Association of Managers of Gynecology and Obstetrics
40th Annual Conference

Relax, Reconnect & Rejuvenate

April 27 - 30, 2016
Westin Resort at Marine Village
Cape Coral, Florida
Letter from the President:

Greetings AMGO Members!!!!

From our 2015 conference in San Francisco, we move to the other side of the country. I am pleased to announce our 2016 meeting will be held at the beautiful Westin Hotel in Cape Coral Florida! There you can take the family to the 14-acre Sun Splash Water Park, golf at the Coral Oaks 18-hole championship course or shop along the waterfront at Cape Harbour. Cape Coral is the perfect destination for a relaxing, waterfront vacation without ever having to leave the mainland.

I’m looking forward to an amazing meeting. Our Program Director Shannon Dreier and her committee have put together an outstanding program for Cape Coral. The agenda is filled with opportunities for lively discussions on a wide variety of topics and promises ample time for networking during this exciting program. Several social events are planned, beginning with the President’s Welcome Reception on Wednesday evening followed by the opening of the Hospitality Suite. The Friday night social event will be held at the Rumrunners Restaurant, a fun casual atmosphere with great ocean views and unbelievably good food! At the end of the day head back to the Hospitality Suite where you are sure to have a great time with colleagues, mentors and friends.

To the members who have attended in the past, I look forward to seeing you again. If you haven’t attended, I hope you consider joining us this year! Our annual meeting is a great opportunity for us to learn new skills, refine current practices and reconnect with colleagues. We hear from experts, including our own talented members, on a wide range of topics impacting academic medicine. As noted above, networking opportunities are an important part of our agenda. Attend the 2016 conference and meet peers from across the country, collaborate, and share ideas. The 2016 AMGO Conference is fast approaching and I am excited to share in this great opportunity with you!

Sheila
Sheila Dolezal, MBA, CMPE
Stanford School of Medicine

AMGO WISHES TO THANK

QGenda
Merritt Hawkins
Vanguard Communications
Bayer
ARC
Stanford Department of Ob/Gyn

FOR THEIR GENEROUS SPONSORSHIP OF THIS YEAR’S PROGRAM
HISTORY AND ORGANIZATION OF AMGO

At a meeting of the Association of Professors of Gynecology and Obstetrics in 1977, eighteen department chairman 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.

Starting in 2012, AMGO realized that our association with APGO was no longer meeting the needs of our organization. Therefore, the Board began meeting with the Council of University Chairs for Obstetrics and Gynecology (CUCOG) to discuss ways our two organizations could better align themselves. Then in 2015, AMGO and CUCOG held our inaugural combined meeting. We look forward to this new partnership and to a future filled with shared opportunities.

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.

AMGO OFFICERS AND BOARD MEMBERS

President Sheila Dolezal
Stanford University School of Medicine

President Elect Jim Morgridge
Duke University Medical Center

Vice President Angie Johnson
Southern Illinois University, SoM

Secretary - Treasurer Alejandro Rojas - Sosa
University of Colorado, Denver

Director Kevin Haak
Penn State Hershey Medical Center

Director Lydia Ikeda
University of California, San Diego

Immediate Past President Dena Fischer
Wake Forest Baptist Medical Center
SCHEDULE OF EVENTS
All Sessions in Grandville Room, unless noted

Wednesday, April 27, 2016
8:00 am – 12:00 pm Board Meeting (Board Members only)
Banyan Room

2:00 – 3:00 pm Program Committee Meeting (Committee members only)
Banyan Room

3:00 – 4:00 pm Registration Opens
Main Lobby

4:00 – 6:30 pm Opening Session: Look What I Did – Group Participation & Lawn Olympics – Team Building

6:30 – 9:00 pm President’s Welcome Reception
Gazebo Lawn

Thursday, April 28, 2016
6:30 – 7:10 am Optional – Lawn Yoga lead by Sherri Stone
7:30 – 8:30 am Continental Breakfast
Calusa Room

8:30 – 10:00 pm Networking
Mariner Suite

Friday, April 29, 2016
6:30 – 7:10 am Optional – Lawn Yoga lead by Sherri Stone
7:30 – 8:30 am Continental Breakfast
Calusa Room

