

## AUGS Strategic Plan 2017 – Operational Plan



## Organizational Vitality

Maintain a robust and diverse membership, develop society leaders, foster strategic collaborations, and maintain an infrastructure that supports AUGS' mission and goals.

- Increase AUGS' membership.
- Develop a sustainable strategy for global collaborations
- Conduct leadership development and prepare members to serve in volunteer leadership positions within AUGS.
- Build the infrastructure (staff, volunteer leadership and technology) to increase organizational efficiency and support the goals and objectives of the Strategic Plan.
- Promote AUGS as the preeminent urogynecology organization providing timely, valuable information and knowledge to the urogynecology community and the public.

## Education Goal

Establish AUGS as the home for the highest quality scientific and clinical knowledge in FPMRS education.

<b>Strategy: Increase prominence of the AUGS Annual Scientific Meeting – PFD Week.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time frame</b>	<b>Key Considerations</b>
Affiliate Society meetings in conjunction with PFD Week	Expansion of PFD Week to include co-located meetings of North, Central and South America	Board and Program Committee	2017-1018	AUA and IUGA both have success in inviting other groups to host a meeting during their annual meeting; Logistics support is provided, but the organization is responsible for the content and promotion of it; Potentially a good next step in growing the meeting; Could also include patient advocacy groups (APOPS, NAFC, WHF, etc.). Invitation should be done President to President and highlight the valuable ways in which partnership could be done.
Partner with SUFU to bring the Best of their Basic Science program to the meeting.		Program Committee	2017-2018	Originally a goal for 2016 that was not accomplished; initial resistance

				from SUFU; Recommendation that AUGS leadership reach out to SUFU leadership to advance and open a dialogue on the topic
<b>Strategy: Develop educational programs that support the ongoing needs of health care providers in FPMRS.</b>				
Initiatives/Projects	Desired Outcome	Who	Time frame	Key Considerations
Evolve the Comprehensive Review Course into an FPMRS Update Course that is a clinically focused conference that strives to assist physicians with staying abreast on the latest advancements in the field, as well as tips on running a successful practice.	Ensure a continued revenue source to the AUGS budget from the Review Course. Evolve the Review Course into a new educational offering that meets the needs of the membership.	New Committee modeled after the Program Committee	March 2017 Board Meeting – Present a plan Plan in 2017; First Course Spring of 2018	Consider a separate educational track that allows fellows to prepare for the Board Exam and prepare subspecialist for the oral exam; Evaluate existing courses to determine if collaboration would be beneficial (Sand); include sessions focused on assisting members through the changes in physician reimbursement, how to effectively run a practice in today's environment, contract negotiation, as well as how to utilize and incorporate advance nurse practitioners.
Create a regional Advance Practice Nurse program that incorporates education, hands-on training, mentorship and certificates of completion.	Create a new educational offering that provides value to current and prospective advance nurse practitioners practicing in FPMRS. Create a revenue stream for AUGS	APTAH Committee with Education Council oversight	Plan in 2017; launch in 2018	Create a one-day course that can be offered in 3 locations each year; Ensure price point is affordable to advance practice nurses; Consider if this regional course could occur in conjunction with the annual meeting, update course as 2 of the 3 locations (as a way of keeping expenses down)
<b>Strategy: Partner with ABOG to ensure adequate MOC programs exist for FPMRS.</b>				
Initiatives/Projects	Desired Outcome	Who	Time frame	Key Considerations
Evaluate current programs to determine qualification as MOC simulation requirements.	Creation of options for AUGS members to meet their MOC requirements	Education Committee	2017 and ongoing	Hands-on Workshops at PFD Week would they qualify; opportunity to develop new content; member interest

Explore additional partnership opportunities with ABOG concerning MOC for AUGS members	Establish AUGS as a one-stop shop for allowing members to achieve their MOC requirements.	Education Council		
<b>Strategy: Establish the Voices for PFD Website as the go-to source for patient education information.</b>				
Initiatives/Projects	Desired Outcome	Who	Time Frame	Key Considerations
Develop patient educational videos (e.g., informed consent for midurethral slings) for use in physician offices and online.	Ensuring we have patient education materials that represent the entire field of FPMRS (and that they are available in multiple formats – videos, fact sheets, infographics, etc.)	Public Education Committee and staff	2016-2017	Partially accomplished; new patient videos are captured each year at the annual meeting; now an ongoing activity. If the Board has specific topics, they should charge those to the PE Committee
Integrating patient education materials into an EHR	Wide use and distribution of our patient education resources	Outreach Council		Consider how and if some of our patient fact sheets could be uploaded into individual physician's EHR. Consider consulting with the EHR SIG.

