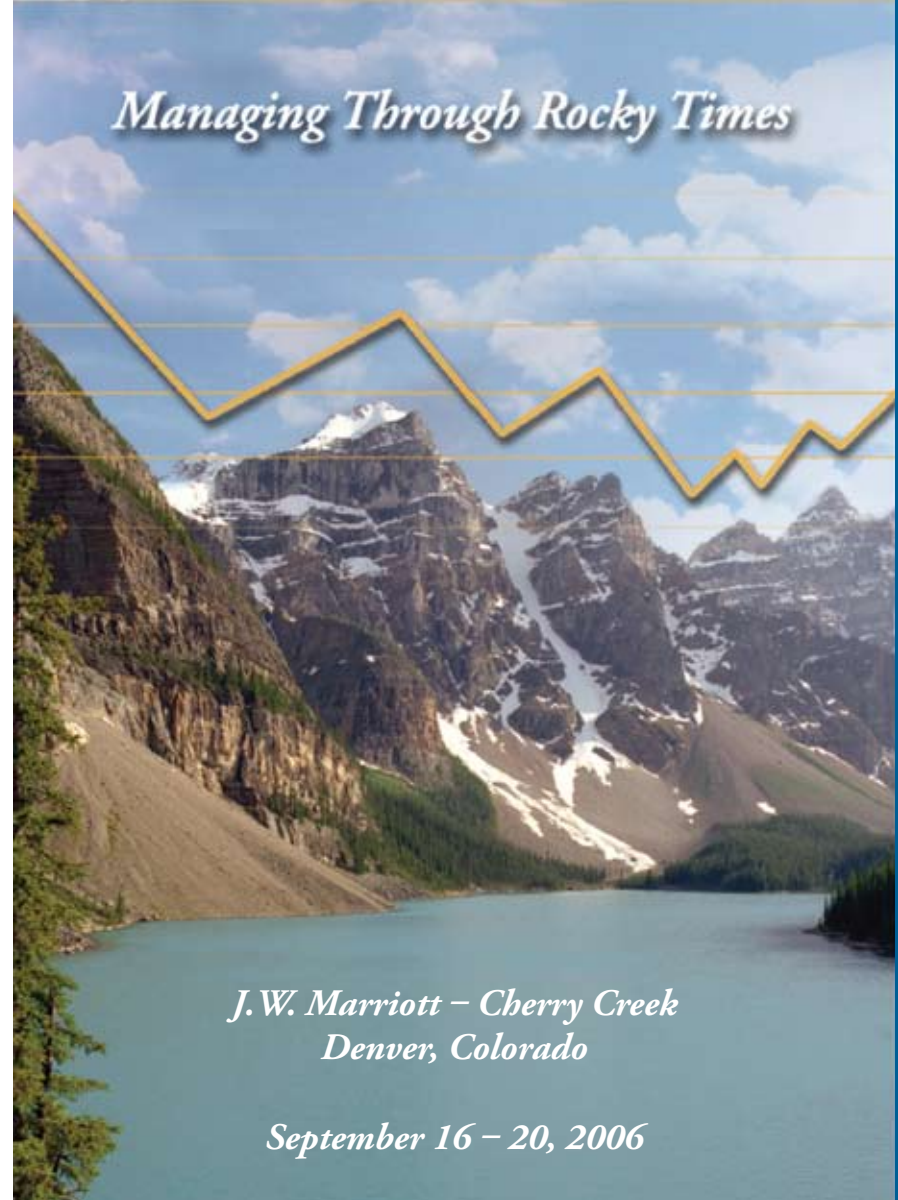


30th

Anniversary Conference

Managing Through Rocky Times



*J. W. Marriott – Cherry Creek
Denver, Colorado*

September 16 – 20, 2006

Association of Managers of Gynecology & Obstetrics



It is an honor and a pleasure to invite you to celebrate AMGO's 30th Anniversary this year in Denver, Colorado. With the spectacular Rocky Mountains as a backdrop, we will enjoy a variety of educational and networking opportunities to aid in exploring our theme, "Managing through Rocky Times."

