

President's Message

Wow. It's hard to believe that I have reached that moment of penning my first President's Message. It seems like only yesterday that I joined this amazing organization and then jumped in with both feet to accept a nomination to the board. I wouldn't change a thing! My six years in AMGO have been some of the most rewarding of my career. I remember being told when I interviewed for my position here in Ob/Gyn at Vanderbilt, that this department was a family. A dysfunctional family at times, but still a family! And I believe that this must be true for our specialty as a whole. Throughout my 27 years in academic medicine, I have been part of four different medical specialties. Never have I been accepted, mentored, befriended, involved, or respected so quickly and completely. Just like many of you, I joined the Medical Group Management Association early in my career in hopes of developing professional contacts and acquiring the information that I needed to be the best at my job. I spent years in the Anesthesiology, Ophthalmology, and Orthopaedic assemblies of MGMA. I have never found a more beneficial group of people to know than I have in AMGO! I am proud to be a part of this organization and to have the opportunity to lead us this year into a new frontier of academic medicine.

Phone a friend. We are experiencing unprecedented changes in healthcare that make it increasingly more difficult to perform our jobs. For academic medicine, this impact is even more profound. How do we roll with these changes and gain the knowledge that we need to be successful? By shar-

ing our experiences and holding each other's hands! Someone in our organization has gone through what you are experiencing today and has an answer to your question or a suggestion about where to go to get more information. Reach out to your family. Our robust list-serve email account is like having your own encyclopedia (remember those?) of Ob/Gyn practice management at your fingertips.

Attend the annual meetings. This will be the best return on investment that you will ever make. If you are like the rest of us, your travel dollars are like gold. Our annual meeting is chock full of completely relevant information for you and your ob/gyn department or practice. What other conference or meeting can guarantee the same? This past September, we gathered "Together Again" in Austin, Texas for a fun, informative, and unforgettable meeting. Many thanks to our beloved past president, Jeff Arscott for picking this lively locale (so suitable for him and T.) and for putting together a program committee co-chaired by Angie Johnson that knocked it out of the park. Be sure to check out photos from the meeting and a slide-show from our team-building event, GeoQuest on our brand new facebook page at www.facebook.com/AMGO.org. Feel free to add your own photos from this and other past events.

This September we will travel to beautiful Jackson Hole, Wyoming. The Snake River Lodge & Spa will welcome us with warmth and hospitality as we discuss the New Frontier of AMGO. The program committee led by Dottie

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Dena Fisher
President

Mark Your Calendar

**MGMA Obstetrics and
Gynecology Program**
March 23-25, Orlando

**Annual CUCOG Business
Meeting**
April 26, Chicago

**38th Annual AMGO
Conference**
September 29-October 1
Jackson Hole, Wyoming



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Presidents Message (cont.)

Watson is busy putting together a program that we hope will meet all your expectations. As our last fall meeting, I can't think of a better place to gather. The weather in late September/early October is supposed to be picture perfect and we hope that you will plan to extend your stay long enough to enjoy all that this breathtaking location has to offer. Our location in Teton Village is just one mile from the entrance to Grand Teton National Park, 12 miles from the town of Jackson with shopping, art galleries, and food galore! Yellowstone National Park is 55 miles to our North, and the National Elk Refuge is also nearby. Floating and fly fishing on the Snake River, riding a bike or a four-legged friend, and hiking in the beautiful mountains are just some of the amazing things to experience. We hope to see you in Jackson Hole!

Volunteer your time. It will soon be time for our annual membership drive and board nominations. If you would like to participate on the board, or nominate another member for that possibility, then stay tuned for further information about the nomination process. We need you to continue this legacy. You will have the opportunity to raise your hand for both board and committee participation. Our President-Elect, Denise Porter will need an energetic group as she will lead us in a brand new direction for AMGO. For the first time in our history, the board elected this fall will serve an 18 month term as we transition to our new spring format. What a great time to get involved! For those new to AMGO, check out the short article regarding our board positions and expectations for more information. Kevin Haak has already graciously volunteered to Chair the 2015 Program Committee and they are currently seeking volunteers to help plan the first Spring Annual Meeting for AMGO. Contact Denise or Kevin if you would like to participate on this exciting committee.

Provide Feedback! We really do listen. The information that we gain from survey responses each year helps us plan for our future meetings and to provide the best possible topics and speakers. And you just might win free registration! Our list-serve conversations also provide valuable insight into what you are challenged by, focused on, and working through. Both are powerful tools in advancing our organization and our careers.

