

2015

A Year of Growth



SGO ANNUAL REPORT



Society of Gynecologic Oncology

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2k15: A YEAR OF GROWTH



For the Society of Gynecologic Oncology, 2015 was a year of growth, change and progress.

Membership reached a milestone of **2,000 members**. The SGO Clinical Outcomes Registry continued to expand, reaching **2,000 cases** by the middle of the year. And the Annual Meeting on Women's Cancer broke all attendance records with more than **2,000 participants**. In recognition of these accomplishments, 2015 was the year of 2,000--which we explore in this report of **2k15**.

Annual events and ongoing initiatives also reached new benchmarks during 2015. The Annual Meeting and Allied Workshop—both of which were held in downtown Chicago, home of the SGO—not only enjoyed **record attendance** but **new sponsorship opportunities**. Communications kept the Annual Meeting momentum going with an increased focus on **social media**, and **expanded patient education offerings** with new video productions. And the long-awaited **Practice Survey** revisited the state of the subspecialty of gynecologic oncology for the first time in five years.

Continuing Medical Education benefited from the confirmation of **Joint Accreditation** at the end of the year. SGO ConnectEd online education added a **new video series**, *Real Conversations in Gynecologic Oncology*, along with popular webinars on coding and robotics.

Behind the scenes, 2015 marked an important transitional year as **details of the merger were finalized** between the Foundation for Women's Cancer and SGO's Foundation for Gynecologic Oncology, which took effect Jan. 1, 2016. In her last full year with SGO since becoming Executive Director in 2004, Mary C. Eiken, MS, RN, worked alongside SGO Board and Foundation Council members to ensure a smooth transition of leadership for incoming Chief Executive Officer Pierre Désy, MPH, CAE.

I want to thank the SGO Board, Foundation Council, staff and all of our committee volunteers who helped us achieve these milestones in 2015. As of the 2016 Annual Meeting in San Diego we had **276 member volunteers** working on various committees within SGO, you have truly taken ownership of your Society, and our patients directly benefit from your efforts.

A handwritten signature in black ink, appearing to read "Robt Coleman". The signature is fluid and cursive, with a long horizontal line extending to the right.

Robert L. Coleman, MD
SGO President 2015-2016



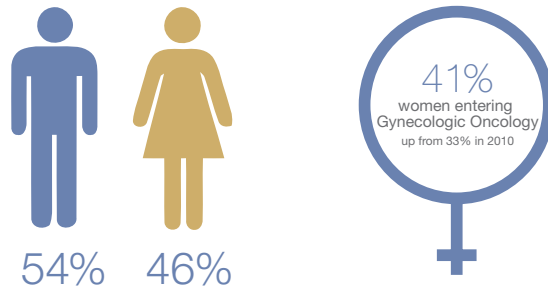
MEMBERSHIP

Key Demographics

(From *Gynecologic Oncology 2015: State of the Subspecialty Survey* report)