Our Program Committee, led by Carolyn Pinkston and Jeanne Reiter, has assembled a top notch combination of presenters and topics, including a much-needed appointment for all of us with "The Stress Doctor." We can also look forward to sessions that will lead us through the research compliance maze, examine the risks of traditional leadership, consider the ideal patient experience, and conduct an "extreme makeover" of our REI practices. I have no doubt that we will all return to our institutions with fresh ideas and renewed energy for leading our departments through the challenges to come.

In addition to the excellent educational sessions, we have a variety of social and recreational activities on hand. The Program Committee has planned an "Art Walk," a wonderful evening of food, wine and gallery tours designed to showcase Denver's prestigious Cherry Creek district. During your free time browse the world class Cherry Creek mall, play golf, catch a Colorado Rockies game (they will be in town!), or relax in the elegant Cherry Creek Spa located onsite in the JW Marriott. As always, the hospitality suite presents opportunities for members to get to know each other and reminisce.

If you have limited time and funds for continuing education, I believe you will find that attending this meeting will bring a meaningful return on your investment.

Sincerely,

Kim Schneider

History and Organization of AMGO

At a meeting of the Association of Professors of Gynecology and Obstetrics in 1977, eighteen department chairmen and their administrators met to develop a vehicle for the exchange of ideas among obstetrics and gynecology administrators. Thus, AMGO began and continues to provide a forum for administrators of Obstetrics and Gynecology to work together to improve academic and medical administration.

The Objectives of AMGO

- To promote the concept of professional management,
- To provide a forum for discussion of management problems,
- To provide a mechanism for exchange of information, and
- To interact with other organizations in accomplishing these goals

Antitrust

The AMGO Board of Directors has adopted “General Rules of Antitrust Compliance” to ensure that the Association is in compliance with federal and state antitrust regulations. The information presented at this conference is provided solely for the purpose of informing you of current issues important to the management of your academic practice.

None of the information presented in this program is intended to encourage actions on the part of the participants that would be in violation of federal or state antitrust laws.

Legal Advice

Presentations might touch on legal issues. AMGO reminds attendees that we are not providing legal advice, and participants should obtain such advice from their own legal counsel who are more familiar with their particular situations.

Opinions Expressed During Presentations

The opinions expressed by the speakers at this meeting may not necessarily be the position of AMGO.



Bruce A. Johnson, JD, MPA brings both legal and management perspectives to health care management issues. As a consultant and health care attorney, Bruce has varied experiences with business and regulatory compliance matters involving physicians and group practices, hospitals, and other health care enterprises. He has extensive experience in the application of Medicare and Medicaid fraud and abuse, Stark self-referral prohibitions, antitrust law and other legal issues relevant to health care operations and business transactions. In addition to his consulting activities, Bruce serves as Special Counsel in the health law practice group of the Faegre & Benson, LLP law firm in Denver.



Brian Allen has extensive experience in Obstetrics and Gynecology medical billing, coding, and reimbursement. He has held positions of Billing Supervisor, Financial Analyst, and Administrator in his twenty years in the OB/GYN medical field. Other accomplishments include authorizing two patient education booklets, co-authoring many cost-related medical articles, and negotiating benefits/reimbursements with healthcare payers.



Stephen D. Garrison, is Founder & President of Magnus Confidential, Inc., a confidential business and health care consulting firm specializing in threat analysis, non-traditional risk management, leadership assessments & development, reimbursement optimization, education & seminars, and litigation support. Few are more passionate about the integrity of true leadership and enhancing the importance for leaders to perform outside the scope of mainstream philosophies than Stephen Garrison. He combines his 30 years of leadership experience in National & International Business Development, Higher Education, and Naval Intelligence to actively engage independent thinking from fellow professionals. Utilizing intellect and divergent thinking, he seeks to shape strategic debate, accelerate optimal performance, and successfully position leaders to push beyond accepted norms. He holds an MBA, with a concentration in Health Care Administration, from the W. Edwards Deming School of Business at William Howard Taft University, and a B.S.

Ed. from North Georgia College and State University, a senior military university. Stephen's keen insights into the mind of leadership and the ability to mitigate risk have been used to design and facilitate think-tank and strategic planning activities in a variety of settings. His advice and counsel are sought regularly by leaders in business, health care, and the government sector.