I wish you all a happy spring and look forward to seeing you this fall.

Until then,
Dena

2013-14 Board Members and Committee Chairs

President: Dena Fisher
Vanderbilt University
School of Medicine

President Elect: Denise Porter
Wright State University Boonshoft
School of Medicine

Vice President: Abby McEwen
Texas Tech University Health Sciences
Center

Secretary/Treasurer: Jim Morgridge
Duke University

Director at Large: Angie Johnson
Southern Illinois University

Director at Large: Sheila Dolezal
Stanford University

Past President: Jeff Arscott
University of North Carolina
School of Medicine

Committee Chairs :

Program: Dottie Watson

Membership: Carolyn Gorman

Education/Newsletter: Dena Fisher

Historian: Elizabeth Chapman

AMGOnet/Website: Abby McEwen

ACOG/CUCOG: Denise Porter

Circle of Excellence: Jeff Arscott

Bylaws & Nominating: Jeff Arscott

Interested in serving on the Board?

Here are a few facts about how this works:

There are two Director-at-Large positions that generally serve two years. In the past several years we have had a void that resulted in members only serving one year before progressing. What do you mean progressing? Well – our board has a loose progression model in that you can join as a DAL, serve two years in that role and then progress up the ladder if interested. Next steps are Vice President, President-Elect, President, Immediate-Past President. Moving from DAL to Vice President is not automatic – it still requires a nomination and election, but is generally what most members do unless they decide not to continue or leave their Ob/Gyn position. You could potentially jump straight in to Vice President, but the two years as a director are a good start in learning the responsibilities and getting your feet wet. This job is a lot of fun, but it is also a lot of work and shouldn't be taken lightly. Vice President to President-Elect also requires nomination/election, but once you become President-Elect, the next two positions are more or less automatic. We always give the membership a chance to vote regardless. It has never happened, but we could end up with a dud! The final board position is the Secretary/Treasurer. This position also has a two-year term, unless you are an over-achiever or masochist like Rick Blum! Jim Morgridge has committed to two years and we will see how he feels next year... If you have questions or need clarification, please feel free to contact one of us. We love to share!

37th Annual Conference

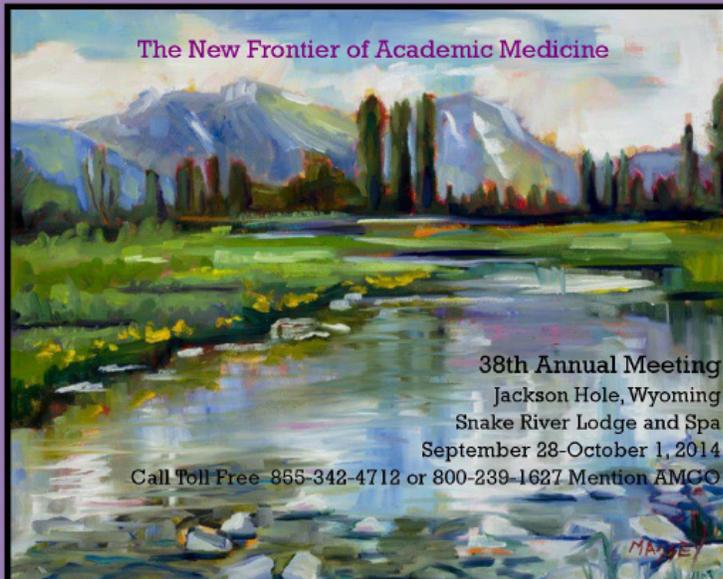
The 37th Annual Conference was hosted by President Jeff Arcsott at the beautiful Hyatt Regency in Austin, Texas. We got a little crazy this year with marshmallows, bells, wizard hats, bats, and a GeoQuest adventure! Speakers offered a broad range of pertinent topics including REI business models, social media, marketing, and innovative business initiatives. Everyone enjoyed the scenic dinner cruise on Ladybird Lake complete with music, a little liquid refreshment, a unique initiation for our 16 new members and topped off with the nightly exodus of the bats from under the Congress Avenue bridge. Please make a point to thank Jeff again for this fantastic meeting!



