



Center of Excellence In Minimally Invasive Gynecology

Program Benefits Summary

Impact on your **practice and hospital?**

- ... **Better outcomes and reduced costs** – Establishing a central outcomes database and universal standards to protect reimbursement rates, decrease malpractice costs, increase surgical volumes, and thrive within an accountable care organization (ACO) environment that mandates higher quality at lower costs
- ... **Specialty growth** – Increasing the adoption of less invasive techniques, and proven clinical and team-based approaches to drive best-in-class gynecologic surgery
- ... **Decreased complications and morbidity** – Reducing outdated open procedures, decreasing postoperative recovery times and lowering the risk of complications that drive up the cost of healthcare
- ... **Professional recognition and distinction** – Enabling patients and referring physicians to easily identify and access centers committed to a higher standard of minimally invasive gynecologic care



COE Impact on Bariatric Surgery?

- ... Decreased length of stay
- ... Reduced complication rates
- ... Decreased intensive care unit (ICU) stays
- ... Assisted in gaining Medicare coverage for bariatric surgery using criteria established by the program
- ... Standardization and development of longitudinal outcomes database of 500,000+ patients
- ... Successfully advanced and protected emerging procedures (e.g., gastric sleeve)



COEMIG means establishing **one set of society standards for excellence**

- ... COEMIG reinforces AAGL's leadership position in minimally invasive surgery
- ... Decreases risks of:
 - Competitive organizations establishing their own excellence programs
 - Payors developing programs with differing standards, requirements and data capture



COEMIG means increased patient awareness, access and choice

... COEMIG ensures that women understand their minimally invasive treatment options and benefits:

- Reduced trauma
- Decreased blood loss
- Shorter operating time
- Reduced risk of infection
- Less postoperative pain
- Faster healing time
- Minimized scarring



COEMIG means **more than a certificate**

- ... Regardless of how experienced surgeons are or how established departments were prior to applying to the program, pursuing and maintaining designation can be a transformative experience for the entire patient care team.
- ... The COE process challenges the entire multidisciplinary team to establish excellence throughout a comprehensive quality program versus simply earning a certificate.



COEMIG means multidisciplinary quality requirements

- Institutional commitment to excellence
- Surgical experience and volumes
- Designated medical director
- Responsive critical care support
- Appropriate equipment and instruments
- Surgeon dedication and qualified call coverage
- Clinical pathways and standardized operating procedures
- Program coordinator, physician extenders and skilled nursing care
- Pre- and postoperative patient education
- Long-term patient follow-up, including a prospective, comprehensive outcomes database



COEMIG means **longitudinal outcomes data**

The Hawthorne Effect:

Subjects improve or modify an aspect of their behavior being experimentally measured simply in response to the fact that they know they are being studied¹

1. McCarney R, Warner J, Iliffe S, van Haselen R, Griffin M, Fisher P (2007). "The Hawthorne Effect: a randomized, controlled trial"

- ... COE programs and monitoring outcomes are interdependent
- ... The patient outcomes data that you need to defend the specialty and therapeutic techniques
- ... Improved performance and outcomes from observation – the "Hawthorne Effect"
- ... In the era of healthcare reform and ACO development, evidence-based medicine will need to be documented and proven
- ... COEMIG may not necessarily guarantee better reimbursement but help to prevent erosion
- ... Thrive during reform, not just survive



COEMIG means **quality recognition** and **distinction**

- ... COEMIG facilities and surgeons demonstrate a commitment and ability to consistently deliver the highest level of minimally invasive gynecologic surgical care possible
- ... COEMIG designation will distinguish minimally invasive gynecology programs from other medical specialties
 - Ensures that administration and medical staff understand the benefits of minimally invasive gynecology versus traditional open surgical methods.
 - Advances minimally invasive gynecologists as leaders in improving care quality and raise the department's profile within the facility, among peers and in the community.



COEMIG means **differentiated communication**

- ... Designees are able to distinguish their practices and facilities from other gynecologic surgical care providers
- ... COEMIG designation will be synonymous with superior patient care, and the associated seal will be a readily identifiable symbol of surgeon and facility achievement

- Website
- Marketing collateral
- Advertisements
- Newsletters
- Email marketing
- Email signatures
- Business cards
- Office displays
- Banners
- Billboards
- Letterhead & stationary



continued ...

- ... With the abundance of health-related topics in the mainstream news and an increased number of patient websites, consumers are seeking ways to distinguish healthcare facilities that deliver high-quality care from those that do not
- ... Patients – and ultimately payors - will increasingly recognize the importance of the COEMIG designation
 - They will use it as a guide when selecting where to have their gynecologic surgery performed

