rice, M.D.

We are looking forward to AMGO and CUCOG joining forces on May 5, 2017 in San Diego, CA, for our every-other-year joint meeting! **Jim Morgridge**, your President, will join me for some opening comments, followed by an update on AMGO activities. A tentative schedule of events is as follows, representing planning and participation by both organizations:

- **Session I: Promoting Diversity, Equity and Inclusion**
  - *This session will focus on how to improve diversity, equity and inclusion in our Departments.*
- **Session II: Multidisciplinary Centers of Excellence: How the Funds Should Flow**
  - *The session will focus on funds flow for a multidisciplinary center of excellence.*
- **ABOG Lectureship: Diana Bianchi, MD, Director of NICHD: "The Future of Research in the Reproductive Sciences"**
- **Session III: What to do After Serving as Chair?**
  - *This session will focus on how to approach our post-chair lives.*
- **Session IV: Advocacy for Maternal-Child Health: Synergies between OB/GYN and Pediatrics, Valerie Pipari, MD, University of Michigan, President of AMSPDC**
  - *This session will focus on how together we can better influence public opinion and public policy.*

CUCOG will be leading two sessions at this year's CREOG & APGO Annual Meeting on March 10, 2017, in Orlando, FL. The first session, at 7:00 a.m., is entitled "Cultural Humility and Competence: Training and its Impact on Health Disparities." The panel will individually discuss their experiences with health disparities, specifically focusing on cultural competence as a mechanism to diminish these disparities.

- Dr. Maya M. Hammond
- Dr. Aviva Lee-Parritz
- Dr. Veronica Mallet

The second session, at 11:35 a.m., will focus on "Promoting Diversity, Equity and Inclusion: The Impact on our Field." The panel will discuss ways in which they are presently promoting diversity, equity and inclusion in their departments/institutions.

- Dr. Dan Clarke-Pearson
- Dr. Marcela del Carmen
- Dr. Andrea Jackson
- Dr. Timothy Johnson

We all look forward to further developing our ties with AMGO, and strategizing over our shared interest and commitment to women's health.

Have a great Holiday season,

*Laurel*

# Annual Meeting First Timer!

I really enjoyed my first AMGO meeting. It was great to meet so many other administrators and talk about issues we are all dealing with.

I thought the application process was quite easy and went smoothly. I had a good guide in **Dale Geerdes**, who walked me through everything. Dale and I work together, so everything was made that much easier for me. I also enjoyed the buddy system. As is always the case, it is a little intimidating entering into a new group. Even one as accepting and friendly as the AMGO group. Having a buddy to bounce things off or just give a few pointers was reassuring.

I really wasn't sure what to expect when going to my first meeting. Dale said they are fun and quite informative but didn't give any real detail into the specifics. I found the topics and speakers mostly interesting, and quite relatable to issues in my current position. It seems like the itinerary was well thought out and carefully planned so that we got the most out of the conference. And I believe the best part was meeting so many people and creating those contacts that have proven to be so helpful in my day to day work. I find the group email to be a great tool in learning how others deal with particular issues or just bouncing ideas off.

Please let me know if you need more.

I look forward to our next meeting in San Diego!

Thank you,

*Matt*

**Matthew Kretzschmar**

Healthcare Services Assistant Manager  
Department of Obstetrics & Gynecology  
31146 PFP  
University of Iowa Health Center

# AMGO 2016 Annual Meeting Recap - Cape Coral, Florida

by Irene Tostanoski

The 40th Annual AMGO meeting was held at the Westin Cape Coral Resort at Marina Village, Cape Coral, FL on April 27-30, 2016.

Attendees were welcomed with the Presidents' Welcome Reception. Crab cakes, pulled pork and pulled beef sliders were excellent. Good food, cold beer, blue sky, warm breezes and the gulf made the business side of things much easier to do!

The 2016 meeting opened with much excitement and some true insight into the competitive nature, the good nature and the humorous nature of some if not all of our members. All was revealed during the first and most likely last Lawn Olympics Challenge. Six teams with six players competing in six events.