### Research Goal: Promote basic and clinical research for the prevention and treatment of PFDs.

<b>Strategy: Maintain a PFD Research Registry that encourages physicians to provide patient data related to female pelvic floor disorders.</b>				
Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
Actively pursue funding opportunities to secure the financial future of the PFD Research Registry (PCORI, FDA, etc.).	Identification and pursuit of one funding opportunity in 2017	PFDR Registry Committee with Board input	2017 and ongoing	Anticipate an FDA RFA in February 2017 timeframe; 2016 PCORI grant submission continued follow up, as well as seeking their support if current grant is not funded
Develop a plan for engaging industry in additional Industry-sponsored studies through the PFD Research Registry	Structure and cost outlined; potential companies identified	PFDR Registry Committee with support from staff	March 2017 Board meeting	
Develop a proposal for what is needed to ensure we have the appropriate number of sites contributing data on pessary patients to fulfil our obligations to industry.	Establishing a target number of pessary patient and the timeframe for achieving the goal.	PFDR Registry Committee	March 2017 Board meeting	The Board would like to have an understanding of the obligations that the PFDR-R has to the industry sponsored studies, as well as what it

				would take to ensure we meet those obligations. If funding is needed, the Committee is encouraged to request what is needed.
Define and determine the future vision for the PFDR-R, along with its target site participation level.	Ensuring that the PFDR is structured in a way that allows those members interested in research the potential to participate in the PFDR.	PFDR Registry Committee	2017-2018	Considering the feedback from Pioneer Sites what recommendations or changes are needed to ensure full participation of the platform. What is needed or recommended before it is ready to be launched to the membership. Establish a multi-pronged approach to the future sustainability of the registry (industry, government or foundation funding).

**Strategy: Advocate for increased funding for pelvic floor disorders research.**

Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
NIDDK Urinary Incontinence Conference participation and action items.	Ensure AUGS attendance and presence. Creation of 4 to 5 ideas that can be shared during the conference that AUGS values as a research priority.	Scientific Committee	By March 2017	
Develop specific ideas of how to partner with NIH funding agencies	Utilize examples from other medical societies and how they have successfully partnered with NIH agencies in the past (for example, the American Geriatric Association)	Research Council	Plan in 2016; launch in 2017	Utilize the findings from the 2016 Prolapse Consensus Conference to creation potential funding items and/or ways in which AUGS could partner with NIH in the future.
Establish an annual Research Advocacy Campaign to increase funding related to female pelvic floor disorders.	The first step is to create a framework that is sustainable over time and allows AUGS to continue to lead the efforts of increasing research funding for our membership and their patients. Taking into consideration that identification of annual research/funding priorities will be needed.	Research Council	Initial content to the Board for the March meeting	When determining the framework discuss and recommend which path we should use: 1) AUGS is the lead (and only) organization, 2) AUGS encourages another group to be the lead organization (ABOG, ACOG, etc.), 3) AUGS forms and leads a coalition that includes medical societies and patient advocacy groups. Jill Rathbun noted that a lead

				organization in women's health research is currently lacking and someone needs to step up and fill the void; Coalition approach is most impactful; Potential topics/focus areas – grow junior researchers in the field, findings from the Prolapse Consensus Conference and future conferences
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**Strategy: Foster research careers through mentorship, education and access to funding.**

Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
Connect fellows and junior faculty with senior leaders in research.	Establish a program and/or process for turning this into a membership benefit. Build upon our existing research programs (grants, networks, etc.) to foster mentorship.	Research Council	July Board Meeting Concept proposal	Consider engaging the Membership Committee in this goal.
Continue to seek and grow research funding through the PFD Research Foundation.	Continue to grow the corporate dollars that are available for research grants. Ensure that industry downsizing doesn't negatively impact this program.	Board with staff		Investigation into the concept that AUGS could apply for funding for research projects from the unsettled funds in a class action lawsuit; requires further exploration and consultation with our legal counsel to determine any negative side effects.

