



Marsha Cannon
President

President's Message

SO for those of you that do not know me, my name is Marsha Cannon and I have been a member of AMGO for 9 years. I work at Washington University School of Medicine in St. Louis, Missouri. We have 41 physicians, 16 fellows and 36 residents. It is enough to keep me busy. Living in St. Louis I have to compare our weather to the current state of Health-care, Monday it was 64 degrees and today it is 17. You just never know which way the wind is going to blow. I am very excited to serve as your President for this year and appreciate all the support from the Board and the Program Committee. I want to welcome all the new members to the organization and say Hello to all my dear friends and current members of AMGO.

I have to say that I wish I would have found this organization earlier in my career. AMGO has been a great organization to share experiences, questions, concerns and just fun. We had a great annual meeting in St. Simon's Island Georgia. Thanks to Elizabeth for selecting such an impressive location. We also had a very hardworking program committee. The committee lined up some excellent speakers that delivered some fascinating talks and terrific information. For those of you that did not get a chance to attend, some of the topics covered were: A Chair's Perspective; Family Planning Training by the Ryan group; Managing Change; Telemedicine; Clinical Trials; Meaningful Use and Dashboards. We continue to have open discussions surrounding Healthcare Reform and the impact to us all.

The format of the annual meeting

changed slightly in 2011 to add a few speakers and shorten some of our breaks. This was in an effort to provide more content over the meeting days and again try to provide a program that is well worth your travel dollars. We realize that many people have lost or reduced travel with restricting budgets. However, if you can convince your Department to send you to the annual meeting I am sure you will experience learning and professional growth from our sessions, networking and socializing. These are the same individuals that I pick up the phone to call when I have a difficult question from my chair, am looking to purchase a physician practice or perhaps even to discuss billing.

Another new thing we tried this year is to invite vendors to visit with us during our breaks and at lunch one day. Based on the feedback, most attendees found the vendors were not intrusive and provided very good information. We tried to limit the vendors to only 3 so that the group was not overwhelmed. The fees generated from the vendors assist in covering the costs of the meeting in an effort to provide the attendees with a quality program at an affordable cost. The 2012 annual meeting will also be inviting vendors, so if you have suggestions please pass them along to someone on the program committee.

Looking toward the 2012 annual meeting we hope you will all be able to join us in Napa Valley, CA. The location is stunning and well, it will be harvest season in wine country, what is not to love.

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Mark Your Calendar.....

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

MGMA Annual Meeting
October 21-24, 2012
San Antonio, TX

MGMA 2011 Annual Conference

An AMGO Perspective

by Dena R. Fisher, MBA, CMPE

For those of us in academic medicine, the Medical Group Management Association Annual Conference can seem overwhelming and frustrating. The sheer size of the event has always been an issue for me. It was near impossible to find your fellow academic peers and for that reason, I gravitated to the spring Academic Practice Assembly. Here was a group of like-minded folks who spoke the same language. Not to mention that the spring timeframe worked nicely with our fall AMGO meeting. When the economy fell and travel became a luxury, the MGMA decided to integrate the APA with the annual meeting. This was met initially with a lot of negative response and dread and created a time constraint for those of us in AMGO who were forced to make a choice between the two October meetings.

With all of that being said, I considered my experience at the 2011 MGMA Annual Conference a pleasant surprise. A new format including an APA tract made the meeting much more meaningful for me. I was able to clearly

identify the events that were pertinent to my practice, to find my peers, and to meet new contacts. There were many networking opportunities throughout the conference for APA members, including a “sundae” social and an APA reception.

The meeting planner clearly identified the sessions in the APA tract and there were plenty from which to choose. I was concerned that there might be only a few and that they would conflict with each other, but found that I was able to attend everything that interested me. I only had one experience with a cancelled session and was easily able to find an alternative.

An added benefit of having the meeting attached to the national conference was the outstanding general sessions offered. Cam Marston’s “Generational Look at Customer Service and Patient Care” was an entertaining and informational start to the program. The differing viewpoints of our multi-generational

(continued on next page)

2012 AMGO Membership Update

New Active Members:

Shannon Charney..... Univesity of Alberta
 Kevin Haak Penn State Hershey Medical Center
 Jessica Mitchell University of Arkansas
 Ginger Raya Texas Tech Univ. Health Science Ctr.
 Seena Salyani University of South Florida

Current Membership:

Active Members.....	77
Associate Members.....	27
Honorary Life.....	8
Total.....	112
Membership applications currently outstanding.....	0

Circle of Excellence

Congratulations to **Jeff Arscott**, Ambulatory Program Director, UNC School of Medicine, Chapel Hill, NC, for his hard work and devotion to AMGO by being inducted into the Circle of Excellence at the 2011 annual meeting.