- Geometric design – using pieces to create the challenge design. There were no injuries.
- Gauntlet – the bat spin took Dale Geerdes out of the game and Irene Tostanoski suffered facial lacerations doing the nose ball push.
- Carmen Miranda – grass skirts and coconut bras. No injuries. Possible embarrassment suffered.
- Crossing the River – this event added one more to the Injury Report (IR). Sheila Dolezal lost her balance walking the plank and sprained her ankle.
- Scrabble – tennis balls instead of wooden tiles increased the level of difficulty.
- Balls in the Bucket – a plank, a pusher, a puller and a bucket helmet all together on a sloping playing field made for a riotous affair.

The presentation topics during the meeting were varied and informative:

- Public Patient Satisfaction – Erica Lindley
- Building an OB/GYN Division and Tackling Expansion - Oliver Dorigo, MD, Stanford University
- Human Resources Physician Onboarding Panel – Lydia Ikeda & Angie Johnson
- Electronic Physician Scheduling – John Horton, MD and Georgia Brogdon (Emory University)
- Data Warehousing – Chris Smith and Alejandro Rojas-Sosa (Colorado University, Anschutz Medical Center)

A water taxi took the group to Rumrunner's for a wonderful meal. The food was quite good as was the wine/beer and cocktails and the wait staff very accommodating. Then many of the members became a buffet for the mosquitoes while waiting for the water taxi to return us to our hotel!

To balance out all the good food and drink, Sherri Stone held 40 minute yoga sessions at the crack of dawn on Thursday and Friday for those who wanted to stick to an exercise regimen!

The 2016 AMGO Annual Meeting was a great success and we would like to thank Program Chair **Shannon Drier** and Committee members **Georgia Brogdon, Marsha Cannon, Sheila Dolezal, Sabrina Fong, Susan Guidi,**



**Krista Hollinger, Lisa Mills, Kara Mulligan, Kristi Rapp, Alejandro Rojas-Sosa and Sherri Stone** for all their hard work in putting together a very informative meeting that was great fun as well!





# Your Patients, Your Advocates

by Courtney Mitchell, Communications Director, UNC

Your patients' stories can reinforce a high level of care to the patients you already have and attract the patients you'd like to treat. Word-of-mouth is still a great way to maintain and grow your reputation, and there's no better lip service than from the patients who've been there. Here are some tips on how to engage your patients as ambassadors and the benefits of leveraging their experiences for your communications and marketing efforts.

## 1. Communicate Your Needs

Do you need to fill more appointments with your high-risk obstetricians? Publish a feature story on a happy new mother and her healthy baby, along with the provider who treated her complications. Do you want to bring a tough topic out of the shadows? Have one of your urogynecology providers identify a patient she helped reclaim her quality of life for a personal patient blog. Do you want the media to cover your midwifery division, which you've found to be a patient satisfier in a competitive market? Pitch a patient who says your midwives helped her stay the course through a difficult natural delivery.

## 2. Open the Pipeline

If you're office-bound, make relationships with people who are on the patient floor. Engage physicians, nurses and reception staff, and ask them to keep their eyes and ears open for interesting stories. Remind them to comb through thank you notes from their patients for a desire to promote their experience. ("I wish everyone knew about the pelvic pain clinic!") At UNC, this is how we found out about our first "gentle c-section" delivery, where a patient had requested a clear drape for a portion of the cesarean delivery. The patient's emotional story, plus professional photos taken during the procedure and interviews with the maternal-fetal medicine specialists and midwives involved, made for a story that went viral.

## 3. Use Social

On Facebook and Instagram, powerful photos of patients and providers can quickly communicate the care you provide. (Two words: newborn pictures!) On Twitter, small graphics that pull a quote from a story can get across the main idea even if the reader doesn't click your link. Keep videos short, and show more action than talking heads. Many videos now add graphics with readable text over the visuals, so a viewer can understand without sound. Blogs and lists should be written in plain language and always include art – even if it comes from a stock service. Facebook ads and 'promoted' Tweets are easy, affordable ways to promote your most important online content, like a new brand campaign or television commercial, in the social space.

## 4. Make it Work

The old saying to never buy a piece of kitchen equipment that only performs one function applies to your created content. Your patient-centered blogs, feature stories, social media campaigns and media pitches can not only help you attract new patients, but they can also help you position your providers as trusted experts. In the story about the new mother who overcame preeclampsia, add a sidebar about the troublesome symptoms to watch for. In your social media campaign to feature the new babies born in your hospital, weave in information about the different kinds of services – from high-risk to low-risk – provided by your OB-GYNs. Share a patient blog about endometriosis with your referring providers so they know what symptoms they could be overlooking in their patients. When sharing a heartfelt media spot about your patient's successful treatment for infertility, also mention that provider's NIH-funded research or the clinic's superlative success rates.