**Strategy: Evaluate the potential of an AUGS contract research organization.**

Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
Expansion of the PFDR to include more contract research organization functions.	Protection and expansion of the PFDR as a revenue generating program for AUGS. Continue to establish AUGS and the PFDR as a leader and innovator in the research registry arena.	Board	July 2016 Board meeting	Registry Committee and one of the Leadership Program groups have given much thought to this concept; the FDA is supportive of industry using registries for the pre-market studies as a way to reduce the expense associated with clinical trials; this presents a potential opportunity for AUGS and the PFDR; the Board needs to determine what the future path and/or directives to

				the PFDR will be along with timeframe expectations
Consider the value in supporting a Directory of AUGS members interested in engaging in clinical research.	An interactive, searchable database of sites currently engaged in and/or capable of engaging in clinical research.	Scientific Cmte	2017	Value in having an immediate list of sites who are currently engaged in and/or capable of engaging in clinical research study; Could this be a profit generating resource by providing industry with access to this list; Need to think through the best way to implement this concept, as well as how to ensure it is frequently updated. Establish several models for consideration for how to make this impactful for members, industry, government, etc.
<b>Strategy: Grow Female Pelvic Medicine and Reconstructive Surgery to become one of the prominent journals in the field.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Increase frequency to a monthly publication.		Editorial Board and publisher	Estimated 2018	
Establish Journal affiliations with countries outside the US.	One partnership with another country to purchase content from the Journal and/or publish their research in the Journal.	Editorial Board and publisher	Plan in 2016; launch in 2017	

## Clinical Practice Goal:

Provide members with resources, tools and skills to enhance practice and provide quality patient care.

<b>Strategy: Advocate for appropriate reimbursement for procedures performed by urogynecologists.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Take an active and leadership role for the subspecialty with CMS, AMA and other national agencies and payers that impact reimbursement for the field.		Quality and Clinical Practice Councils		No active projects with this tactic; however, it is an important strategy to include. Need to stay abreast of codes as they come under review, and anticipate them. Ensure membership and leadership is aware of pending changes.
Explore the need to create a two-digit specialty code for FPRMS.		Board		Temporarily on hold; an important project that may be revisited in the future
<b>Strategy: Establish AUGS as a resource for developing Alternative Payment Model for FPMRS.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Create an Alternative Payment Model for SUI.		Payment Reform Cmte	2017	Ensure appropriate committees are engaged in the development of the APM; potentially the coding and quality committees, as well as the AQUIRE registry
Teach members how to create Alternative Payment Models in their community.		Payment Reform Cmte.	2018	Need to find another avenue, other than the Annual and the Mid-Year/Update courses, to deliver this content.
<b>Strategy: Establish a platform for patient involvement and input into AUGS programs and services.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Engage the patient's perspective in the development of guidelines and quality outcome measures.		Public Education Committee	July Board proposal; Implement in 2018	Reach out to Quality and Guidelines Committees about best ways to facilitate and incorporate this concept; Develop an initial plan for how this could be structured and the value of it; Provide the Board with an opportunity to provide feedback on it prior to implementation



<b>Strategy: Increase the awareness of the FPMRS subspecialty and value of urogynecologists in the community and with other health care providers.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Develop an FPMRS Marketing/Primary Care Toolkit.	Creation of downloadable resources that will help members promote the subspecialty and their services within their community.	Outreach Council	2107	Partnership between the Membership and PE Committee; Toolkit to include materials to raise awareness in the community about urogynecology
Consider sponsoring a study that would demonstrate, with data, the value of care through a urogynecologist.		Board	2017	Board discussion needed to determine scope and interest in this initiative.
Implementation and promotion of the FACE – B3 project. FPMRS Awareness Campaign – Increasing Exposure	Consideration of the B3 Campaign concept and the potential options for implementation and creation of value to the membership.	Membership and PE Committees	2017	This is a program which was presented to the Board in September as part of the Leadership Program. The group is publishing a manuscript about the project and the Board believes it is something that could be turned into member/patient resources.