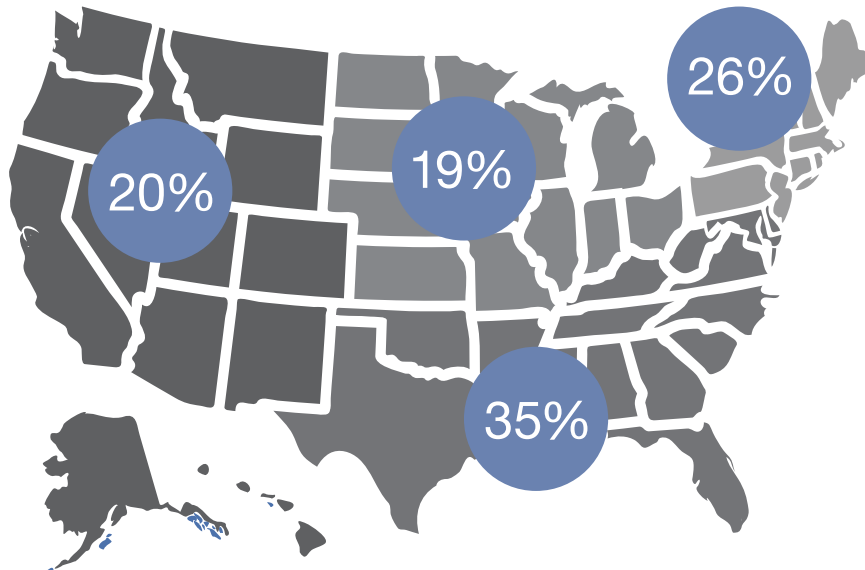
Gender

The growth in the number of women entering the field of gynecologic oncology continues. The current SGO membership is 54% men and 46% women. Comparable results were obtained from this survey of members who were at least one year into their careers after graduating from their fellowships. Of respondents, 41% are women, compared to 33% in 2010 and 20% in 2005.



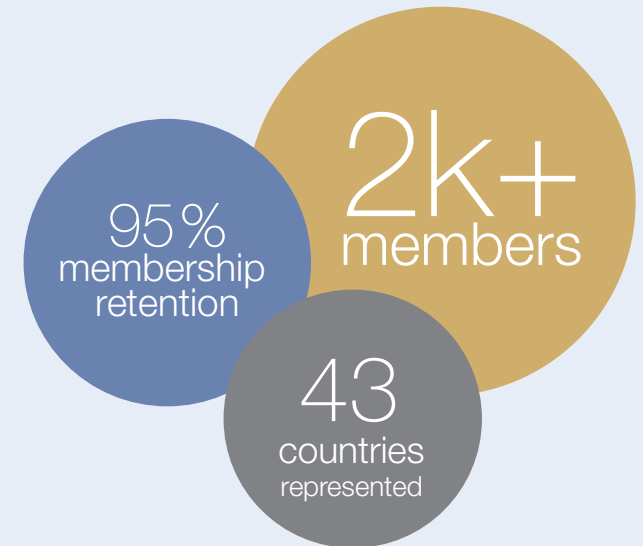
Geographic Region

The geographic distribution of gynecologic oncologists based on U.S. Census Bureau Regions.



2k15 HIGHLIGHT 2k Members

THE SOCIETY REACHED THE 2,000 MEMBER BENCHMARK RIGHT BEFORE THE 2015 ANNUAL MEETING IN CHICAGO.



Recruitment & Retention

SGO's recruitment efforts resulted in approximately a 15% increase in membership in 2015. SGO had 2,047 members from all career stages including resident/students, candidates to senior members. Chad Hamilton, MD, served as SGO Membership chair in 2015.

The variety of live and online education events, products, services and publications help to sustain SGO's 95% membership rate. More importantly, like all other revenues, membership dues and publication revenues function as an investment in the real, future and ongoing value of SGO member resources.



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

2k15 HIGHLIGHT Joint Accreditation

As of December 2015, SGO is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

AS A JOINTLY ACCREDITED PROVIDER, SGO IS DEDICATED TO PROVIDING A COMPREHENSIVE LEARNING EXPERIENCE AND UP-TO-DATE, EVIDENCE-BASED TREATMENT STRATEGIES FOR GYNECOLOGIC CANCER THROUGH LIVE MEETINGS AND E-LEARNING PRODUCTS. AT THE TIME OF ACCREDITATION, SGO WAS ONE OF ONLY TWO OTHER ASSOCIATIONS IN THE UNITED STATES THAT HAVE ACCOMPLISHED THIS FEAT.



SGO Meetings saw steady growth during 2015, with record attendance for both the Annual Meeting and the Allied Workshop. The year also marked the 20th anniversary of the SGO Winter Meeting with 176 attendees.