Scott Sheperd, MD has over 30 years of experience working with people in difficult situations ranging from high-pressure jobs to terminal illness. He has a B.A. in Music from the University of Toledo, a Master's Degree in Mass Communication from Bowling Green State University and a Master's and Doctorate in counseling from the University of Toledo. He also worked in the field of substance abuse for many years. He humorously cuts to the chase and has a

very different approach to issues such as stress and personal empowerment. His highest compliments are that he is "down-to-earth," and that "he gave me something to think about." (And he's funny also). He created six part series for Public Television called "Who's in Charge?" and he has had six books published. He has spoken to over 100,000 people from Alaska to Florida in various corporate, healthcare and education industries.



Janet Fraser, BBA, MBA has worked in both private industry, and the University setting. Janet joined the Department of Obstetrics and Gynaecology, Dalhousie University, in 1986. Initially, appointed as the Department's Coordinator, her responsibilities were to administer all University related functions. In 1990, her role expanded to encompass the overall management of the Department, including the GFT's private practice. In 1992, she became the Director of

Planning and Administration and in 2002 she was appointed the Chief Operating Officer of the Department. One of programs which has undergone tremendous change during Janet's tenure has been the IVF Program. This program has faced many challenges and in 2004, the decision was made to move this program off site, severing ties with the IWK Health Centre. The new program, now called Atlantic Assisted Reproductive Therapies Inc. (AART) opened January 1, 2005. Not only was Janet the Project Manager for this new venture, but she has also assumed the role of Chief Financial Officer of AART as part of her current portfolio.



Wendy Kramer started the Donor Sibling Registry website in September of 2000 along with her son Ryan. It is a recognized 501C(3) non-profit organization website. Certain that other donor offspring would have the same curiosity as Ryan, about his genetic origins, also knowing that sadly, no public outlet exists for mutual consent contact between people born from anonymous sperm donation, they started the site as the logical next step to making

those connections. Since starting the site, by November of 2002 they had 37 members. As a result of some media appearances, and matches made on this site going public, active membership in the Donor Sibling Registry has since grown to 6672 with matches between more than 1261 half-siblings facilitated. Some matches are listed on their website and others are kept private and some are not even known to them!



Jessica Hazaard, MPH has served as the Business and Financial Administrator for the Department of Obstetrics and Gynecology at Vanderbilt University for the past year. She is responsible for budgeting, financial management, grants, contracts, and faculty issues of the department. Jessica received both her BSPH in Health Policy and Administration & her Masters of Public Health at the University of North Carolina at Chapel Hill (UNC-CH).

She worked in Ambulatory OB/GYN administration at UNC-CH for 4 years before relocating to Nashville, Tennessee to assume her role at Vanderbilt.



Tina McCraw began her career with the University of California, Irvine, College of Medicine in 1981. For eight years she was the Director of the Faculty Compensation Office in the College of Medicine Dean's Office. In 1990 she became the administrator for the Department of Ophthalmology, and in 1995 advanced to her present position as the Chief Administrative Officer for the Department of Obstetrics and Gynecology. Tina is a graduate

of Marquette University and has over 27 years experience in health care management.



Carolyn Gorman, serves as the Director of Patient Services and Operations for the Department of Obstetrics and Gynecology and as the Women's Health Service Line Director at the University of Pennsylvania Health System. Carolyn has over fifteen years experience in the health care industry which includes physician reimbursement management, practice information systems, and operations management. She received her undergraduate degree from Immaculata

University and is currently pursuing her Masters of Business Administration at Penn State University.



Bill Kirschner, MBA is the Clinical Department Administrator for the Department of Obstetrics and Gynecology at the University of Pennsylvania Health System. Bill has over twelve years of experience within the Health System and has served in a variety of financial roles, both in the hospital and clinical practices. Bill received his MBA from Saint Joseph's University in Philadelphia, PA and has been a member of AMGO since 2005.



Sonja McGrath RNC, MA is the Department Administrator and Assistant to the Chair since 1999 at SIU School of Medicine. She worked for 27 years as a Registered Nurse in Labor and Delivery and Maternal Child Home Health. She earned her Diploma in Nursing from Memorial Hospital School of Nursing in Springfield, IL, Bachelor's Degree from the College of St Francis, Joliet, IL and Master's Degree from the University of Illinois at Springfield.



