

Special Delivery



SOCIETY FOR MATERNAL-FETAL MEDICINE

Volume 5, Issue 3

June, 2013

MESSAGE FROM THE EXECUTIVE VICE PRESIDENT by [Daniel O'Keeffe, MD](#)

Dear SMFM Members,



Summer is fast upon us, and as we all plan our vacations, we want to keep you informed of what has, is and will be happening within the Society.

The SMFM team and volunteer members are continuing to work diligently on many initiatives. First and foremost, the new branding effort, spearheaded by the External Communication Committee, under the leadership Dr. Alison Stuebe, is making good progress. We are finished with the discovery phase and will soon be moving forward pending approval of the Board. We are on target to have this branding initiative complete by late fall/early winter.

The SMFM's campaign to collaborate with other societies, organizations, and institutions is also successfully moving for-

ward. On April 23rd SMFM held a Capitol Hill briefing entitled "Pregnancy as a Window for Future Health: Maximizing care for pregnant women". Dr. Brian Mercer, as President of SMFM, has made this the topic of the SMFM-NICHD-ACOG workshop for the February 2014 SMFM Annual meeting. The workshop will be led by Dr. George Saade.



The SMFM, along with the American Congress of Obstetricians and Gynecologists (ACOG), and Health Resources and Services Administration (HRSA) just convened a joint workshop at the ACOG Annual meeting on reducing maternal mortality and severe morbidity in the United States. There were over 100 stakeholder representatives attending. This group is coming out with information on DVT, Hypertension, Hemor-

rhage, Cardiac Disease, Sepsis, and Obesity, all with a focus on reducing maternal mortality and severe morbidity.

The SMFM and its members continue to lead in regional-state and national efforts to improve quality and safety. If Society members need any information on these initiatives, please contact Debbie Gardner at dgardner@smfm.org.

The SMFM graduated its 1st class of attendees of the SMFM Academy for Leadership and Development. All participants felt it was an outstanding and life-changing course. The course took place over six months, with three days of in-person training in both October and April and six months of electronic education. The course will be offered again on October 11-12-13, 2013/ April 11-12-13, 2014. Please visit our website at www.smfm.org for additional information, including the course brochure.

Best,

Dan

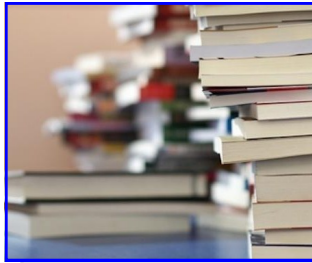
"THE SMFM AND ITS MEMBERS CONTINUE TO LEAD IN REGIONAL-STATE AND NATIONAL EFFORTS TO IMPROVE QUALITY AND SAFETY. IF SOCIETY MEMBERS NEED ANY INFORMATION ON THESE INITIATIVES, PLEASE CONTACT DEBBIE GARDNER AT DGARDNER@SMFM.ORG."

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PUBLICATIONS COMMITTEE UPDATE



GO TO THE
PUBLICATIONS
SECTION OF THE
SMFM WEBSITE TO
VIEW AND SEARCH
ALL SMFM
PUBLICATIONS.

The SMFM [Publications Committee](#) continues its excellent work with the following recent releases:

Isolated fetal choroid plexus cysts. Fuchs K and SMFM. *Contemp OB/GYN* 2013; 58(4): 42-5.

<http://contemporaryobgyn.modernmedicine.com/Isolated-fetal-choroid-plexus-cysts>

[Medically Indicated Late-Preterm and Early-Term Deliveries American College of Obstetricians and Gynecologists Committee Opinion #560](#). ACOG Committee on Obstetric Practice and SMFM. *Obstet Gynecol* 2013; 121: 908-10.

[Non-medically Indicated Early-Term Deliveries American College of Obstetricians and Gynecologists Committee Opinion #561](#). ACOG Committee on Obstetric Practice and SMFM. *Obstet Gynecol* 2013; 121: 911-5.

[Twin-twin transfusion syndrome. Simpson L and SMFM. *Am J Obstet Gynecol*. 2013 Jan; 208\(1\): 3-18.](#)

In constructing its manuscripts, the Committee has adopted the system developed by the GRADE working group (Grading of Recommendations Assessment, Development and Evaluation), which offers a structured framework for evaluating the quality of evidence and classifying the strength of recommendations.

NICHD UPDATE *by Alison Stuebe, MD*

Workgroup redefines “Term” pregnancy



An interdisciplinary team of experts and stakeholders gathered in Bethesda in December to reconsider the definition of “term” pregnancy. The workgroup’s recommendations were published online in JAMA on May 3, 2013 (<http://jama.jamanetwork.com/article.aspx?articleid=1685467>).

The meeting brought together representatives from the National Institute of Child Health and Human Development, the Society for Maternal-Fetal Medicine, the American Congress of Obstetricians and Gynecologists, the American Academy of Pediatrics, the March of Dimes, and the World Health Organization (WHO) to review recent data regarding outcomes among infants born after 37 weeks of gestation.

