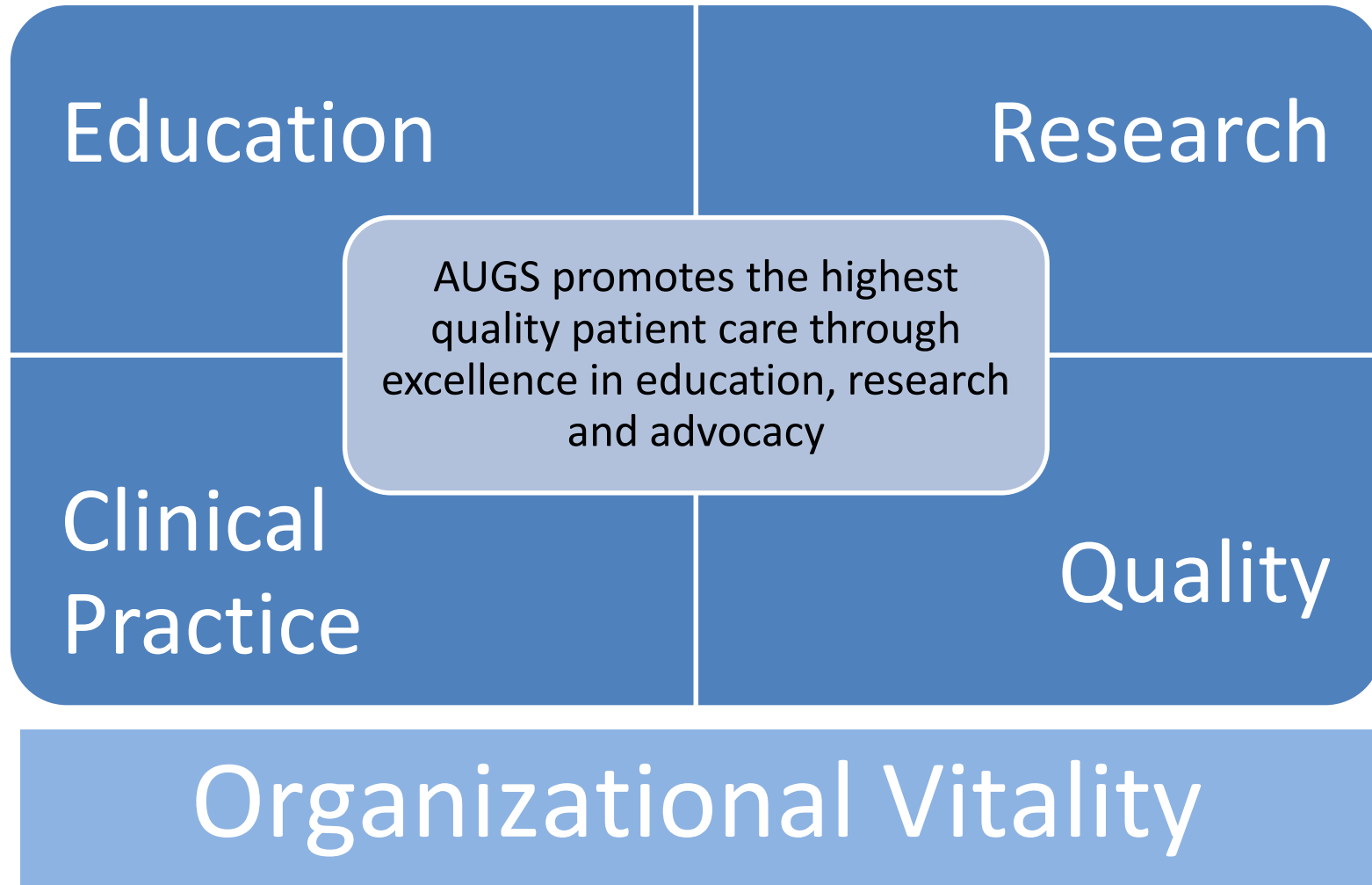


## AUGS Strategic Plan 2018 – Operational Plan



## 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.

<b>Strategy: Develop a sustainable governance and product development model that utilizes association management best practices.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time frame</b>	<b>Key Considerations</b>
Establish a Leadership Network	An annual program that supports Committee Chairs and Vice Chairs in their current role by providing training at the beginning and throughout their term. An annual event that brings together the AUGS Board and Committee leadership for strategic thinking/discussion to increase engagement.	Governance Committee	2018	Timing of the annual event; budget implications
Redefine and refine roles, responsibilities and expectations for all volunteers	A volunteer manual that guides how the Board, Councils, Committees and staff will work to support the goals of AUGS.	Governance Committee	2018	
Streamline the AUGS Governance Structure to improve communication and efficiencies	An efficient committee structure that supports the strategic plan and ongoing activities, while allows for operational efficiencies.	MDZ/ Governance Committee	2018	Consider alternative models in 2018 with a potential update in 2019. Consider if a Council Chair and Board liaison role is truly needed, as well as which one is more important to the work of the governance structure.

Create a Product Lifecycle Evaluation	A process that helps to determine if programs should be discontinued and/or updated to ensure membership value.	Membership Committee and staff	2018	AUGS offers a lot of programs and services for the membership; the question for consideration is what programs are valued and being used by the membership; are there some products and services that should be retired. Adopt a formalized process to evaluate each program and service to share with the Board for future consideration.
<b>Strategy: Continue to expand AUGS' relevance, reputation and reach within the gynecology space.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time frame</b>	<b>Key Considerations</b>