Daniel Stech, MBA, CMPE has 18 years experience in health management and policy and serves as an industry authority on physician practice improvement. He is the Executive Director of Innovation for The Pinnacle Group, a Denver-based consulting, practice management and billing firm. His main focus is on creating products and services to assist health organizations in improving efficiency and profitability through analytical, evidence-based methods.

Kelley Mullen, RN is a registered nurse with 24 years experience in caring for people. Her early experiences as a staff nurse and a manager helped develop her understanding of the impact a great work environment has on patient and employee loyalty, work productivity, and morale. Her current role as Director of Scheduling and Service Quality, has enabled her to focus on all aspects of patient satisfaction. That focus has developed into the birth of a service program that includes both general topics and specific working sessions for groups needing assistance.

The FISH! philosophy is one of the concepts currently used to educate managers and staff on their personal accountability for creating a great place to work. That message is delivered as "FISH! Camp". FISH! Camp is our one-day workshop that will inspire more wholeheartedness, fun and accountability in our workplace. Camp counselors give FISH! newcomers the tools to spark positive action, while FISH! veterans gain a renewed inspiration, and company leaders find ways to connect the simple wisdom of FISH! to their organizational strategies.



Bryan Soronson, MPA, CRA, CMPE, has been the administrator of the University of Maryland Department of Neurology since 1985. He has a Masters Degree in Public Administration, and is a Certified Medical Practice Executive (MGMA), and a Certified Research Administrator. He is responsible for all business related aspects of the Department including research, clinical and academic administrative issues. He also was Interim Director of the University of Maryland Center for Clinical Trials through June 2006. He is past president and president elect of the MGMA Neuroscience Administration Assembly. He has served as acting administrator of the Department of Psychiatry in addition to his regular duties twice in the last 10 years. Bryan is involved in many institutional projects in the clinical, research and administrative areas on conjunction with the Dean's Office, Hospital and practice group. He has given many presentations relating to academic, research and clinical topics at professional meetings nationally.

Schedule of Events

Saturday, September 16, 2006

9:00 am – 1:00 pm Board Meeting (Board Members only)
Hotel Board Room

6:00 – 6:30 pm Hospitality Room – Program Committee

7:00 pm Board and Program Committee Dinner - The Fort

Sunday, September 17, 2006

3:00 –7:00 pm Registration

5:00 – 6:30 pm Opening Session
Scott Sheperd, The Stress Doctor

6:30 – 8:00 pm President's Reception in Marriott Courtyard

8:00 pm - 12:00 am Hospitality Room

Monday, September 18, 2006

7:30 – 8:30 am Continental Breakfast

8:30 – 9:45 am General Session 1
Dan Stech, "Tool Time: Using Evidence-based Management (EBM) in Organizational Improvement"

9:45 – 10:15 am Break

10:15 – 11:15 am Breakout 1A
Janet Fraser, "Extreme Makeover – Creating Conception – Building a new REI Center"
Learn the do's and don'ts when developing your reproductive endocrinology center

10:15 – 11:15 am Breakout 1B
Bryan Soronson, "Deal or No Deal: the Truth About Clinical Trials"
Administration and budgeting for research trials in your academic practice

11:30 – 1:00 pm Lunch

1:00 – 2:15 pm General Session 2
Wendy Kramer, "Search and Be Found: Sperm Donation Connections"
Focus on assistance to individuals conceived as a result of sperm, egg or embryo donation who are seeking to make mutually desired contact with others who share genetic ties

2:15 – 2:30 pm Break

2:30 – 3:30 pm Breakout 2A
Brian Allen, "Murder She Wrote Off: What the Business Office May Not Tell You!"
Tips and insight into coding issues for OB/Gyn academic practices

2:30 – 3:30 pm Breakout 2B
Bryan Soronson, "Lost: Finding your Way in the Research Compliance Maze"

6:00 – 8:00 pm Cherry Creek Art Galleries Tour
Tour the Art Galleries of Cherry Creek while enjoying wine and generous appetizers

