



Associate Executive Director and Chief of Medical Practice and Certification Innovation
American Board of Obstetrics and Gynecology
Dallas, Texas

The American Board of Obstetrics and Gynecology (ABOG) seeks an innovative and visionary physician leader to become its Associate Executive Director (AED) and Chief of Medical Practice and Certification Innovation (COPII). Since its founding in 1927, ABOG has delivered on its mission to define standards in the field, certify obstetricians and gynecologists (OB GYNs), and facilitate continuous learning to advance knowledge, practice, and professionalism in women's health. Certification by ABOG provides assurance to the public that a physician has the competencies essential to delivering high-quality care to women and a commitment to lifelong learning and improvement.

The COPI will join an essential institution with a strong operation in solid financial standing prepared to continue advancing its mission in an increasingly complex world. Since the first certificates were awarded in 1931, ABOG has awarded more than 65,000 certificates in Obstetrics and Gynecology and more than 7,200 certificates in the subspecialties. The number of board-certified OB GYNs is on the rise, with nearly 1,500 specialists and 500 subspecialists having been newly certified in the past year. As of 2023, ABOG has over 37,000 active diplomates certified in OB GYN and over 6,800 in a subspecialty (physicians in continuous certification). In 2024, ABOG's new home, a state-of-the-art building located in Uptown Dallas, opened, allowing for more useable office and meeting spaces, as well as on-site testing.

The COPI will build on these foundations as the organization looks to the era ahead. Following the appointment of ABOG's new Executive Director (ED), Dr. Amy Young, on September 13, 2023, ABOG seeks to capitalize on its forward momentum and exciting vision with the appointment of a chief champion for modernized and transformative certification practices for OB GYNs. With significant influence on the future of standards of certification in OB GYN, ABOG can further shape the field and its evolution in the coming years. ABOG's critical work of certifying OB GYNs for practice has never been more important, and the COPI will seize the moment on behalf of diplomates and patients. In addition, ABOG is regarded as a leading board within the American Board of Medical Specialties (ABMS) and serves as an influential player in the domain of certification beyond OB GYN and the future holds opportunity to expand this dimension of ABOG's impact.

The COPI will work in a dyad partnership with the Chief of Assessments (COA) to develop and deliver innovative, rigorous, and equitable certification programs, guiding the institution through the challenges and opportunities ahead in initial and continuing certification. They will be equal parts proactively planful and responsive to changing conditions. Reporting to and working alongside the ABOG Executive Director,

the Board of Directors, and with the support of the staff, the COPI will: define and oversee medical standard content appropriate for specialists and subspecialists for initial and continuing certification; explore, innovate, and implement systems to reward and incentivize diplomates for optimal clinical outcomes as they move toward mastery, establishing best practices for continuing certification; innovate, devise, test, and implement new tools and technologies for certification, including gamification when possible, and partnering with the COA to ensure psychometric rigor; oversee certification exam delivery and continuing certification processes with a focus on justice and equity; modernize and innovate certification processes, building connections between ABOG, candidates, and diplomates; build connections within and among volunteers participating in exam development and delivery; partner with the COA and Chief of Medical Affairs (COMA) to develop tools to monitor volunteer participation; ensure compliance with ABMS standards for initial and continuing certification; represent ABOG to internal and external committees, including the Credentials subcommittee; work closely with the ED and Chief Financial Officer (CFO) to ensure financial stewardship through annual budgeting for certifying exams and continuing certification expense/revenue, forecasting project and exam-related return on investment for new and ongoing certification assessments; and serve as an administrative partner to the Certifying Exam Committee and the Continuing Certification (MOC) Committee of the board.

The ideal candidate will be a board-certified OB GYN who will bring demonstrated innovation and leadership in medical education and a highly developed competency in the adoption of new technology. Evidence of exceptional leadership in obstetrics and gynecology, an ability to present and inspire around a shared vision, and talent for building and managing teams are required. They will be an effective, clear, and authentic communicator, a sincere listener, and bring evidence of career-long and steadfast commitment to education and standards of excellence in women's health.

ABOG has retained Isaacson, Miller to assist in this important recruitment. Please direct all inquiries and applications as indicated at the end of this document.

About ABOG

Founded in 1927 and incorporated in 1930, ABOG is a 501(c)(3) non-profit organization that sets standards and certifies obstetricians and gynecologists and offers continuing certification to OB GYNs in the United States and Canada. ABOG also sets standards and administers certification in five subspecialties: Complex Family Planning; Urogynecology and Reconstructive Pelvic Surgery; Gynecologic Oncology; Maternal-Fetal Medicine; and Reproductive Endocrinology and Infertility. ABOG also offers Focused Practice Designations in Pediatric and Adolescent Gynecology and Minimally Invasive Gynecologic Surgery. ABOG is one of the 24 certifying boards of the ABMS and among the nation's oldest.