11:50 – 1:00 pm Lunch
Calusa Room

Thursday, April 28, 2016 cont’d
1:15 – 1:30 pm Mindfulness Meditation - Sherri Stone
1:30 – 2:30 pm SCOPE Certification – Why Bother? – Georgia Brogdon, Dr. John Horton & Edward Chen
8:30 – 10:00 pm Networking
Mariner Suite

Friday, April 29, 2016
6:30 – 7:10 am Optional – Lawn Yoga lead by Sherri Stone
7:30 – 8:30 am Continental Breakfast
Calusa Room

8:30 – 8:50 am A Word from our Sponsors – Merritt Hawkins
8:50 - 9:50 am How IRONMAN racing taught me the skills to run a Division – Dr. Oliver Dorigo

9:50 – 10:05 am Break
10:05 – 11:40 am Human Resources Onboarding Panel – Lydia Ikeda & Angie Johnson
11:50 – 1:00 pm Lunch
Calusa Room

1:00 – 1:15 pm Mindfulness Meditation – Sherri Stone
1:15 – 2:30 pm Research Table Discussion – Marsha Cannon
2:30 – 2:45 pm A Word from our Sponsors – Qgenda

2:45 – 3:45 pm The Power, Pitfalls, Pros & Cons of an Electronic Scheduling System for Provider Deployment: Our Qgenda Journey – Georgia Brogdon, Dr. John Horton & Samantha Griner

3:45 – 4:00 pm Break
Friday, April 29, 2016 cont’d

4:00 – 5:00 pm  Data Warehousing – Christopher Smith & Alejandro Rojas-Sosa

5:30 – 10:00 pm  Dinner Event
                  Rumrunners, Transportation by water taxi provided

Saturday, April 30, 2016

8:00 – 10:00 am  Breakfast Round Table Discussions

10:00 – 11:00am  2016-17 Committee Chairs Meeting

11:00 am – 1:00 pm  Board and Planning Committee Luncheon
                     Palm Room Patio
**Georgia Brogdon**, Georgia has been the Clinical Administrator of the Department of Gynecology and Obstetrics at Emory since 2007. She has also provided access and clinical operations consulting services to the Neurology and Psychiatry Departments. In addition to her role in women’s health, she was appointed as the Executive Administrator of Patient Centered Care for Emory Medicine in January 2016. Georgia Brogdon earned a Bachelor of Science degree in Health Care Administration from Auburn University in 1982. She received her Master of Business Administration degree in 1989 from Georgia State University and she earned a Doctor of Health Science degree from Nova Southeastern University in 2012. She is a Certified Medical Practice Executive by the American College of Medical Practice Executives and she is board certified in healthcare management as a Fellow of the American College of Healthcare Executives.

**Eddie Chen**, Eddie is a Project Manager for the Emory University School of Medicine Department of Ob/Gyn, and coordinated the department’s pursuit of SCOPE Certification. He received his Master of Public Health from the Rollins School of Public Health at Emory University in 2014.

**Oliver Dorigo, MD, PhD**, is Director and Associate Professor in the Division of Gynecologic Oncology at Stanford. He is directing the Gynecologic Oncology Clinical Care Program at the Stanford Women’s Cancer Center, and the Clinical Research Group for Gynecologic Oncology clinical trials at Stanford. He is the Director of the Mary Lake Polan Gynecologic Oncology Research Laboratory, which is focused on the development of novel therapies for ovarian cancer.

Dr. Dorigo received his medical degree from the University of Heidelberg Medical School in Germany, followed by residency training in Obstetrics and Gynecology at the University of Munich, Germany. He joined the Cancer Gene Therapy at the Sidney Kimmel Cancer Center in San Diego, CA, and participated in early clinical trials using gene therapy for cancer disease. Dr. Dorigo subsequently moved to the UCLA David Geffen School of Medicine, Los Angeles, CA, and completed his residency in Obstetrics and Gynecology. He then joined a PhD program at UCLA, and earned his degree in Molecular Biology while working on the development of a new gene transfer system. His research has been published in various scientific journals, including Journal of Virology, Proceedings of the National Academy of Sciences, Journal of Immunology, Cancer Research and Cancer Gene Therapy.

