



## NewsScope

### the aagl vision

The AAGL vision is to serve women by advancing the safest and most efficacious diagnostic and therapeutic techniques that provide less invasive treatments for gynecologic conditions through integration of clinical practice, research, innovation, and dialogue.

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*NewsScope [Library of Congress Cataloging in Publication Data, Main entry under NewsScope, Vol. 26, No. 1; (ISSN 1094-4672) is published quarterly by the AAGL for ten dollars, paid from members' dues. Periodicals Postage Paid at Cypress, California. Copyright 2012 AAGL.*

#### Publisher

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## FOCUS ON AAGL

# Why the COEMIG Program is Important



Dr. Loffer

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 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.

*Franklin D. Loffer, M.D. is the Executive Vice-President Medical Director of the AAGL and resides in Phoenix, Arizona.*

## CONTENTS

<b>Focus on AAGL: Why the COEMIG Program is Important.....</b>	<b>2</b>
<b>From the President: Taking AAGL to the Next Level.....</b>	<b>3</b>
<b>Special Interest Group – Robotics: Advancing Minimally Invasive Gynecology Surgery: Is the Robotic Approach the Answer?.....</b>	<b>5</b>
<b>Special Interest Group – Oncology: Extraperitoneal Lymphadenectomy in Gynecologic Malignancies.....</b>	<b>7</b>
<b>Transforming Your Practice with AAGL's COEMIG.....</b>	<b>8</b>
<b>Gynecologic Endoscopy: The Dawn of a New Era.....</b>	<b>11</b>
<b>Affiliated Societies Spotlight: British Society of Gynaecologic Endoscopy.....</b>	<b>12</b>
<b>Innovations in Minimally Invasive Gynecologic Surgery – Hysterectomy and Beyond.....</b>	<b>15</b>
<b>Why You Should Customize Your Member Profile.....</b>	<b>17</b>
<b>Member News: Dr. Levy Appointed Vice President of Advocacy for ACOG.....</b>	<b>18</b>
<b>Welcome New Members.....</b>	<b>18-19</b>