The workgroup recommended defining births between 37 weeks 0 days and 38 weeks 6 days of gestation as “early term,” and births between 39 weeks 0 and 40 weeks 6 days as “full term.” Births occurring between 41 weeks 0 days and 41 weeks 6 days were classified as “late term.”

“Precision in language used by clinicians and the public has the potential to influence timing of delivery and affect health outcomes for women and children,” the workgroup wrote, noting that such language may help to reduce non-medically indicated births prior to 39 weeks.



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NICHD UPDATE—*continued*

NICHD hosts 25th annual Young Investigator's Conference

The Eunice Kennedy Shriver National Institute of Child Health and Human Development is planning its 25th Annual NICHD Conference on Maternal-Fetal-Neonatal-Reproductive Medicine.

The conference brings together newly trained physician scientists in maternal-fetal medicine, neonatal-perinatal medicine, and reproductive endocrinology with an outstanding faculty of established investigators to exchange information on the most current scientific knowledge and research approaches related to clinical problems of mutual interest. Its goal is to enhance communication, promote interaction, and foster interest in a research career, as well as collaboration in research.

This year's conference will be held August 14-17, 2013 in Itasca, IL.

Nomination requests have been sent to Program Directors. For more information, contact Rosemary Higgins at higginsr@mail.nih.gov.



CODING COMMITTEE TIP

by [Pamela K. Kostantenaco, LPN, CPC, CMC](#)

Are you an SMFM member that has specific coding questions/concerns and don't know where to get the right answers from the experts? Need something to aid you in your appeals with payers?

The SMFM [Coding Committee](#) has [Coding Tips](#) to assist you with these needs. These tips are archived for the past few years and cover various topics common to MFM's.

Remember—the [Coding](#) section of the SMFM website is for members only so be sure to have your username and password ready!



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FELLOWS CORNER by [Erica Berggren, MD](#)



“GET TO KNOW YOUR FELLOW COHORT WELL, AT THE FIRST YEAR FELLOWS RETREAT, SMFM, NICHD CONFERENCES, OR AAP-MFM MEETINGS. IT NOT ONLY MAKES FOR A GREAT CAMARADERIE BUT CAN HELP WITH REAL-WORLD SITUATIONS AS TIME GOES ON.”

JERRY BALLAS, MD
UCSD FELLOW

The Society for Maternal-Fetal Medicine and the [Communications Committee](#) want to congratulate all 3rd year MFM Fellows on their way to graduation and future careers.

We did a bit of investigative reporting to learn more about our graduating colleagues and where their first post-fellowship jobs will take them. A majority of our over 80 graduating fellows responded to short email survey, and we wanted to share their answers.

Of the 55 graduating MFM fellows who responded, 31 of them – over half – describe their first job as an academic position. Another 15 are headed into private practice, and 9 describe a private & academic practice mix. Close to 65% of graduating fellows are moving away from the geographic area where they trained, and the rest are staying in the same city or the same medical system. The type of practice doesn't affect whether they're relocating or not (yes, a statistical class refresher, with a Chi-Square and p-value of 0.4)

Maybe especially interesting, 43 – or close to 80% - will spend at least some time on Labor & Delivery, including doing deliveries. Those moving into an academic position are significantly more likely to play a role on L&D, compared with those entering private practice (67% vs. 17%, $p < 0.001$, just one more statistics class flashback for everyone!). Regardless, L&D involvement seems common, and with SMFM's emphasis on 'putting the M back in MFM', it's something for the rest of

us to consider on our own job searches.

While there is a wide range of how we describe jobs, particularly as academics vs. private practice vs. a combination, and our graduating fellows answered however they deemed most appropriate, it's clear we have a diverse graduating group. For those of us just beginning to navigate this search, Jerry Ballas from UCSD offered his advice, saying:

“The help of my 3rd year fellow cohort around the country was invaluable. I emailed current 3rd years fellows to learn about the job situation was at their institution, surrounding hospitals and even private groups in the area. The response was phenomenal and it definitely opened up a lot of channels of communication to chairs, division directors and even private groups.”

We wish you all luck on your upcoming board exam and future careers, and if we follow Jerry's advice, we'll be in touch soon!

SAVE THE DATE

4th Annual MFM 1st Year

Fellows Retreat

October 26–28 2013

Dolce Palisades Conference Center

Palisades, NY

UPDATE FOR THE ASSOCIATION OF MATERNAL-FETAL MEDICINE MANAGEMENT—by [Brian Iriye, MD](#)

Keeping up with the changing business of medicine is imperative for all doctors and practice managers. Did you know that a superior performing subspecialty practice spends on the average \$40,000 more per year on infrastructure than the average performer? Or that the superior performing practice on the average has almost a 1:1 ratio of nurse practitioners to physicians? The 5th Annual AMFMM Business Meeting this year will be held October 3-4 in San Antonio, TX and will give you insight to turn your practice into a superior performer. Many topics are being covered including:

- University practice Issues
- Hospital employee practice challenges
- Healthcare law changes
- Streamlining the revenue cycle
- Customer service initiatives
- Preparing your practice for the upcoming maternal levels of care
- Use of physician extenders
- Contract negotiation
- ...and results of our free upcoming National Benchmarking Survey (sign up at AMFMM.com if you have not done so already).