Following his PhD basic science training, Dr. Dorigo completed a clinical fellowship in Gynecologic Oncology at UCLA /Cedars Sinai Medical Center. He subsequently joined the Division of Gynecologic Oncology in the UCLA Department of Obstetrics and Gynecology. Dr. Dorigo joined Stanford University as the Director of Gynecologic Oncology, as of April 2013. His clinical focus is the treatment of patients with gynecologic cancers, including ovarian, cervical, endometrial, vaginal and vulva cancer. In his surgical practice, Dr. Dorigo is emphasizing the use of minimal invasive technologies in particular laparoscopic and robotic surgery.

In addition to his clinical practice, Dr. Dorigo is committed to the development of innovative new therapies for patient with gynecologic malignancies. These efforts are focused both on research in the laboratory, and the testing of new drugs in particular immunotherapy in clinical trials at the Stanford Women’s Cancer Center.

**Susie Guidi, CPC** is the Director of Clinical Data & Management and the Director of Reproductive Medicine Patient Client Services at the University of California, San Diego. She began her career in Women’s Health working in a Private Practice OB/GYN office. After nine years, she left the practice to pursue an academic career at UC San Diego, and has been there for over 20 years.

Susie has served as the Government Claims Billing Supervisor, Revenue Manager for the Department of Reproductive Medicine, Assistant Director of Revenue Management, and Assistant Department Business Officer for Reproductive Medicine. During her AD role with the Medical Group Susie developed the Physician Education Program that was mandated annually for all clinical School of Medicine Faculty. She has recently moved into a dual role, working for both the Health System and the...
Department of Reproductive Medicine. Her areas of responsibility include: Leader of a Provider Educator team, financial analysis, and marketing and community outreach events. She also serves as the Co-Chair for the Women and Infants Patient and Family Advisory Council. Susie obtained her Certified Professional Coder certification in 2000, and holds a BA in Liberal Studies with Minors in Business and Marketing from Stephens College.

Samantha Griner, Samantha is a Business Practice Manager and the Site Manager for the Emory University School of Medicine, Ob/Gyn Department’s Midtown clinical practice site and the Grady Hospital Site. She has been in the Management Development Program with the Emory University School of Medicine since 2013. Samantha led the department’s full implementation of Qgenda. She received her Master of Business Administration and Master of Health Administration from Georgia State University.

Dr. John Horton, Dr. John Horton has been with Emory since 2008 and is an Assistant Professor and is the Associate Director of Clinical Operations for the General Ob/Gyn Division of the Department of Gynecology and Obstetrics at Emory University School of Medicine. He is also the Rapid Response Team Leader for Emory University Hospital Midtown and the Physician Site Leader for the Department’s Midtown clinical practice location. He led the development of the Ebola and infectious protocols for patient in labor and delivery, which resulted in full adoption by the CDC. He also previously served as the Associated Clerkship Director and is involved in numerous teaching activities with medical students and residents in addition to a busy clinical ObGyn practice. Dr. Horton led his Division’s implementation of Qgenda two years ago. He received his MD degree from Louisiana State University School of Medicine in 2004 and completed his residency in Obstetrics and Gynecology at the University of Kentucky in 2008. He is certified by the American Board of Obstetricians and Gynecologists.

Lydia Ikeda, MBA is the Assistant Dean for Clinical Affairs, the Business Manager of the Department of Reproductive Medicine and the Department of Primary Care at the University of California, San Diego. She administratively manages all the clinical, research, and training activities located at multiple sites for Women’s Health as well as Primary Care. She is also the Assistant Vice-Dean for Clinical Affairs, working on Enterprise and Health System-wide projects related to faculty compensation, medical group billing, patient satisfaction, provider satisfaction, and clinic operations. Ms. Ikeda has over 28 years of academic health care experience. She received her undergraduate degree in biology/psychology from the University of California, Los Angeles and a Masters of Business Administration, Finance, from San Diego State University. Throughout her career at UCSD, Ms. Ikeda has served on numerous campus committees such as Resource Alignment multiple work streams, Finance Committee, New Physician Implementation Process, School of Medicine Budget Committee, Department Billing Team, Fee For Service Committee, Clinical Operations Committee, Pharmacy Committee, and Staff Education and Development Advisory Committee.