AUSTIN, TEXAS

JACKSON HOLE, WYOMING

38th Annual Conference



Dena Fisher, the 2013-14 President will host the 38th Annual Conference in Jackson Hole Wyoming at the beautiful Snake River Lodge & Spa. Under the leadership of Program Chair, Dottie Watson, the program committee members are busy planning the speaker lineup, a little mystery, and an unforgettable social event at the top of Rendezvous Mountain. Topics include GYN Oncology Funds Flow, Physician Compensation, Quality Improvement, and much more. Much appreciation to Dottie and her team, Dena Fisher, Kevin Haak, Angie Johnson, Denise Porter, Sherrie Stone, Shannon Dreier, Kristi Rapp, Kim Schneider, Sabrina Fong, and Elizabeth Chapman for their commitment to this event. Many hours of dedicated planning and coordination go into this event each year and we couldn't do it without our wonderful member volunteers. This is a fun and rewarding way to participate and get to know your fellow AMGO members.

AMGO Annual Meeting - A New Member's Perspective

by Gail Kelly

Chances are it was probably a cold and snowy day in March when I received an e-mail from the Administrative Director of our OB/GYN Dept asking me if I "was interested in participating on a panel of speakers and attending a conference in Austin, TX in October?" As I stared out the window near the end of another long winter, I'm pretty sure I didn't have to ponder the question very long before answering "sure, count me in." I knew the group she was referring to (AMGO) was a large association of managers in Gynecology and Obstetrics. And I knew they were all working in an academic environment like me. I recalled hearing positive comments from fellow colleagues who had attended previous conferences, but beyond that, I didn't really know much about the group, or whether being a member and getting involved in "one more thing" would bring any added value to my very busy, and already time-challenged work schedule. But having the opportunity to talk about the clinic successes we'd experienced in our Infertility clinic, and having the chance to speak to fellow managers who worked in the highly competitive area of Reproductive Medicine, I decided this was a pretty appealing proposition, so I booked my flight and started preparing my presentation for Austin.

One of the perks of business travel is visiting cities you've never been to; this was the case for me in visiting Austin. On the afternoon I arrived, and within just a couple hours of checking into my hotel room, I met up with my fellow conference attendees and boarded a bus that would take us to downtown Austin. The conference planning committee had planned a scavenger hunt as a team-building event for the evening. The beautiful mid-day sun and the historical buildings in Austin provided the perfect backdrop to kick-off this evening of fun. Within a short time, I was grouped together with my fel-

low team-members and we started the hunt through the city in search of our prizes. Walking around the city in such a relaxed & casual environment was the perfect way to get to know my fellow AMGO attendees. In no time at all I was talking to fellow administrators from places like Emory, Vanderbilt, Washington University and UNC to name a few. It was affirming to be around so many experienced professionals, and hear that their goals, concerns, interests, etc. were pretty typical and very similar to the ones I was experiencing up at the University of Minnesota. While we walked the streets of Austin, we shared laughs, stories and exchanged tips and advice on how to handle certain clinical or administrative problems. It wasn't long before I felt a common bond had been established. Before the night was over, I knew I'd found a group of like-minded OB/GYN administrative professionals who shared the same interest in improving their academic and medical administration practices and departments. Their warm and genuine efforts in making me feel welcomed were the best experience I'd ever received at any professional conference. I could honestly say I really *liked* these people! From that point on, I had no question that AMGO was a group I could learn from.

The next two days of the conference flew by, and I can truly say that I looked forward to each and every presentation on the agenda. I found the topics to be timely, relevant and intentionally planned for the purpose of informing attendees and addressing the current issues important to the medical management of our respective academic practices. Listening to speakers and practice experts from some of the best universities in the country was fascinating, and also reaffirming. As we all know, academic medicine is an environment fraught with challenges. Decreased state funding, increasingly competitive research dollars and more focus

being placed on quality means academic medical centers, and our clinic practices in general, have to continue to reach more patients, and do it at a lower cost. In this highly competitive consumer marketplace, adaptability will be essential to the survival of our practices. Knowing that these same challenges are being felt by all of us who work in academic medicine, it is reassuring to know that I found a group that I can collaborate with, lean on, and learn from in the years to come. It took one email to make me an AMGO fan!

Appreciation!



A great big thank you to **Rick Blum** for your many (too many to count!) years of dedicated service to AMGO as our Secretary/Treasurer. You truly went above and beyond the call of duty in serving our membership and we all recognize and appreciate your commitment to our organization. It's because of folks like you that we are successful.

Enjoy your quasi-retirement! 😊

Announcements



MGMA Obstetrics and Gynecology Program Business of Care Delivery

March 23-25, Orlando

Sunday, March 23, there will be a full-day OB/GYN program and patient-centered medical home (PCMH) program before the Business of Care Delivery Conference kicks off in the evening. Additionally, there will be several OB/GYN and PCMH-specific sessions scheduled throughout the main conference, along with numerous networking opportunities specifically tailored toward OB/GYN and PCMH practices.