Fellowship Program Network	Creation of a new membership category for Fellowship Programs	Membership Committee and staff	2017-2018	Board has discussed and considered this concept and has approved its launch for 2018; Modeled after an SGO version, but updated to reflect AUGS programs and initiatives.
Explore the concept of developing a Gynecologic Surgical Advocacy Coalition	<p>Creation of a coalition that allows gynecologic surgical societies to work together to improve physician reimbursement and resources.</p> <p>Consideration as to if we should pool resources on select topics to more effectively advance shared goals.</p> <p>Explore the concept of a Gynecologic Surgical Coalition to see if other organizations</p>	Board	2018	Value in creating a coalition with other gynecology surgical groups (SGS, AAGL, SGO) to advance shared goals (coding and reimbursement, registries, etc.). Explore to see if there is interest in other GYN surgical organizations to share in/benefit from AUGS investments/expertise in coding, reimbursement structures.

Get to know members of the future initiative	Formalized structure that outlines a communication strategy to be implemented by staff.	Membership Committee	2018	Consider the different ways to engage fellows and junior members within 5 years of practice to share what they value and want from AUGS. Consider advisory panels, social media, listening tours as possible vehicles. Provide opportunities to participate in a discussion with the board for the board to listen.
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## 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>
Consider if a new vision or format is needed for PFD Week 2020	Recommendation for if a new model is needed for the annual meeting	Board appointed Task Force	2018-2019	Consider member feedback (past and future); adult learning best practices; overall goals and successes of the annual meeting; unique features and reputation in the field; Examine characteristics/demographics of those members who do not attend the meeting; consider soliciting their input to learn why they do not attend PFD Week, what type of education would they find valuable
Increased participation of attendees outside the US.	Global representation at PFD Week	Board	2018	Opportunity to partner with IUGA/South American Urogyn Societies on the years that the IUGA meeting is located outside of Europe/North America