Angie Johnson, RN, BSN, MBA is the Department Administrator at Southern Illinois University School of Medicine in Springfield, Illinois. She has been at the school in the Department of OB/GYN since 2006 and has been in her current position since 2012. She has had various administrative roles at SIU. She is a member of the Quality and Safety Board. Prior to joining SIU she was a Labor and Delivery Nurse for 17 years. She earned her Bachelor’s Degree from Indiana University and her Masters of Business Administration from Benedictine University. She is also an MGMA member. Angie has been on the AMGO planning committee for three years and is currently serving as Vice President on the AMGO Board.
Christopher Smith serves as Assistant Dean of Finance and Administration at the University of Colorado School of Medicine. Prior to this he was Director of Business Intelligence for University Physicians, Inc. where he led the creation of the enterprise data warehouse for clinical billing and financial data which will serves as a basis for analytics and reporting. Prior to joining UPI, he was the Director of Finance and Administration for the Department of Medicine at the University of Colorado and Associate Director of the Department of Internal Medicine at the University of Iowa. Chris has both a B.A. and M.B.A. from the University of Iowa.

Alejandro Rojas-Sosa serves as Director of Finance & Administration at The University of Colorado School of Medicine. Prior to this, he was Vice Chair of Administration in Radiology, Radiation Oncology, and Biomedical Engineering at The University of Texas Medical Brach in Galveston (UTMB) where he help the organization recover from Hurricane Ike. Prior to joining UTMB, he was the Administrator of Diagnostic Radiology at The University of Texas MD Anderson Cancer in Houston. Alejandro earned his B.S. from St. Mary’s University in San Antonio. He earned his M.H.A from Houston Baptist University, in Houston and his MBA from University of St. Thomas Cameron School of Business, in Houston.
AMGO EDUCATIONAL REGISTRATION

Name: ____________________________________________
(as it is to appear on name tag)

Affiliation: ________________________________________

Mailing Address: __________________________________________

Daytime Phone: ___________________________ Fax: ____________

Is this your first AMGO meeting? ☐ Yes ☐ No

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

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<thead>
<tr>
<th>Attendee</th>
<th>Guest</th>
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<td>Wednesday Night President’s Reception</td>
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<tr>
<td>Friday Evening Event</td>
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Breakfast and Lunches are for members only. We look forward to seeing your guests at the reception and/or dinner.

Do you require special dietary meals? ☐ Yes ☐ No
If so, please specify: __________________________________________

REGISTRATION FEES*

☐ $600 AMGO Member ☐ $750 Non-member

*A fee of $50 will be charged for cancellations received on or before the 6th of April. There will be no refunds for cancellations received after that date.

Please return this form to the address below with your check payable to AMGO by April 6, 2016 or register on line at www.amgo.org

Alejandro Rojas-Sosa
University of Colorado
12631 E 17th Avenue
Aurora, CO 80045

Tel: (303) 724-2023

2016 PROGRAM COMMITTEE

Chair: Shannon Dreier

Committee: Georgia Brogdon
           Marsha Cannon
           Sheila Dolezal
           Sabrina Fong
           Susan Guidi
           Krista Hollinger
           Lisa Mills
           Kara Mulligan
           Kristi Rapp
           Alejandro Rojas-Sosa
           Sherri Stone

To the fullest extent permitted by the law, the registrant/participant shall indemnify and hold harmless AMGO from any and all claims, damages, losses and expenses, including but not limited to attorney’s fees, arising out of or resulting from the participation in or attendance of any AMGO function, provided that such claim, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of use resulting therefore caused in whole or in part by the negligent acts or omissions of the participant/registrant or any officer, director or employee of AMGO.
**GENERAL INFORMATION**

**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.

**ATTIRE**
Recommended conference dress:

- Meeting Sessions: Business Casual
- Friday Evening: Casual
- Networking Sessions: Casual

**MISCELLANEOUS ITEMS**
- Drawing for free registration for the Spring 2017 conference
- Program participants are eligible for ACMPE Category II credit hours. Upon completion of the program, participants should send a completed form, indicating sessions attended. Forms will be available at the conference.