8:00 pm 12:00 am Cheesecake, Liquors & Coffee in Hospitality Room

Tuesday, September 19, 2006

7:30 – 8:30 am Continental Breakfast

8:30 – 9:45 am General Session 3
Stephen Garrison, "Leadership: No Brains Required?"
A blend of humor and professional introspection with serious and impactful skill enhancement tools

9:45 – 10:15 am Break

10:15 – 11:15 am Breakout 3A
Carolyn Gorman/Bill Kirschner, "Grey's Anatomy" of the Ideal Patient Experience

10:15 – 11:15 am Breakout 3B
Jessica Hazaard, "Revenue Enhancement: Utilization of Faculty Practice Solutions Productivity and Billing Benchmarking Data"

11:30 am – 1:00pm Business Lunch

1:00 – 2:15 pm General Session 4
Bruce A. Johnson, "Practice Slowdown and Transition"
How to deal with retirements, reduction in hours and down sizing the workforce.

2:15 – 2:30 pm Break

2:30 – 3:30 pm Breakout 4A
Tina McCraw, "CSI Ob/Gyn: Examining Case Studies in Human Resources"

2:30 – 3:30 pm Breakout 4B
Kelly Mullen, "A Taste of FISH! Camp"

5:00 pm 12:00 am Hospitality Room

Wednesday, September 20, 2006

8:00 – 10:00 am Full Breakfast

Round Table Discussions
Wayne Campos, "R4 Ultrasound Reporting Systems"
Tina McCraw, "Salary Survey"
Sonja Mcgrath "Hot Topics"

10:00 – 11:00 am 2006-07 Committee Chairs Meeting

Hotel Services

The J.W. Marriott Hotel is in Cherry Creek, the arts district of Denver. The hotel is a lovely “boutique” style with beautiful artwork and a gorgeous view of the Rocky Mountain Range. Cherry Creek mall is across the street from the hotel. A full array of salon services are available on the conference floor. “Easy elegance in the Heart of Cherry Creek.”

Room Reservations

For reservations, please call 1-800-228-9290 and identify yourself as an AMGO member to receive the meeting rate of \$179.00 per night. Or you can register online at: www.jwmarriottdenver.com. For Group code, enter *amgamga*. To receive the AMGO room rate, all reservations must be made on or before August 25, 2006.

Transportation

Taxis are available from Denver International Airport to the J.W. Marriott, Cherry Creek. The estimated taxi fare is about \$45.00 each way. Shuttle service is about \$19.00 each way. Hotel has free shuttle service to downtown Denver. Parking at hotel is \$22.00 per day.

We recommend making arrangements in advance for your return trip to the airport.

Spouses and Guests

Spouses and guests are welcome to attend designated events. A spouse/guest registration fee is required for each event.

Attire

Recommended conference dress:

Meeting sessions:	Business casual
Sunday Evening:	Denver Casual
Networking Sessions:	Casual

Nametags

All registrants will receive a nametag at the time of registration. To help identify new members and first-time attendees, these individuals will have a nametag with a “Welcome to AMGO” ribbon. The AMGO Board and Program Committee will also be identified with ribbons so they can be easily located for assistance throughout the meeting.

Weather

Average Temperature in Denver in September is 76.9°F in the daytime and 47.6°F in the evening.

Average humidity is 69% in the morning and 34% in the evening.

Monthly precipitation is 1.24 inches and sunshine is 74% of the days.

Some Mile High Facts for the Area

- Golf balls go 10% farther due to rarefied air; so do footballs. So does a cocktail! So drink lots of water.
- Use sunscreen – there is 25% less protection at the 1-mile elevation. Look at the sky – due to less water vapor, it is bluer than normal.
- Denver is the Napa Valley of Beer!
- Denver’s Oktoberfest runs from September 8-17th.

New Items this Year

- Drawing for free registration to the Fall 2007 Conference in San Diego!
- Raffles for exciting prizes!
- Program participants are eligible for ACMPE Category II credit hours. Upon completion of the program, participants should send a completed form, indicating sessions attended, that will be available at the conference.