## 5. Call to Action

In the end, point your patient stories back to your clinics, school or health system so future patients can begin exploring how they can have that experience, too. Subtle ways to do this are embedded links to your website throughout the piece, or social media buttons to allow easy sharing that tags your accounts. A simple 'For more information . . .' that returns the reader to your homepage may introduce them to other services they haven't yet considered. A more direct 'Make an appointment' with a link to that service is sometimes in order. One more note – don't promote a service that can't handle it. If you have an engaging patient story for a clinic with a weeks-long wait, save it for when the access improves.

## Did You Know AMGO has a Scholarship?

The AMGO scholarship provides funding for a current member to attend a conference or educational session relating to AMGO's core business of healthcare administration and/or management. Any conference or program is eligible except the annual AMGO meeting, APA, or the national MGMA meetings. The scholarship reimburses up to \$1,500 to cover registration, travel and lodging. In return, the recipient must attend the annual AMGO meeting and share the information learned during the conference and write a short article for the newsletter. If you are interested in applying, please send an email to Jim Morgridge at jim.morgridge@duke.edu indicating which meeting you would like to attend as well as why you are interested in this particular meeting, topic(s) and opportunity.

# Circle of Excellence

Hello Colleagues! The time is fast approaching to survey members on their AMGO activities over the past year for AMGO'S Circle of Excellence (COE)! For our newer members, the COE is a point system adopted by the Board in 1989-90. It was created as a data bank of past AMGO contributions, and to recognize leadership and excellence among AMGO members for their involvement in the organization. Once you have obtained 50 points, you will be formally inducted into the COE during the next annual Business Meeting.

## What's New...

We want to recognize members who continue to contribute their time and expertise to AMGO beyond the initial COE designation. So, during the Fall Board meeting the Board approved the creation of two new COE designations. Once a

member reaches 100 points they would be recognized at the Annual Meeting as



a Gold Member of the COE, and those attaining 200 points or greater would be recognized as a Platinum Member. An annual data collection is used to calculate points, so watch for the COE survey which will be distributed as the annual meeting draws near.

# AMGO Committee News

## Program Committee - Joe English

The program for the 2017 Annual Meeting is underway and going well. Angie Johnson and Krista Hollinger are developing the first night icebreaker event for everyone's enjoyment.

## ACOG/CUCOG Liaison Committee – Jim Morgridge

AMGO 2017 Annual Meeting attendees will enjoy a spectacular day with the CUCOG leaders. A particular focus will be burnout and innovations for dealing with it.

## Education/Newsletter Committee – Irene Tostanoski

There is renewed interest in the possibility of a scholarship to attend the annual meeting. Eligibility could be a submission for the newsletter. This could spark interest in writing for the newsletter. Additionally we need to assemble a robust committee to pursue and persuade members to submit articles for inclusion.

## Vendor Relations Committee - Dale Geerdes

Currently have one commitment from Merritt Hawkins for the 2017 Annual Meeting. Several follow up requests have been sent to other firms and will hopefully pan out.

## Membership Committee – Susie Guidi

We have several new members and are hoping to see them in San Diego. Becoming an active member of AMGO greatly enhances the membership experience.

## AMGOnet/Website Committee –

The committee is currently in flux. BoD will ask Vanguard to see if they can do the website updates as part of their sponsorship. Historian

Sabrina Fong has taken a new role outside of Ob-Gyn and is no longer part of AMGO. All photos that she (and others) have taken are in the BoD Drop Box. We need a new historian!

## ByLaws - Sheila Dolezal

A vote was taken at the BoD meeting to take the separation of secretary/treasurer to two separate positions to the membership at the 2017 annual meeting.

## Nominating Committee –

### Sheila Dolezal

The split of Secretary/Treasurer would leave us with 7 BoD members and only one director at large instead of two. This can be added to the nomination ballot, and if approved the amended by-laws will be available at our business meeting in San Diego.

## Circle of Excellence – Sheila Dolezal

We should recognize members who continue to contribute their time and expertise to AMGO beyond the initial COE induction. To that end, we are proposing two new COE designations Gold (100 points) and Platinum (200 points and greater).