The Circle of Excellence was formed in the 1980's by the AMGO Education Committee who wanted to give members an opportunity to receive recognition for their service to the organization. The point system was designed to both reward outstanding individuals for their contributions to the organization and to entice all members to strive to be excellent managers.

Annually each member is sent a form that outlines the number of points assigned by

the Board for various categories. These points are accumulated and once a member obtains a total of 50 points they are inducted into the AMGO Circle of Excellence. They are recognized at the next annual meeting and presented a specially designed Circle of Excellence pin. Members are then encouraged to keep working for the organization by continuing to accumulate points and these members are recognized at each annual meeting as they achieve points at 50 point intervals.

For more information on the Circle of Excellence feel free to contact **Beth Owens** at (803) 254-9461 x 116 or by e-mail at: bowens22001@yahoo.com.

MGMA 2011 (continued)

population make providing health-care a constant challenge. Monday's spotlight speaker was the best-selling author, Marcus Buckingham, author of *First, Break All the Rules*; *Now, Discover Your Strengths*, and others. As a prelude to this session, we were given the opportunity to take his new strength assessment tool, StandOut. This assessment tool is meant to help you identify your comparative advantage by measuring nine Roles and determining your lead and secondary Role. It then provides you with actions that you can take to capitalize on this advantage. I learned from this assessment that I am a Stimulator/Teacher and that I am right at home in a teaching hospital. For more information about the assessment, visit the website at <http://standout.tmbc.com/gui>.

Eric Dishman, Director of Health Innovation and Policy for Intel's Digital Health Group, began the meeting on Tuesday morning with a discussion about how new technology can offer innovative ways to provide home-based early prevention and detection, behavior changes, social support and caregiver engagement. Wednesday's general session was a panel discussion about adapting and thriving while

bending the cost curve.

Academic practice sessions offered included: Post Health Reform, Revenue Cycle Hot Topics, Physician Compensation Models, Development of an Academic Medical Center Heart and Vascular Service Line, How to Build Successful Hospital and Physician Affiliations, the Art of Measuring Physician Productivity in a Complex Academic Environment, Academic Access Center – Best Practices, the Impact of Physician Shortages, and Improving Patient Outcomes through Prospective Reviews.

Our group of AMGO attendees met for a lovely dinner on Tuesday night at Casa Nicola in the LVH. I would like to thank Farel McClure for making the arrangements for us. It was an enjoyable evening and a great opportunity to welcome some new members to our group. While I enjoyed my experience at the annual meeting (and in Las Vegas for sure!), I don't know that I would recommend it as an alternative to the AMGO meeting. If budgetary and time constraints prevent me from attending both in the future, I will definitely choose the AMGO meeting, but I believe that the APA tract at the annual meeting is a worthwhile investment for those who are able to attend. ♦

NEWS FLASH! BOARD OF DIRECTORS APPROVES EXPANDED SCHOLARSHIP OPPORTUNITIES!

The AMGO Board recently approved the following scholarship opportunity that is in addition to the customary conference reimbursement. Specifically, up to three AMGO members are eligible to receive \$500 each toward American College of Medical Practice Executives (ACMPE) certification. Those wishing to avail themselves of this benefit must agree to the following stipulations:

- Completion of the certification process within two years
- Payment of the \$500 stipend once the ACMPE certificate has been awarded

And the regular AMGO scholarship remains. This provides funding for a current member to attend a conference or educational session relating to AMGO's core business of healthcare

management. Any conference or program is eligible except the AMGO annual meeting or national MGMA meetings.

The conference scholarship provides up to \$1,500 to cover registration, travel and lodging. In return, the scholarship recipient agrees to share information learned at the conference by conducting a breakout session at the AMGO annual meeting and writing a brief article for the AMGO newsletter.

To take advantage of either opportunity—the ACMPE certification stipend and/or the conference scholarship—email Marsha Cannon at cannonm@wudosis.wustl.edu with the particulars of your request along with a brief statement of justification/purpose.

To view the complete list of Board Members and Committee Chairs for 2011-2012, please visit the website.



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AMGO

ASSOCIATION OF MANAGERS OF
GYNECOLOGY & OBSTETRICS, INC.

Save the Date!

**AMGO 36th Annual Conference
September 30 - October 3, 2012**



Silverado Resort and Spa
Napa, California

Watch the [AMGO](#) website
next summer for further details!