Annual CUCOG Business Meeting

April 26, Chicago

The AMGO and CUCOG Boards are scheduled to meet in Chicago on Friday, April 25, followed by the annual CUCOG business meeting. All AMGO members are eligible to attend the CUCOG meeting. For registration information, please contact Denise Porter at denise.porter@wright.edu.

Winner Winner Chicken Dinner

The 2014 survey winner of the AMGO conference registration is Ragan Gankendorff. AMGO raffles a free conference each year for those members that complete and turn in the survey at the end of the meeting. The survey is used to develop program content for the following year and is an extremely important tool for the Program Committee. It also helps us ensure that the membership is satisfied with the content, flow and quality of the meetings. Congratulations Ragan!!

Scholarship Reminder

AMGO offers an annual conference scholarship up to \$1,500 to cover registration, travel and lodging. In return, the scholarship recipient agrees to share information learned at the con-

ference by conducting a session at the AMGO annual meeting and by writing a brief article for the AMGO newsletter. Past recipients of the scholarship include Carolyn Gorman, Jeff Arcsott, Marsha Cannon, Dena Fisher and Jenni Stevens. It is a great way to attend a conference in very difficult economic times and to share the information with your colleagues. If you are interested in applying, you can send an email to Dena Fisher at dena.fisher@vanderbilt.edu.

AMGO has gone Social!

Check out and like the new AMGO Facebook page. We have pictures posted from the Austin meeting and hope that our members will share additional photos and stories of their adventures in AMGO. There is also a link to the video slide show from our GeoQuest adventure. <https://www.facebook.com/AMGO.ORG>. If you have a love of all things social and would like to volunteer your time for a new Social Media committee, please contact Dena Fisher.

AMGO Website Update

If you haven't yet checked it out, go to www.amgo.org. You can access the member area by using your email address and with the password amgonet. We welcome your suggestions about ways to enhance the website and its content. One area that we have been discussing has been the Job Postings. We had several external requests to post job listings on the site almost as soon as it went live and it caused us to step back briefly to address some issues that we had not previously considered. It is our intention to open up this area in the near future to our members as part of your membership. For external patrons who wish to post positions pertinent to our field, they will have the option of "purchasing" space

to advertise their job posting. More to follow on this as we finalize the specifics. If there is anyone with experience or interest that would like to join the website committee, please contact Abby McEwen at abby.mcewen@ttuhsc.edu.

Membership Drive

The AMGO membership drive is planned in early May. Schools without participating members in AMGO will receive a membership packet that includes a letter of introduction, AMGO information sheet outlining the benefits of membership, 2014 conference postcard and the latest AMGO newsletter. AMGO uses the current CUCOG member list to target the mailing. Both the Chair and Business Administrator receive the AMGO packet. It is anticipated that 100 packets will be sent to the various non participating schools. Previous membership drives have been very successful in creating more awareness about AMGO and revitalizing the membership.

Current Active Members:	64
Current Associate Members:	28
Honorary Life:	8
Total Current Members:	100

Please join me in welcoming our newest members; **Brian Blake** (Tufts Medical Center), **Kristi Rapp** (Medical College of Wisconsin), and **Kara Mulligan** (University of Wisconsin – Madison). We're glad to have you as part of our professional family!

See you in
Jackson Hole
in
September!

San Francisco 2015

by Denise Porter



Get ready for a San Francisco treat in 2015 and I don't mean Rice-A-Roni! I am excited about our 2015 Annual Meeting that will be held in the great city of San Francisco in conjunction with ACOG's Annual Clinical Meeting (ACM.) The dates for the meeting will be May 2 – 5, 2015.

The 2015 meeting will mark the start of an exciting new chapter in AMGO's stellar history. This will be our inaugural meeting to be combined with CUCOG and for us to have the opportunity to take advantage of events for administrators sponsored by the ACM. Our very own Jeff Arcott will be working with his Chair, Dr. Clarke-Pearson to plan the CUCOG portion of the meeting and Kevin Haak has volunteered to be the program chair for our AMGO portion. Both of our groups will begin the planning process in the next few months and we need your help! Please let me know if you are interested in joining the AMGO planning committee. We have the challenge of striking the right balance of integration with CUCOG while maintaining our own AMGO activities. I know this can be done due to the great people within our organization and I look forward to watching the plans unfold.

San Francisco, here we come!