ABOG's certification processes require qualified residency and fellowship graduates to take a computer-based qualifying exam and subsequently pass an oral certifying exam. Board certification is voluntary and distinct from licensure to practice medicine, which is conferred by individual state medical boards; licensure is a pre-requisite to gain and maintain diplomate status.

ABOG has been an innovator on multiple fronts. The organization was an early adopter of a continuous certification through its MOC process and, in 2012, transitioned from a periodic re-certification exam model to an annual article-based assessment model. In the years since, many other medical boards have followed suit. ABOG has also been an innovator in introducing psychometric advances in scoring and grading models to assure fairness, reliability, and validity of its testing. ABOG has also been a leader in item, test, and rater differential functioning analyses to ensure that its exams, grading, and decisions minimize bias.

Governance, Operations, and Finances

ABOG has a strong governance structure. The organization is governed by a volunteer, 23-member Board of Directors, comprising board-certified OB GYNs and one elected public member. Thirteen of the members are at-large members elected from society or self-nominations. The Board is led by four elected officers: the President, Vice President, Treasurer, and Immediate Past-President. The Executive Director and Associate Executive Directors serve as ex-officio, non-voting members of the Board. There is an Executive Committee comprising the elected officers, the physician executives, and the Chair of the Subspecialty Committee. The Board is intentionally diverse in terms of gender, ethnicity, geographic location, and type of certification.

Board governance is further supported by a set of five Subspecialty Divisions, differently comprised, with six individual members and, each led by a chair, who in turn serves as an ex-officio member of the Board. Divisions are tasked with maintaining and updating subspecialty standards for certification, item writing, exam development, and oral exam administration. They also oversee the subspecialty Continuing Certification-MOC requirements and activities.

At present, there are 45 full-time staff members at ABOG. In addition to the ABOG staff, the organization manages nearly 1,000 volunteer subject matter experts whose efforts and dedication assure transparency, accountability, and diversity in OB GYN certification processes.

ABOG's finances are healthy. The annual budget is approximately \$20M. Revenues generated from fees for initial certification and continuing certification are highly predictable year-over-year. There is continued annual growth in the number of initial certifications and the number of diplomates participating in Continuing Certification-MOC. The Board and staff leadership have been careful stewards of the organization's resources, and reserves have grown over the last decade.

ABOG is a 501(c)(3) organization that organizes educational opportunities, including scholarships and seminars relating to the OB GYN field of medicine for both existing doctors and students. ABOG directly supports other societies' research scientist development programs for junior scientists focusing on OB GYN, and in the future, will also support an ABMS Scholar. This type of educational support is an important way ABOG delivers on its mission and contributes to the field.

Strategic Vision

As ABOG looks to its next chapter under new leadership, it seeks to preserve its legacy while being at the forefront of innovation in pursuit of a bold future. At the core of its organizational vision for the future is its desire to lead in the field of obstetrics and gynecology by establishing and upholding the highest standards of excellence in patient care, education, promotion of mastery, and professionalism. The organization aims not only to define minimum standards for the specialty through thorough assessment and ongoing educational efforts but also to encourage and incentivize mastery through innovative programs rewarding and incentivizing best outcomes in clinical practice, providing diplomates experiences to better serve the patients they care for.

ABOG has recently opened its new headquarters, a four-story building housing a testing center with 59 examination rooms, meeting rooms, and administrative offices. The newly inaugurated facility at ABOG serves as more than a mere physical location—it functions as a vibrant hub fostering collaboration, innovation, and connection among OB GYNs. Through the provision of state-of-the-art resources, immersive training experiences, and dynamic networking opportunities, the organization endeavors to cultivate a robust sense of identity and community within the specialty.

As the calm, reliable, and influential voice representing obstetrics and gynecology, ABOG remains steadfastly committed to promoting safe and evidence-based care for women with a national perspective. The organization tirelessly works to advance policies and practices that prioritize women's health, empower patients, and address disparities in healthcare access and outcomes. By leading with integrity, expertise, and compassion, ABOG inspires confidence and trust in both the specialty and its diplomates.

THE ROLE OF THE ASSOCIATE EXECUTIVE DIRECTOR AND CHIEF OF MEDICAL PRACTICE AND CERTIFICATION INNOVATION

The Associate Executive Director and Chief role is housed under the Office of Medical Standards and Assessment at ABOG. The COPI will partner closely with the COA and the COMA to ensure success in innovation, exam development, and delivery, working to advance scholarly inquiry in assessment and the dissemination of that work. The COPI will ensure that ABOG remains relevant, on-mission, and accountable to its stakeholders and the ABMS in matters related to certification excellence. This will be achieved through the development of certification processes and assessments throughout the career cycle of an OB GYN, rigorous and reliable evaluation of certification performance, innovation and testing of new certification processes and assessments, and dissemination of successes and failures.

The COPI will also be responsible for supervising and developing the employees housed under the Office of Medical Standards and Assessment. Official titles, roles, and responsibilities of these employees may be subject to change.