2015 Winter Meeting

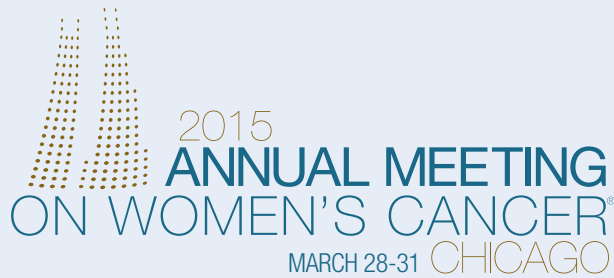
The 20th anniversary Winter Meeting was held Feb. 19-21, 2015, at the Snowbird Ski and Summer Resort near Salt Lake City, UT—the same location as the first Winter Meeting. What began as a small educational gathering with members who love to ski, has transformed into an important opportunity for early career members to share their research as they navigate their careers in gynecologic oncology.

The event included a salute to co-founder Buck Peters, MD, who was stepping down from his role as co-program chair with Jeb Brown, MD. The 2015 Winter Meeting also marked the first time that fellows were invited to do “rapid-fire” presentations, in which five fellows were selected to give two- to three-minute abstract presentations to provide more opportunities for oral presentations.



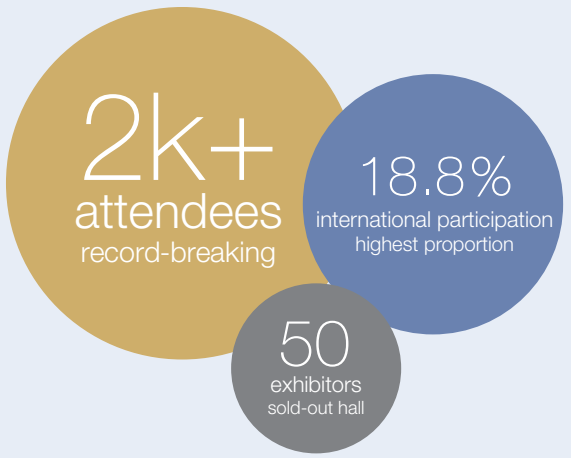
2015 Allied Health Professionals Workshop: Solutions to Practice Challenges

The 2015 Allied Health Workshop was held Dec. 5-6, 2015, in Chicago, with course directors, Katie Elliott, MS, RN, WHNP-BC; Kayla Bowser, PA-C; and Jeff Lin, MD. For the first time, the Allied Workshop included an interactive Tumor Board session as well as inpatient/outpatient breakout sessions. The 2015 Allied Workshop also had record-breaking attendance with 93 people. Geared towards physician assistants, nurse practitioners, and registered nurses who treat patients with gynecologic cancers, this was the first time the SGO Allied Workshop had sponsors and an Industry Supported Symposia.



2k15 HIGHLIGHT 2k+ Attendees

The 46th Annual Meeting on Women's Cancer was held March 28-31, 2015, and was the first Annual Meeting held in the same city as SGO's Chicago headquarters. Headed by SGO President Richard Barakat, MD, with Scientific Program Chair Nadeem Abu-Rustum, MD, the meeting achieved several milestones.