Our keynote address on “Operational Excellence” will be given by a special speaker, Bob Vosburgh. Mr. Vosburgh is the president of 9G industries and author of the book, *LIFT*. His focus is on 3 major areas of practice: self, team, and atmosphere. In the weeks prior to the workshop, participants of the conference will complete online practice surveys and have their practice environments evaluated in one-on-one sessions with Bob Vosburgh at the meeting. Attendees will return home with guidelines and prescriptions for their specific situations to improve practice efficiency and performance. Don't miss this chance to receive customized practice guidance without additional seminar cost from a nationally recognized operations expert. Register at www.AMFMM.com.

SAVE THE DATE!

AMFMM's 5th Annual Business Meeting **October 3 & 4, 2013**

Watch website for further details.

www.amfmm.com

Grand Hyatt San Antonio

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LEADERSHIP ACADEMY BLENDS ZEN WISDOM WITH BUSINESS THEORY

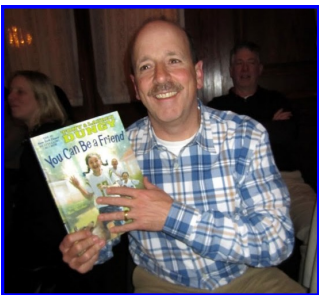
By [Alison Stuebe, MD](#)



Drs. Foley, Karre and O'Keeffe lead the SMFM Academy for Leadership and Development



Dr. Alison Stuebe at the SMFM Academy for Leadership and Development



Dr. Henry Galan at the SMFM Academy for Leadership and Development

I distinctly remember getting the email last April announcing the SMFM Leadership Academy. A colorful brochure featuring a smiling woman in blue scrubs promised executive coaching and leadership skill-building over two weekends in Denver, Colorado. I thought it looked great, but there was no way I could fit it into my schedule. I deleted it.

Luckily, my division director was wiser than I, and she encouraged me to enroll. I set out for Colorado in October wondering if I would be spending my weekend participating in goofy rope-courses and trust-fall exercises. I was pretty confident that I did not have time for this.

In fact, I didn't have time NOT to do this. The Academy for Leadership and Development brought together physicians from across the country, spanning careers from fellows to department chairs and from private practice physicians to NIH-funded researchers.

Idahlynn Karre, Ph.D., a renowned leadership educator and professional development coach, led the program with SMFM Executive Vice President Dan O'Keeffe and former SMFM president Mike Foley. The team blended Zen wisdom with YouTube videos and state-of-the-art business theory, keeping us engaged and entertained through two weekends of discussions, role-playing exercises, and validated psychometric assessments of our individual strengths.

One of the key take-home lessons of the program was that successful leaders focus on their strengths, choosing roles and assignments that will allow them to maximize their ability to contribute to their profession. Within hours of returning from the first weekend, this lesson led me to politely but emphatically decline a project that would have required 100% of my weakest capabilities. That decision alone was worth the trip out to Denver.

We also learned about positive reinforcement, the value of a hand-written thank-you note, and "How to Change Anything using the Six Sources of Influence." When we arrived back in Denver for the second session, we unanimously endorsed plans for a reunion this coming fall. There's no way that I won't fit it into my schedule.

There are 30 spots available for the 2013–2014 Leadership Academy.

Registration information is available at:

<https://www.smfm.org/Courses%20Page.cfm?ht=me>.



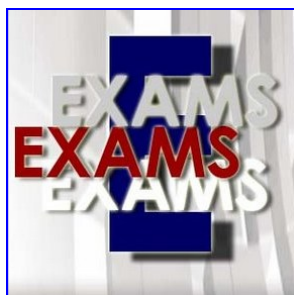
Society for Maternal-
Fetal Medicine

SOCIETY FOR MATERNAL-FETAL MEDICINE

IMPORTANT DATES TO REMEMBER

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www.SMFM.org

Jun 15, 2013

2nd Deadline for MFM Oral Examination 2014 (+ late fee \$310)

June 19-22, 2013

[XI World Congress of Perinatal Medicine, Moscow, Russia](#)

Jun 21, 2013

MFM Written Exam

Jun 22-26, 2013

[53rd Annual Meeting of the Teratology Society, Tucson, AZ](#)

Jun 30, 2013

3rd Deadline for MFM Oral Examination 2014 (+late fee \$780)

July 17-19, 2013

Interim Meeting of SMFM Board, Jackson Hole, WY

July 18, 2013

[Advances in Neonatal Care, Palo Alto, CA](#)

Aug 5, 2013

MOC Questions released

Oct 11-13 2013

[SMFM Academy for Leadership and Development, Denver, CO](#)

February 3-8, 2014

[SMFM 34th Annual Meeting—The Pregnancy Meeting, New Orleans, LA](#)

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LOOK FOR THE NEXT ISSUE OF SPECIAL DELIVERY IN AUGUST 2013!