<b>Strategy: Develop educational programs that support the ongoing needs of health care providers in FPMRS.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time frame</b>	<b>Key Considerations</b>
Creation of a Fundamentals of Urogynecology Course (in person)	A program that is of interest to fellows, non-FPMRS certified providers, and members outside of North America. Pilot this program at the joint AUGS-IUGA meeting in 2019. Revenue generation and expansion globally are desired outcomes.	Education Committee and Board	2018-2019	Invite Mark Walters the opportunity to work with the Education Committee; utilize the framework of the Review Course and trim down to the essentials, one-day program; evaluate potential alignment at PFD Week. Consider if access to the Self-assessment product would be valuable to this program. Certificate of completion awarded.
Creation of online modules/course titled Fundamentals of Urogynecology	Convert the F2F Review Course into an online learning course (individual modules, videos, webinars); Revenue generation is a desired outcome	Education Committee	2018	Utilize the framework of the Review Course and the Guide to Learning as the outline for this project; consider adult learning best practices; ensure it can be customized to serve multiple target audiences (advance practice providers, gynecologists, etc.). Pre- and post-test capabilities should be considered. Certificate of completion awarded.
Development of a Urogynecology Self-Assessment Tool	Expand the SAFE product into a self-assessment product that serves multiple audiences (fellows, physicians, advance practice providers); Revenue generation and expansion globally are desired outcomes	SAFE Subcommittee	2018	Utilize the same platform and resources to evolve the SAFE product into a broader product that serves multiple audiences; provide MOC part IV and CME credits. SAFE Subcommittee to be expanded into a Self-Assessment Subcommittee.

<b>Strategy: Partner with ABOG to ensure adequate MOC programs exist for FPMRS.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time frame</b>	<b>Key Considerations</b>
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>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Time Frame</b>	<b>Key Considerations</b>
Integrating patient education materials into an EHR	Wide use and distribution of our patient education resources	PE Committee		Consider ways to simplify uploading our content into individual physician's EHR. Consider consulting with the EHR SIG.
Identify additional products and services that could be added to the Voices for PFD website and our patient education efforts	A robust offering of patient education materials and services for women and health care providers	PE Committee	June Board meeting	Provide recommendations to the Board of areas for new investment and expansion opportunities. Ensure that the Voices for PFD platform is the go to resource for patients.

**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>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Industry-sponsored studies conducted through the PFD Research Registry	Engagement of industry to conduct post-market surveillance or studies related to their therapies	Board	2018-2019	Consider if a champion should be identified and charged with reaching out to industry to gauge interest. Potential candidates could be Matt Barber or Tony Visco; AUGS Board, etc.

Define and determine the future of the PFDR-R, along with its target site participation level.	A plan that supports members' interests around actively engaging in research (this could be network focused or registry focused). If registry focused, outlining a plan for migrating to a sustainable registry platform.	PFDR Registry Committee	February or June BOD 2018	Consider feedback from multiple perspectives concerning the future of the PFDR (industry sites, Pioneer Sites, general membership). Recognize that the Quintiles platform is not financially sustainable for AUGS.
<b>Strategy: Advocate for increased funding for pelvic floor disorders research.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Establish a Research Advocacy Campaign to increase funding related to female pelvic floor disorders.	Coalition approach led by AUGS to help increase research funding for junior faculty	Research Council	On hold	Campaign was developed and approved by the Board in July. Funding has not been allocated to implement the campaign.
<b>Strategy: Foster research careers through mentorship, education and access to funding.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Continue to seek and grow research funding through the PFD Research Foundation.	Continue to grow and diversify the dollars that are available for research grants. Ensure that industry down-sizing doesn't negatively impact this program and pursue alternative funding in case it does.	Board, Research Council with support from 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. Note: all members should be encouraged to bring these opportunities to the Board for consideration.
Creation of a Research Education Program for junior faculty	A formal curriculum for research in FPMRS	Cindy A / staff	2018	Submission of an NIH R25 Grant; AUGS must be awarded the grant for the project to move forward