Social Media

2015 Annual Meeting Twitter engagement

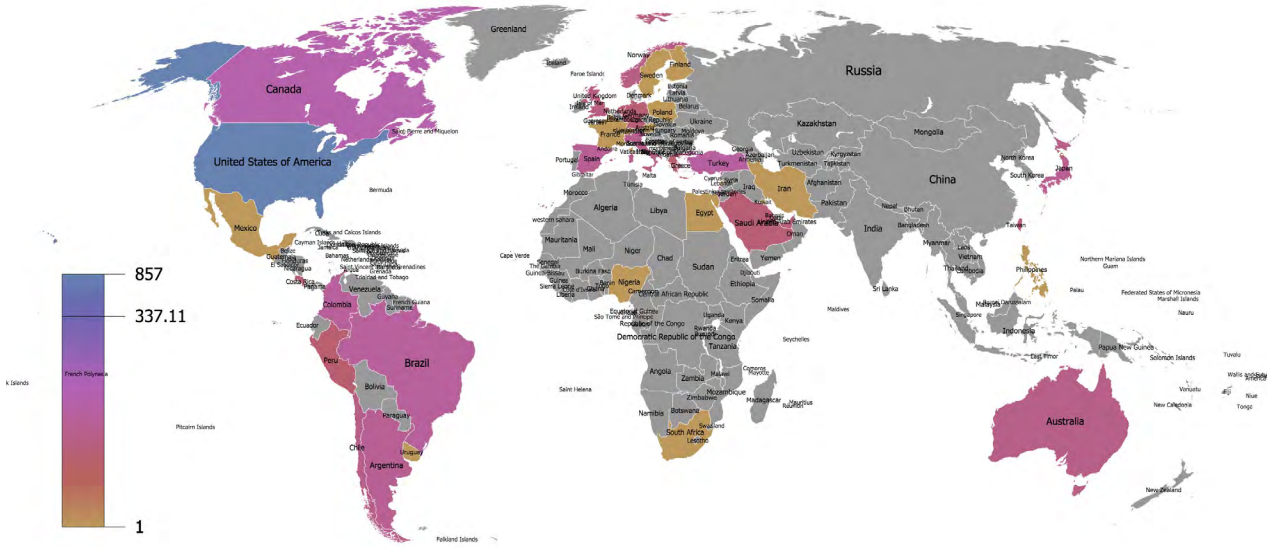
- #SGO2015
- 4.2m impressions up from 1.6m in 2014
- 3.6k tweets up from 2.1k in 2014
- +189 participants from 2014

Annual Meeting Education

The 2015 Annual Meeting included several significant educational firsts:

- Meet the Professor sessions during Exhibit Hall hours
- Chinese and Latin American sessions
- Entire session dedicated to health care provider wellness

International Participation





2k15 HIGHLIGHT New Video Products

SGO CONNECT™ED LAUNCHED A NEW, ACCREDITED ONLINE PANEL DISCUSSION VIDEO SERIES, *REAL CONVERSATIONS: RESEARCH TO BEST PRACTICE IN GYNECOLOGIC ONCOLOGY*. THE FIRST PROGRAM WAS RELEASED ON SEPT. 1 AS PART OF THE FIRST ANNIVERSARY OF THE RELAUNCH OF SGO CONNECT™ED.

Angeles Alvarez-Secord, MD, Vice-Chair of the SGO Education Committee and Linda Duska, MD, Chair of the education development workgroup, led the development of *Real Conversations*.

In July and September, SGO Education released an ICD-10-based coding webinar series. The SGO Robotics Academy series brought in the highest number of registrants, with a total of 473. All webinars are available to SGO members and non-members through the SGO Connect™Ed online education portal.

COMMUNICATIONS SAW GROWTH IN PUBLIC SOCIAL MEDIA ENGAGEMENT AND BRANCHED OUT INTO PRODUCING PATIENT EDUCATION VIDEOS.

 2,044 followers (from 1,430)

 2,927 followers (from 1,919)

SGO utilized its social media channels to connect to the public and patient audience, and to promote live meetings, clinical practice statements, and video interviews with members.



Ask About the HPV Vaccine

(September 2015)

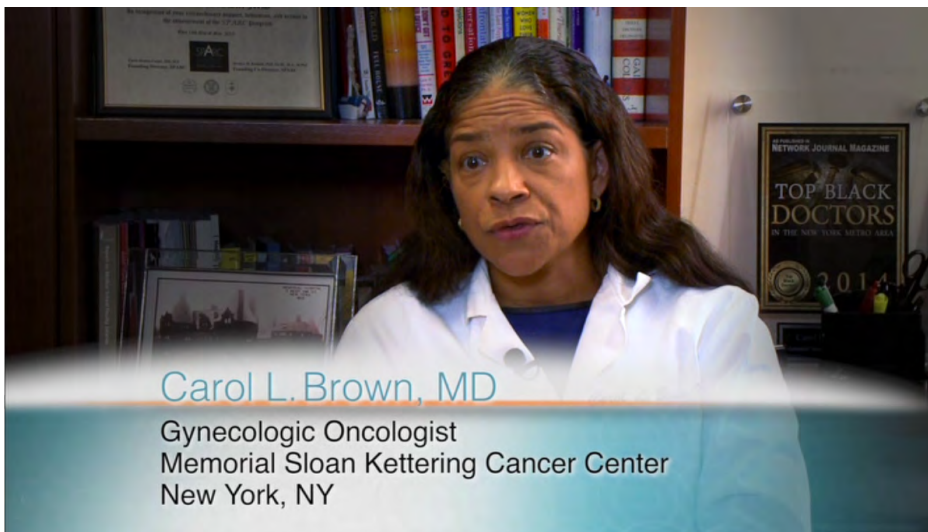
SGO produced a two-minute public service announcement (PSA) about the important role that the human papillomavirus (HPV) vaccine plays in preventing cancer. The video was shown in the First Class and Business Class sections of American Airlines flights during the months of October and November 2015.