## AMGO Officers Board of Directors

**President: Jim Morgridge**  
Duke University Medical Center

**President Elect: Angie Johnson**  
SIU School of Medicine

**Immediate Past President: Sheila Dolezal**  
Stanford University School of Medicine

**Vice-President Chair – Membership Committee – Susie Guidi**  
University of California – San Diego

**Secretary/Treasurer: Alejandro Rojas-Sosa**  
University of Colorado, Denver

**Director at Large Chair, Program and Vendor Relations Committee : Kevin Haak**  
Penn State Hershey Medical Center

**Director at Large: Kara Mulligan**  
University of Wisconsin, Madison

**Thank you  
for  
your service!**

**You will  
be  
missed!**



## Farewell

**G**reetings to all my AMGO friends,  
I will be leaving Emory at the end of September to become the Vice Chair of Finance and Administration for the Department of Medicine at the Medical University of South Carolina.

After more years than I'll admit in women's health, it was such an emotional decision, but we have vacationed in Charleston for many years and always planned to retire there. With all my family changes this year (my aunt and mom both passing and both boys getting married) Casey and I are no longer tied to our home in Atlanta and for the first time in our 31 years of marriage can just pick up and move.

So we are taking the big plunge to move to where we want to be, both take new jobs and leave behind so many dear friends and colleagues.

We are so excited and will miss everyone so much. You all have been such a source of support and inside information for the last nine years. I hope the Medicine Administrator group is just as welcoming and willing to help.

Emory is a fantastic place to work. Our Chair is wonderful and I am leaving a great team with all positions filled – and we are making money!

They will be posting my position soon. If anyone has an interest in exploring a possible move to Atlanta and a great Department, please email your interest to Cliff Teague, Sr. Director of Human Resources for the Emory University School of Medicine.

Thank you all again and I wish you all the best,

*Georgia*

**Georgia P. Brogdon, MBA, DHSc,  
FACHE, FACMPE**

Executive Administrator  
Patient Centered Care  
Emory Medicine

**H**ello Everyone,  
Well it is time for me to say goodbye to the Department of Ob/Gyn at Stony Brook. It has been such an enormous pleasure being involved with AMGO and I have benefited not only in knowledge but also in developing long lasting relationships over the years. I wish you all the success life has to offer both personally and professionally and maybe our paths will cross again. This email address will only be activated for another week or two so if you wish my personal email, please let me know.

Warmest Regards,

*Deb*

**Deborah Haeg-Krieger, MBA, CMPE**  
Executive Administrator  
Department of Obstetrics, Gynecology  
& Reproductive Medicine

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Hi all,

I thought I would let everyone know that I am retiring as of December 30, 2016. I am going to ensure that my replacement join AMGO as it has been a great resource for me. I would like to thank everyone for their help and friendship over the years.

Best,

**Christine Fruggiero, MHA** | Director,  
Administrative Operations

Department of Obstetrics & Gynecology  
Women & Infants Hospital of Rhode Island  
The Warren Alpert Medical School of Brown  
University  
401-274-1122, ext. 41577

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I am no longer with OBGYN. The new Associate DFA, Valerie Brown started on October 24.

Thank you, **Sabrina Fong** – Stanford



# 41st Annual AMGO Conference

AMGO's 41st Annual Conference will be held from May 3rd to May 6th, 2017 at the Kimpton Solomar Hotel in San Diego, CA. The Kimpton Solomar has been identified as San Diego's most photogenic boutique hotel and has excellent conference accommodations, an amazing rooftop pool, and is centrally located to everything San Diego has to offer. The conference will focus on innovation and physician burnout and is guaranteed to encourage and motivate you as administrators of Ob-Gyn departments and practices.

This year's planning committee is diligently working on the details to ensure AMGO's 41st Annual Conference is one of the best! Here's just a few of the things you can look forward to:

- Presentations by current Department Chairs
- Collaboration with peers during roundtable discussions
- Afternoon sessions on Wednesday to allow for additional free time
- Tour and reception aboard the U.S.S. Midway

AND! We will be spending Friday, May 5th with our Departmental Chairs for a joint AMGO / CUCOG meeting where our two organizations will join forces for sessions on: Diversity, Equity & Inclusion, Centers of Excellence, Lectureship, Life After Serving as a Chair, and Maternal-Child Health.

Pack your bags and I hope to see everyone there!

<http://www.hotelsolamar.com/>

<http://www.midway.org/>