### Quality Goal:

**Define the standard of care in FPMRS and provide tools and resources for urogynecologists to track and measure their outcomes to improve patient care.**

<b>Strategy: Develop measures, guidelines, and treatment algorithms to establish the standard of care in FPMRS.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Create measure set families within FPMRS.	Create measures reflective of the subspecialty.	Quality Committee	2017-2018	Ensure measures exist for the entire field of FPMRS and are applicable to health care providers with an NPI (physicians, PAs, etc.); strive toward surgical outcome measures (long-term)
Create clinical care pathways and treatment algorithms for FPMRS.	Ensure a clinical care pathway exists for each treatment option within FPMRS. The clinical care pathway is a	Guidelines Committee	2017-2018	Payment Reform Committee is working on an SUI alternative payment model, they could use the

	document to be used by health care providers and their patients.			Guidelines Committees assistance with an SUI clinical care pathway document; this is intended to be a goal that will take several years to accomplish
<b>Strategy: Establish a global strategy and roadmap for defining the Urogynecology Practice of the Future.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Define and promote the ideal patient experience of care in Female Pelvic Medicine and Reconstructive Surgery.	A document which outlines a model for high quality care in urogynecology.	Board Task Force	2017-2018	Create a task force that represents the stakeholders in FPMRS (SUFU, WHF, APOPS, NAFC); define the patient experience – what they should have access to within a urogyn practice; outline the various components; should be a patient-centered document for physicians; focus on the big picture with quality, guidelines and patients driving the content
Define and outline the Urogyn Quality Champion Program (individual program).	A program that demonstrates a health care providers' commitment to quality care and tracking their outcomes. Potential for future revenue generation.	Quality Council	2017 - 2019	Determine if a new committee is needed or if it fits within the umbrella of AQUIRE; consider how this program could/would work if the member was a PFDR participant; Longer-term goal - Work with the Education Council to create tools or programs to assist participants increase their knowledge and performance in areas identified as falling below the registry benchmark (true quality improvement). Long-term goal consider if there is a way advance nurse practitioners can also earn this recognition.
Evaluate the concept of a Urogyn Practice of Excellence Program.	Create a mechanism for acknowledging those practices that meet established criteria as a	Quality Council	2017-2019	Once the Urogyn Quality Champion Program (individual) is launched and lessons have been learned from it,

	marketing tool within their community.			focus on expanding the program to the practice level.
<b>Strategy: Develop and maintain a quality-focused registry that allows members to maximize their reimbursement and track their outcomes.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
AQUIRE Rollout and Expansion	A strategy that outlines a plan to ensure wide use by the membership; considerations for expansion outside of AUGS membership, as well as the addition of additional modules and features.	Quality Council with AQUIRE Chair	July 2017	Determine areas for future expansion and prioritize - EMR integration, patient report outcomes, surgical measures, creation of measure families. Set goals for a realistic number of members to be using the registry on an annual basis.
SUI Surgery Registry	Launch of an SUI Surgery module within AQUIRE	Board level task force	2017	Continued Board discussion about feasibility of this expansion without corporate support.
Continued development and evolution of the Quality Improvement and Outcomes Research Network (QI-ORN) to be the prime users of AQUIRE	The QI-ORN actively participates in AQUIRE, compares their outcomes to one another, determines areas for improvement.	Quality Council	2017	QI-ORN vision is to become the measure testers and to identify gaps in practice; hope is that AQUIRE can be the tool to perform these functions.
<b>Strategy: Develop educational programs and resources to increase health care providers' knowledge on the new physician reimbursement models.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Physician Payment Consulting Program	Increase the knowledge of members on the changes to the reimbursement program and what is in it for them; highlight and promote AUGS resources. Potential revenue generating program.	Board level	2017	Further discussion is needed by the Board to determine the interest level in this concept, as well as direction and guidance to the appropriate committee for development. How to help practices implement MACRA and AQUIRE.