Obesity & Endometrial Cancer: A Patient's Guide

(September 2015)

This animated explainer video briefly describes the connection between endometrial cancer recurrence and obesity. Geared towards a patient audience, the video explains the importance of maintaining a healthy lifestyle in a straightforward and visually appealing way, and suggests effective methods to lose weight.



Carol L. Brown, MD

Gynecologic Oncologist
Memorial Sloan Kettering Cancer Center
New York, NY



Understanding Ovarian Cancer Video and Booklet

(March 2015)

Introduced at the 2015 Annual Meeting, SGO's Understanding Ovarian Cancer video (15 min) features the stories of two patients, with expert commentary from SGO member gynecologic oncologists. Olympic gold medal-winning gymnast Shannon Miller shares her own experience with ovarian cancer.

HEALTH POLICY & SOCIOECONOMIC ISSUES

SGO's Coding, Government Relations and Quality Outcomes Committees were restructured to report to new oversight Committee – the Health Policy and Socioeconomic (HPSE) Committee, chaired by the SGO President Elect. Laurel Rice, MD, served as the Chair. The Executive Committee and Chairs of the four reporting taskforces make up the overarching HPSE Committee, which made many accomplishments on the health policy front.



Policy, Quality and Outcomes Taskforce

Chaired by Matthew Powell, MD, and Sean Dowdy, MD.

- Fifteen quality measures were submitted to the Physician Quality Reporting System (PQRS). Nine were under consideration for inclusion in 2017 reporting programs.
- Three measures were submitted to the National Quality Forum (NQF) for consideration for inclusion in the 2017 reporting programs.
- The taskforce continued to review proposals from the Centers for Medicare and Medicaid Systems regarding the implementation of the Medicare Access and Chip Reauthorization Act (MACRA) of 2015 and provide comment on programs that arise, specifically the Merit Incentive Payment System (MIPS) which will replace PQRS, VBPM and Meaningful Use.



The Future of Physician Payment Reform Taskforce

Chaired by Emily Ko, MD, Ronald Alvarez, MD, and Jason Wright, MD

- The group began building a framework for endometrial cancer patients and analyzing Market Scan and Medicare data to develop a bundled payment model.
- It reviewed proposals from CMS and provided comment regarding alternative payment models.



Coding and Reimbursement Taskforce

Chaired by Barbara Goff, MD, and Mark Shahin, MD

- Taskforce members attempted to recover RVU reductions to laparoscopic hysterectomy codes by gathering data and meeting with ACOG and CMS.
- The group worked on navigating two new CPT codes through the RUC process to address reimbursement for the following:
 - Laparoscopy, surgical; with bilateral total pelvic lymphadenectomy and para-aortic lymph node sampling (biopsy), single or multiple, peritoneal washings, peritoneal biopsies, diaphragmatic assessments, with omentectomy
 - Laparoscopy, surgical, total hysterectomy; with or without salpingo-oophorectomy, unilateral or bilateral, with resection of malignancy (tumor debulking), with omentectomy



Legislative and Regulatory Affairs Taskforce

Chaired by Patrick Timmins, MD, Heidi Gray, MD, Matthew Carlson, MD, and Saketh Guntupalli, MD

- The taskforce released a position statement [Addressing the High Cost of Drugs for Oncology Patients: A National Priority](#).
- The most exciting accomplishment of the year took place when more than 100 SGO Members were recruited for the SGO Congressional Ambassadors Program to conduct grassroots outreach. In June 2015 Sen. John McCain (R-AZ) introduced an amendment that would have removed most of the Department of Defense's (DoD) authority to conduct medical research as part of the fiscal year 2016 National Defense Authorization Act. This would have eliminated crucial funding by the DoD.