<b>Strategy: Evaluate the potential of an AUGS contract research organization.</b>				
<b>Initiatives/Projects</b>	<b>Desired Outcome</b>	<b>Who</b>	<b>Timeframe</b>	<b>Key Considerations</b>
Creation of a Research Services Partnership (naming to be confirmed)	Continue to establish AUGS as a leader and innovator in the research registry arena. Continue to build resources and experience in providing contract research organization functions to industry and the FDA or NIH.	Research Council/ Board	2018	Several successful ventures – industry 522s, FDA SUI collaboration and ACQUIRE, JFRN sub-award from the NIDDK. Consider how to continue to be proactive about securing future opportunities that align with our research capabilities. Establish a menu of services that meet a specific need. Consider launching the service in a step-wise fashion that could grow over time.
Development of a Urogyn Research Match Program.	An interactive, searchable database of physicians and/or sites currently engaged in and/or capable of engaging in clinical research or market research. Ability to provide a new service to industry, government or members around engaging AUGS members in market research and/or product specific research.	Scientific Committee	2017-2018	Value in having an immediate list of physicians and/or sites who are currently engaged in and/or capable of engaging in clinical research study; this could become a member benefit, as well as a new revenue generating resource by providing industry with access to this list; Thinking through the operational component of this concept will be key to a successful launch. This could fold up into the Research Services Partnership.
Urogyn Investigator Match Program, Part II (Potential new name – Research Services Network)	A consultancy-like program that offers a network of key opinion leaders to share their perspective with industry.	Scientific Committee and PFD Research Foundation		Sell access to researchers to assist with study and protocol design (portion to AUGS and key opinion leader); consultancy group concept. A group of 20-30 physicians would be created for instant feedback, no need to do a call for participants, they are already signed up and ready to go. Note: physicians would receive compensation for their participation.
<b>Strategy: Grow Female Pelvic Medicine and Reconstructive Surgery to become one of the prominent journals in the field.</b>				



Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
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>				
Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
Explore the need to create a two-digit specialty code for FPRMS.		Board	On hold	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>				
Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
Create an Alternative Payment Model for SUI.		Payment Reform Committee	2018	Ensure appropriate committees are engaged in the development of the APM; potentially the coding and quality committees, as well as the AQUIRE registry. Currently on hold due to funding required to purchase datasets.
<b>Strategy: Increase the awareness of the FPMRS subspecialty and value of urogynecologists in the community and with other health care providers.</b>				
Initiatives/Projects	Desired Outcome	Who	Timeframe	Key Considerations
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	Manuscript was published in FPRMS. Next steps need to be considered for broader, marketing distribution to membership.
FPMRS Specialist Value of Care	Manuscript published in FPMRS that demonstrates the value of an FPMRS subspecialty	Board / QI-ORN	2018	QuIIPS and QuAIIS study combined with retrospective population health data could support this concept.

				Board to revisit this concept once initial data is available for sharing.
Urogyn workforce initiative	A published Urogynecology Workforce Report	Membership Committee	2018	Evaluate the current number of urogynecologists in the US; determine the number of urogyns getting ready to retire in the next 5-10 years and determine if we are graduating enough fellows to replace them; Evaluate the location of urogynecologists across the US and identify areas where urogyns are needed. Future tools could be developed from the findings of this report. Ensure a methodological approach is used to evaluate and measure this issue. Develop a plan for how to accomplish the initiative by researching how other medical societies have addressed this; Vet plan within other Councils and the Board.

**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 clinical care pathways and treatment algorithms for FPMRS.	Ensure a clinical care pathway exists for each treatment option within FPMRS where there is sufficient data to inform one. The clinical care pathway is a document to be used by health care providers and their patients.	Payment Reform Committee	2017-2018	Payment Reform Committee is working on an SUI alternative payment model. Hold off on expanding upon this goal, until this work is completed.
<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>
Evaluate the concept of a Urogyn Practice of Excellence Program.	Create a mechanism for acknowledging those practices that meet established criteria as a marketing tool within their community.	Quality Committee	2019	Once the Urogyn Quality Champion Program (individual) is launched and lessons have been learned from it, 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>
SUI Surgery Registry	Launch of an SUI Surgery module within AQUIRE	Board level task force	2017	Currently in development with launch anticipated in 2018. Funding from FDA and Ethicon received to assist with development and enrollment.