Additional Information

For additional information please contact:

Program Chair: Jeanne Reiter
 UW School of Medicine & Public Health
 Department of OB/GYN
 1 S. Park St. Suite #555
 Madison, WI 53715
 Telephone: 608-287-2487
 jmreiter@wisc.edu

AMGO Officers and Board Members

President	Kim Schneider University of North Carolina School of Medicine
Vice President	Jeanne Reiter, MBA, CME University of Wisconsin School of Medicine & Public Health
Secretary – Treasurer	Rick Blum, MPA, CMPE University of Nebraska Medical Center
Director	Sonja McGrath Southern Illinois University School of Medicine
Director	John Randall Texas Baylor College of Medicine
Past President	Richard Freeman University of Arkansas for Medical Sciences

AMGO Past Presidents...

1977.....	W. Robert Wright, Jr., Pro Team University of Alabama-Birmingham
1977-78	W. Robert Wright, Jr. University of Alabama-Birmingham
1978-79	Roger K. Hill Baylor College of Medicine
1979-80	Chester C. Lane Emory University
1980-81	Steven H. Burkett University of Tennessee
1981-82	Eileen O. Hardigan Medical College of Virginia
1982-83	Jack R. Gregg University of Texas, Southwestern
1983-84	June A. Bruschi University of Pittsburgh
1984-85	Christopher L. Baca Texas Tech University
1985-86	Rick D. Hampton University of Arkansas

1986-87	Sara M. Larch Indiana University
1987-88	James Berardo Georgetown University
1988-89	Debra Shadburn Howard University of North Carolina
1989-90	Frances (Beth) Owens University of South Carolina
1990-91	Eileen Garrett Boston University
1991-92	Alan Schwartz University of Michigan
1992-93	Kathleen Wade University of Louisville
1993-94	Jean Kelly University of Mississippi
1994-95	Virginia Roberts University of Pennsylvania
1995-96	David Lingo, MBA University of Oklahoma Health Sciences Center
1996-97	Jeff Grapentine University of Manitoba
1997-98	Judith K. Lott Southern Illinois University
1998-99	Harvey Ilkner University of Alabama-Birmingham
1999-2000	Ellen Croog University of Rochester
2000-2001	Christy A. Tidwell Indiana University
2001-2002	Bonnie E. Jacobson, MPA, CMPE David Geffen School of Medicine, UCLA
2002-2003	Deb Haeg, MBA, CMPE SUNY at Stony Brook
2003-2004	Tina McCraw University of California, Irvine
2004-2005	Richard Freeman University of Arkansas for Medical Sciences
2005-2006	Carolyn Pinkston / Kim Schneider University of Ohio/UNC School of Medicine, Chapel Hill, NC
2006-2007	Kim Schneider UNC School of Medicine, Chapel Hill NC

Program Committee

Chair: Jeanne Reiter
 Co-Chair: Carolyn Pinkston

Committee:	Cynthia Tiggelaar	Brochure
	Janet Fraser	Fundraising
	John Randall	Golf Outing
	Carolyn Gorman	Program Assistance
	Rick Blum/Sonja McGrath	Prizes/Drawings

New This Year

- Raffles for Prizes
- Drawing for 2007 Registration

A Special Thank You to our Sponsors:

Serono Canada
 Organon Canada
 Ferring Canada
 Medical Image Enhancement Technology
 University of Wisconsin, Department of Obstetrics & Gynecology

Name: _____

Affiliation: _____

Mailing Address: _____

Daytime Phone: _____

Is this your first AMGO Meeting? Yes No

Please help contain costs by indicating which event(s) you will be attending.

	Attendee	Guest	Guest Cost
Sunday Night President Reception	<input type="checkbox"/>	<input type="checkbox"/>	\$75
Monday Continental Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	\$25
Monday Lunch	<input type="checkbox"/>	<input type="checkbox"/>	\$38
Monday Evening Gallery Tour	<input type="checkbox"/>	<input type="checkbox"/>	\$95
Tuesday Continental Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	\$25
Tuesday Lunch	<input type="checkbox"/>	<input type="checkbox"/>	\$42
Wednesday Roundtable Full Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	\$23

Do you and/or your guest require special meals? Yes No

If so, please specify: _____

Registration Fees: \$450 AMGO Member
 \$550 Non-Member _____

Spouse/Guest Expenses: _____

Total Enclosed: _____

Please return this form to address below with your check payable to AMGO by August 25, 2006:

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 1 S. Park St. Suite #555
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