2K15 HIGHLIGHT DoD Ovarian Cancer Research Funding Saved

THE TASK FORCE ON LEGISLATIVE AND REGULATORY AFFAIRS ASKED SGO MEMBERS TO CONTACT LEGISLATORS AND REQUEST THAT THEY OPPOSE THE AMENDMENT. THE AMENDMENT WAS WITHDRAWN DAYS LATER, PRESERVING \$20 MILLION FUNDING FOR THE OVARIAN CANCER RESEARCH PROGRAM FOR ANOTHER YEAR.





2K15 HIGHLIGHT Practice Survey

SGO RELEASED THE *GYNECOLOGIC ONCOLOGY 2015: STATE OF THE SUBSPECIALTY* REPORT. THE SGO CLINICAL PRACTICE COMMITTEE, CO-CHAIRLED BY SGO PAST PRESIDENT, JAMES ORR, MD AND HOWARD MUNTZ, MD OVERSAW THE DEVELOPMENT OF THE SURVEY. THE PRACTICE SURVEY PROVIDES DETAILED INFORMATION ON THE PRACTICE CHARACTERISTICS, ACTIVITIES, PROFESSIONAL LIABILITY, REVENUES, AND EXPENSES AND INCOME AS IT RELATES SPECIFICALLY TO THE SUBSPECIALTY.

2015 Clinical Practice Documents

The Clinical Practice Committee, led by Chair Lee May Chen, MD, and Vice Chair William Burke, MD, developed several documents in the areas of genetics, cervical cancer, endometrial cancer, and other comprehensive care issues.

Genetics

[Society of Gynecologic Oncology statement on risk assessment for inherited gynecologic cancer predispositions](#) (January)

Cervical Cancer

[Use of primary high-risk human papillomavirus testing for cervical cancer screening: Interim clinical guidance](#) (January)

[Primary cervical cancer screening with human papillomavirus: End of study results from the ATHENA study using HPV as the first-line screening test](#) (February)

Endometrial Cancer

[SGO Clinical Practice Statement: The Role of Sentinel Lymph Node Mapping in Endometrial Cancer](#) (November)

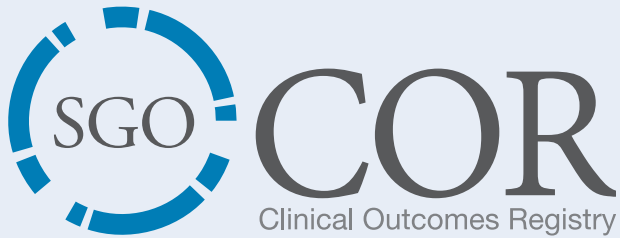
[Endometrial Intraepithelial Neoplasia](#) (Committee Opinion of the American College of Obstetricians and Gynecologists Committee on Gynecologic Practice and SGO, May)

[Practice Bulletin: Endometrial Cancer](#) (ACOG/SGO, April)

