FOCUS ON AAGL

Why the COEMIG Program is Important

It is true that many may view the Centers of Excellence in Minimally Invasive Gynecology program as simply a marketing tool. What may not be recognized is that it will provide important value to 4 groups – patients, MIG surgeons, hospitals, and those who pay for medical care (the payors).

Patients – Everyone has at some time had a problem identifying a source for a qualified provider of a service. Whether this is for a plumber, dentist, or a surgeon, it is often necessary to rely on the recommendation of friends or some other equally, non-evidence based source. The COEMIG program will allow both patients and referring physicians to have a list of surgeons who have been identified through a peer-review process as providing quality care.

MIG Surgeons – An increase in referrals will occur but this is not, in the long term, the most important benefit. The BOLD outcomes program, which is an integral part of the COEMIG program, will allow surgeons to track and demonstrate their expertise in providing quality and cost effective care. This will be of special value as payors look to develop networks.

Hospitals – An immediate benefit will be to attract more patients and surgeons. But the real value will be in the institutional outcomes data. It has been well demonstrated that programs such as this result in improved patient care.

The Payors – It is becoming increasingly apparent to those who fund medical care that MIG surgery is very cost effective both by lowering true costs and by allowing a more rapid return to normal activities. The COEMIG program will provide them a resource for quality care. While many of the advantages listed above apply primarily to US surgeons there are also significant values to our non-US colleagues. The COEMIG program will allow surgeons at these sites to be recognized by their association with a premier hospital. Finally the BOLD outcomes data they will be inputting will be combined with their US colleagues and contribute to identifying best practices in gynecologic surgery.

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