



Marsha Cannon
President

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Mark Your Calendar.....

AMFFM 4th Annual Business Course
September 13-14, 2012
Lake Buena Vista, FL

AMGO Annual Conference
September 30 - October 3, 2012
Napa, CA

MGMA Annual Conference
October 21-24, 2012
San Antonio, Tx

President's Message

Hello AMGO members. I want to take this opportunity to update you on a few things. First off the Board had our spring meeting in conjunction with the MGMA Obstetrics and Gynecology meeting in Chicago. For those of you that missed the meeting, MGMA presented a great deal of information on Healthcare of the future. We covered topics on Health Information Exchanges, EMR, patient centered medical homes. It is times like this when I realize what a complex organization healthcare has become.

The board meeting was a great success and I want to thank all the teams for all their hard work and dedication. We reviewed the financial statements and the organization is financially sound. Your committees are hard at work on many tasks. We are currently working on the redesign of the website, a major undertaking lead by Abby McEwen. We are also looking into accepting membership dues and conference registrations electronically. Finally, the membership team has once again exceeded expectations with recruiting new members.

The weather is heating up and so is the planning for our annual meeting. The program located at the Silverado Resort in Napa Valley, runs September 30th through October 3rd. Napa in October; temperatures should be a highs in the mid 70s and lows in the mid 40s. The fall colors should be abundant and the smell of crushed grapes in the air. I am so excited by the line up of speakers and events we have planned. Topics range from HR issues, social media marketing, PHI theft and a host of other informative items. We are going to continue inviting vendors to

our meeting with a limit of 3 at this time. We have 2 secured to vendors and have many others that we are approaching. Finally the Monday night event will be offsite at a wonderful venue. I hope you all plan to attend.

I also want to take this opportunity to congratulate Jenny Stevens. Jenny applied for the AMGO scholarship this year and attended a new event at the ACOG meeting that was designed specifically for administrators. See Jenny's article in the newsletter and attend her session at the annual meeting.

As leaders in your organization we must strive to stay on the cutting edge. I encourage you to share on AMGOnet any training/development/educational events that you find. During the planning for our board meeting we discussed MGMA, ACOG and also the World Congress Leadership Summit on Women's Health. One idea is to have a space on the website to post upcoming events that come to our attention.

While we can't predict the future, we can try to prepare for what will come our way. So plan to contribute to AMGOnet, volunteer for a committee and attend the annual meeting in the fall.

Healthcare of the Future: A Hot Topic

by Jennifer Stevens, MPA, CPA

The American College of Obstetrics and Gynecology included two Administrator or Practice Manager electives in their 2012 Annual Clinic Meeting agenda. On Sunday, May 6, 2012, I attended the full day session "Women's Health Practice of the Future: Information and Tools for Success." While the course was listed as a course for administrators, of the approximately 85 attendees about 60% were physicians.

The course director was Dr. Robert W. Yelverton, Sr., Medical Director of Women's Care Florida. The presentation included two additional speakers, Rosemarie Nelson, MS from the Medical Group Management Association Healthcare Consulting Group and Dorimar Siverio-Minardi, MPH, MBA, Director of Managed Care Credentialing for Women's Care Florida.

The course objectives were to:

- anticipate changes in ambulatory Ob-Gyn over the next 10 years
- anticipate changes in reimbursement methodology by building electronic infrastructure systems to measure quality and efficiency problems
- anticipate changes in payor mix and how to prepare
- anticipate changes in office-based care to promote, enhance and verify patient safety

The presentation started with an overview of the current state of healthcare and justification for the changes needed. The need for change in the United States healthcare system was demonstrated very clearly in the chart *The Cost of a Long Life*. This chart shows that the United States spends almost 2 times the next highest spending country at \$4500 per capita to achieve a long life and



we have the 5th lowest average life expectancy of the 32 countries listed.

In addition to the poor average life expectancy in the US, for decades women's healthcare has not seen a notable decrease in incident rates of maternal mortality, brachial plexus injury, cerebral palsy, preterm birth or cesarean delivery rates. The US currently ranks 47th in infant mortality with 2/3rd are related to perinatal mortality.

Gaps in the current US healthcare system are a huge contributing factor to the statistics highlighted above. These gaps include:

- no reward for outcomes in quality and cost savings
- wide practice variation
- little data exchange between hospitals, physicians and payors
- limited focus on wellness, prevention and education and
- lack of incentives for patients

What should you expect for the future?

(continued next page)

Healthcare....

In the near term we can expect to see more hospital owned physicians and integrated delivery systems that we are familiar with today. In the longer term there will be a shift to Accountable Care Organizations (ACO) and Patient Centered Medical Homes (PCMH). A PCMH is defined as physicians leading a team of healthcare professionals that provide comprehensive, coordinated care to their patients. The key is one dedicated person who coordinates care for patients. The details for this type of care are not well defined yet.

An ACO is defined as doctors, hospitals or providers working as a single entity to provide care coordination with the goal of delivering quality cost efficient care. The ACO must be able to accumulate and exchange data to account for quality of care, and it should be able to receive and distribute shared savings and losses.

You have all likely heard of PCMH and ACOs by now and many of you may be part of one or the other as an early adopter. No matter which type of healthcare program you end up with, the future of healthcare will include:

- payment reductions and shifting incentives from volume to quality
- improved health information technology with a focus on quality and cost efficiency
- wellness and consumer education incentivizing and empowering individuals
- transparency to improve value and accountability

As you can imagine, there is a great deal more detail to “A Women’s Health Practice of the Future.” I will be presenting on this same topic at the 2012 Annual AMGO Conference that will take place in Napa, California from September 30 – October 3. I hope to see you there.

Upcoming Meetings

Association for Maternal-Fetal Medicine Management

4th Annual Business Course
September 13 & 14, 2012

[Wyndham Grand Orlando](#)

Lake Buena Vista, Florida

For more information visit the AM-FMM website: www.amfmm.com

MGMA Annual Conference San Antonio, TX

October 21-24, 2012

The primary focus of the MGMA 2012 Annual Conference is to provide educational programs (basic to advanced level) for healthcare professionals engaged in managing the business of medicine. The programs are designed to inform administrators, executives, managers, physicians, nurses, health administration students and faculty, and other business professionals involved in managing medical group practices and healthcare systems of all sizes. Practice administrators and physician leaders are highly encouraged to consider team participation.

And..

See the next page for your reminder to attend the AMGO Annual Meeting in Napa, CA!

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GYNECOLOGY & OBSTETRICS, INC.**Save the Date!****AMGO 36th Annual Conference
September 30 - October 3, 2012****Silverado Resort and Spa
Napa, California****See the [AMGO](#) website
for more details!****amgo**
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