Additional Resources

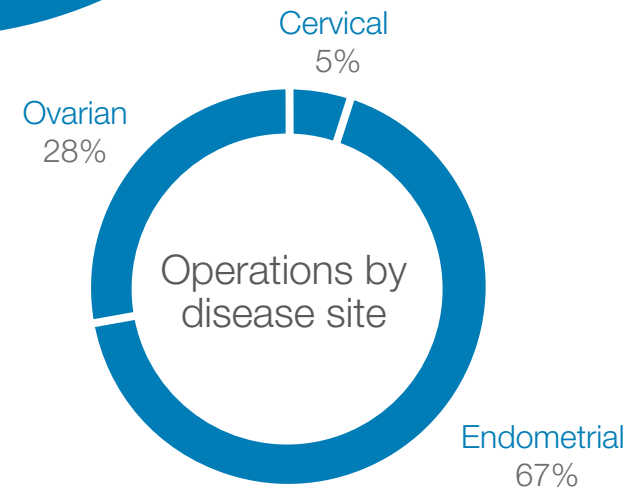
[Improving quality and decreasing cost in gynecologic oncology care: Society of Gynecologic Oncology recommendations for clinical practice](#)

[Comprehensive care in gynecologic oncology: The importance of palliative care](#)



2K15 HIGHLIGHT 2k+ Patient Records

THE SGO'S CLINICAL OUTCOMES REGISTRY (SGO COR) IS A CONSORTIUM DEDICATED TO COLLECTING AND ANALYZING DATA ON THE DIAGNOSIS AND TREATMENT OF GYNECOLOGIC CANCERS TO IMPROVE QUALITY OF CARE AND PATIENT OUTCOMES. SUMMER DEWDNEY, MD, SERVES AS THE CHAIR OF THE REGISTRY TASK FORCE. IN JANUARY 2014, THE SGO COR BEGAN COLLECTING DATA IN THE ENDOMETRIAL AND OVARIAN COMPONENTS OF THE COR FOLLOWED BY THE CERVICAL COMPONENT IN JANUARY 2015. BY THE END OF 2015, COR SURPASSED 2,900 PATIENT RECORDS.



FINANCIALS

Statement of Financial Position

Assets

Cash and cash equivalents	\$291,146
Investments	227,659
Accounts receivable	280,733
Contributions and grants receivable	266,000
Prepaid expense	41,323
Property and equipment, net of accumulated depreciation and amortization of \$4,000	2,000
Due from related party	62,214
Total assets	\$1,171,075

Liabilities and Net Assets

Liabilities:

Accrued Expenses	\$48,193
Loan payable to related party	121,075
Deferred dues	607,355
Deferred revenue	7,623
Total liabilities	\$784,246

Net Assets:

Unrestricted net assets	373,786
Temporarily restricted net assets	13,043
Total net assets	386,829
Total liabilities and net assets	\$1,171,075

NOTE: During FY 2015, Meetings income and expenses were considered part of the Foundation for Gynecologic Oncology, a 501(c)3 non-profit, which formally merged with the Foundation for Women's Cancer on Jan. 1, 2016.

The financial information stated on this page has been derived from the financial statements that were audited by Ostrow Reisin Berk & Abrams for the year ended December 31, 2015. In their audit report, dated October 24, 2016, they expressed an unmodified opinion on the financial statements taken as a whole.

Statement of Activities and Changes in Net Assets

	Unrestricted	Temporarily restricted	Total
Revenues and other support			
Membership	\$805,832		\$805,832
Publication	696,586		696,586
Registry	431,000		431,000
Management fees	220,316		220,316
Industry council	250,000		250,000
Program director's fee	56,820		56,820
Miscellaneous support	3,500	20,000	23,500
Investment loss	(2,230)		(2,230)
Net assets released from restrictions	6,957	(6,957)	
Total revenues and other support	2,468,781	13,043	2,481,824
Expenses			
Program services:			
Membership	867,757		867,757
Publication	68,552		68,552
Registry	383,095		383,095
Management fees	299,112		299,112
Other program services	155,718		155,718
Total program services	1,774,234		1,774,234
Supporting services:			
Management and general	489,597		489,597
Fundraising	27,150		27,150
Total supporting services	516,747		516,747
Total expenses	2,290,981		2,290,981
Change in net assets	177,800	13,043	190,843
Net assets:			
Beginning of year	195,986		195,986
End of year	\$373,786	\$13,043	\$386,829

2015-2016 SGO BOARD OF DIRECTORS



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**Not pictured*



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