**ADDITIONAL INFORMATION**
For additional information, please contact:

Program Chair: Shannon Dreier  
Medical College of Wisconsin  
Milwaukee, WI 53226  
Telephone: 414-805-6630  
sdreier@mcw.edu

**SPOUSES AND GUESTS**
Spouses and guests are welcome to attend designated events. A spouse/guest registration fee is required for each event – please see registration form.

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**GENERAL INFORMATION**

**HOTEL SERVICES**
The Westin Cape Coral Resort at Marine Village is the perfect location for a group conference and or vacation getaway to the enchanting allures of the Florida gulf coast. Caloosahatchee River and Tarpon Point Marina are located at the resort. The resort offers luxuriously appointed traditional 1, 2 and 3 bedroom suites that range from 445 - 3,471 square feet and feature private screened in balconies. All suites feature a fully appointed kitchen with granite counter tops and stainless steel appliances and an open floorplan including a living room and dining room.

The hotel features include 3 outdoor pools, 24 hour fitness center and a wide range of activities for guests of all ages. Captiva Island is also very close to the resort.

**ROOM RESERVATIONS**
For reservations, call 1-800-937-8461 and identify yourself as an AMGO member to receive the meeting rates; a daily resort fee of $10 and taxes are on top of these rates applies:

- Traditional Double or Deluxe Room $159 per night
- 1 Bedroom Suite $209 per night
- 2 Bedroom Suite $269 per night

To receive the AMGO room rate, all reservations must be made on or before April 5, 2016.

**WEATHER**
The average temperature in Cape Coral during the month of April ranges from 48 - 94°F, with the average around 73°F.

**TRANSPORTATION**
Attendees can fly into Southwest Florida International Airport in Fort Myers, FL. The airport is approximately 40 minutes from the hotel. Car rentals are available at the airport upon arrival.
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<td>W. Robert Wright, Jr., Pro Tem</td>
<td>University of Alabama-Birmingham</td>
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<td>1978-1979</td>
<td>Roger K. Hill</td>
<td>Baylor College of Medicine</td>
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<td>Chester C. Lane</td>
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<td>Steven H. Burkett</td>
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<td>1981-1982</td>
<td>Eileen O. Hardigan</td>
<td>Medical College of Virginia</td>
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<td>1982-1983</td>
<td>Jack R. Gregg</td>
<td>University of Texas, Southwestern</td>
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<td>1983-1984</td>
<td>June A. Bruschi</td>
<td>University of Pittsburgh</td>
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<td>Christopher L. Baca</td>
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<td>Rick D. Hampton</td>
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<td>Sara M. Larch</td>
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<td>1987-1988</td>
<td>James Berardo</td>
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<td>Debra Shadbourn Howard</td>
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<td>1989-1990</td>
<td>Frances (Beth) Owens</td>
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<td>Alan Schwartz</td>
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<td>Kathleen Wade</td>
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<td>Jean Kelly</td>
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<td>Virginia Roberts</td>
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<td>1995-1996</td>
<td>David Lingo, MBA</td>
<td>University of Oklahoma Health Sciences</td>
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<td>1996-1997</td>
<td>Jeff Grapentine</td>
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<td>1998-1999</td>
<td>Harvey Ikner</td>
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<td>Ellen Croog</td>
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<td>Christy A. Tidwell</td>
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<td>2001-2002</td>
<td>Bonnie E. Jacobson, MBA, CMPE</td>
<td>David Geffen School Medicine, UCLA</td>
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<td>2002-2003</td>
<td>Deb Haeg, MBA, CMPE</td>
<td>SUNY at Stony Brook</td>
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<td>Tina McCraw</td>
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<td>2004-2005</td>
<td>Richard Freeman</td>
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<td>Carolyn Pinkston/Kim Schneider</td>
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<td>Kim Schneider, MPH, CMPE</td>
<td>University of North Carolina School of Medicine</td>
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<td>Sonja McGrath</td>
<td>Southern Illinois University School of Medicine</td>
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<td>2008-2009</td>
<td>Janet Fraser</td>
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<td>Carolyn Gorman</td>
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<td>Elizabeth Chapman,</td>
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<td>Marsha Cannon,</td>
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<tr>
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<td>Jeff Arscott,</td>
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<tr>
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