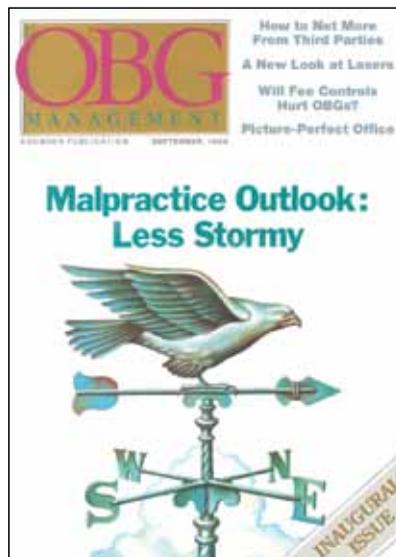




25 years in service to you, our readers

It is all about your professional development and your patients' health and well being

The fields of medicine and science never stop advancing. Following 4 years of college, 4 or more years of medical school, and 4 years of residency, women's health physicians begin a 40-year career of independent professional practice caring for the health of thousands of women. Our readers who are nurses, nurse midwives, and physician assistants have worked equally hard to acquire their knowledge base and develop their clinical skills. At OBG MANAGEMENT, our mission is to support a lifetime of professional learning and development in service of you, our readers, and your patients.



First issue



Latest issue

Instant Poll



Our practice of ObGyn has changed a lot in the past 25 years. What do you feel is the most important clinical, technological, or educational advancement to occur that has affected your practice?

Tell us—at robert.barbieri@qhc.com. Please include your name and city and state.



Advancing clinician development and patient care

Through our editorial features we strive to continuously advance the knowledge and skills of our community of clinicians. In addition, when possible, we also strive to improve the effectiveness of your practice management through features such as updates on office management and coding. By enhancing professional development and practice management, we hope to advance your skills and, thereby, improve patient care.

The maintenance and advancement of technical skills are time-consuming processes. Few formal

opportunities are available for clinicians to gain continuous advancement in technical skill. Hopefully, over the next decade, the opening of more simulation centers will permit experienced physicians to practice new techniques in a computer simulation environment. Until such new simulation centers become available, OBG MANAGEMENT will continue to strive to develop editorial content, supported by video content, to help clinicians observe and evaluate new techniques that they may want to incorporate into their practice. See "Simulation, OBG MANAGEMENT style," on page 13.

CONTINUED ON PAGE 12

Focus #1: The gap between current and optimal practice

At OBG MANAGEMENT the process of preparing an article begins with the identification of a gap in clinical practice of immediate relevance to you. A practice gap exists when our current practice is not consistent with ideal practice. The new Stop/Start article series, debuting in this issue, was developed with just that in mind. See page 33 for advisement from Dr. Lisa Larkin and Dr. Andrew Kaunitz to “Stop performing DXA scans in healthy, perimenopausal women; Start counseling all women on lifestyle interventions to avoid fractures.”

Focus #2: Continuous advancement of knowledge and skills

The need for physicians to continuously advance their knowledge and skills is highlighted by the close of the era of lifetime board certification and the initiation of a new process of *annual maintenance of certification*. The maintenance of certification process requires all of us to annually complete certain educational tasks in order to demonstrate that we are committed to continuously advancing practice knowledge and skills.

Twin pillars: Guidance from trusted colleagues and clinician-centered content

In studies of how experienced clinicians learn, seeking advice from trusted colleagues and reading journals and magazines are identified as the two most important processes for advancing our approach to diagnosis and management of disease. Many research journals provide data-based articles that are of high quality, but seldom do these research articles directly influence practice. At OBG MANAGEMENT we strive to ensure that each article is written with the intent of advancing

Here are the hearts and minds behind OBG MANAGEMENT

OBG MANAGEMENT thanks our distinguished Editorial Board members for their ongoing leadership and dedication to advancing women's health care.



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current practice and improving patient care.

Our distinguished Editorial Board: The heart and mind of OBG MANAGEMENT

The editorial team at OBG MANAGEMENT is proud to work with the distinguished medical leaders on our Editorial Board. The advice and guidance we receive from our Board

are critical to the advancement of quality in our publication. The members of our Editorial Board (see page 12) are internationally recognized as trusted experts who have made many contributions to advancing women's health.

Here's to years to come!

Over the past 25 years, OBG MANAGEMENT has developed a strong

reputation for practical, well-written articles that influence clinical practice. We thank you, our readers, for your support, and look forward to working with you for many years to come. 🍷



ROBERT.BARBIERI@QHC.COM

Simulation, OBG MANAGEMENT Style—Expert advice and technique + video

Access the articles and video online through a search, our Past Issues page, or through our Video Library at obgmanagement.com



Evolving applications of first-trimester ultrasound

Ilan E. Timor-Tritsch, MD;
Simi K. Gupta, MD

December 2012

- Fetal anatomy ultrasound at 11 weeks
- Videos produced by Ilan E. Timor-Tritsch, MD, and Simi K. Gupta, MD*



The ins and outs of straight-stick laparoscopic myomectomy

James Robinson, MD, MS;
Gaby Moawad, MD

September 2012

- Laparoscopic tourniquet
- Fibroid enucleation
- Baseball stitch

Videos produced by Gaby Moawad, MD, and James Robinson, MD, MS



When and how to place an autologous rectus fascia pubovaginal sling

Mickey Karram, MD;
Dani Zoorob, MD

November 2012

- Rectus fascia pubovaginal sling after unsuccessful TVT
- Urethral reconstruction

Videos selected by Mickey Karram, MD, and presented courtesy of the International Academy of Pelvic Surgery (IAPS)



Which sling for which SUI patient?

Mark D. Walters, MD;
Anne M. Weber, MD

May 2012

- Placement of TVT-O transobturator tape
- Monarc transobturator procedure
- TVT exact retropubic sling operation

Videos selected by Mark D. Walters, MD, and presented courtesy of the International Academy of Pelvic Surgery (IAPS)



By scanning the QR code with a QR reader, the video will download to your Smartphone. Free QR readers are available at the iPhone App Store, Android Market, and BlackBerry App World.