OPPORTUNITIES AND CHALLENGES

Working closely with the Executive Director, Board Members, and colleagues, the COPI will address the following opportunities and challenges:

Broadcast the importance of initial and continuing certification to diplomates

The COPI is the chief sponsor for certification innovation at ABOG, conveying the mission's significance and value to diplomates. ABOG is rooted in science and evidence-based practice, driven by the belief that OB GYNs can enhance the care of women. The COPI serves as the primary communicator of certification initiatives to diplomates. They will act as an ambassador to all diplomates and the public, engaging in effective communication about ABOG's crucial work and the potential for lifelong practice improvement.

Balance long-term strategy with timely operational improvements to enable ABOG to have a greater impact and enhanced effectiveness

As an officer and executive of ABOG, the COPI will play a key role in contributing to the vision and must be entrepreneurial in thinking about the future of initial and continuing certification. The role requires a balance of long-term strategy and vision with constant attention to operational improvement. They will serve as a bridge between staff and diplomates, glean feedback from both and translating strategic priorities to ABOG. The COPI must be agile and tough, understanding the external forces affecting certification and the increasing complexity of today's healthcare environment and search for ways to continue to refine the process at each step to add maximum value with minimum burden to diplomates. The COPI must work at an operational level, making continuing certification mesh into the lives of practicing OB GYNs by maintaining an understanding of the outside world and adapting appropriately and nimbly as it evolves. The COPI will be a visionary who can imagine the next program iteration essential to delivering high-quality certification programming that is widely accepted by OB GYNs while also ensuring the tools are in place to guarantee the success of the program.

ABOG is a highly respected organization whose primary mission is to certify individual physicians in obstetrics and gynecology. Many dimensions of ABOG's certification process are best-in-class; ABOG's Continuing Certification-MOC program is among the strongest across all medical boards, but opportunities to improve it through personalization exist. ABOG has led the way in the article-based assessment pathway and receives high marks in diplomate satisfaction. The ABOG certification process that includes examination of a physician's personal practice cases is also a model for other ABMS Boards. The COPI must preserve ABOG's standing in the field and ensure diplomates continue to value certification at the highest level. This will require a nimbleness, close listening, and a willingness to try new things.

Support the development of innovative opportunities in technology and informatics

In response to the rapid changes in technology, ABOG has and will continue to invest significantly in technological improvements. The COPI will work with the Chief of Assessments and will ensure that adequate resources are available to implement new programs while nurturing alignment among staff. As part of ABOG's commitment to innovation in certification excellence, the COPI will play a central role in shaping competency standards for the organization. The COPI will be responsible for investigating, procuring, devising, testing, and implementing systems and innovations in simulation, virtual reality, and artificial intelligence to incentivize diplomates for optimal clinical outcomes, anticipating change, and will lead, experiment, guide, and champion the work of establishing best practices in certification.

The COPI will look for and seize upon opportunities to bring innovation to the examination process, including the pursuit of new, state-of-the-art testing methods. They will also ensure that any further modifications to the certification processes are made in adherence to ABMS Organizational, Initial Certification, and Continuing Certification Standards, the vast majority of which ABOG already meets. Decisions must be well supported by evidence, and all innovation and evolution must be pursued with an eye toward data and diplomate security. This leader will bring energy, curiosity, and a learner's mind to the exploration of these questions and will be motivated to move things forward quickly.

Build connections to current ABOG volunteers participating in exam development and manage the quality of volunteer participation

ABOG volunteers are crucial ambassadors within the OB GYN community and require proper development, support, and management. The COPI will further enhance its connection for the next generation of OB GYNs by building connections within and among volunteer diplomates participating in exam development and delivery as examiners, panelists, and committee members. Additionally, the COPI will collaborate with the COA and COMA in developing tools to assess, monitor, and manage volunteer participation, ensuring contributions to ABOG are consistent and reliable.

QUALIFICATIONS AND EXPERIENCE

While no one candidate will embody every quality, the successful candidate will bring many of the following professional qualifications and possess these personal characteristics, attributes, and values:

- Sincere commitment to the core mission of ABOG
- A demonstration of innovation, a level of inquiry, and dissemination of advances in medical education
- A firm grasp of the challenges facing OB GYNs, including the ever-increasing complexity of today's healthcare system
- An innovator in using data to advance excellence in certification

- Evidence of leadership and a deep understanding of medical education; GME experience preferred
- A highly developed competence and appreciation for the adoption of new and emerging technologies and their role in the certification process
- Editorial experience and demonstrated experience in exam development preferred
- A naturally collaborative, respectful, and accessible leadership style coupled with an inclination to circulate, listen, and learn
- The willingness to lead decisively and to energize and inspire, even when consensus is elusive
- Sound judgment; a highly ethical and honest individual in both person and intellect
- A willingness to stand for the principles and mission of ABOG in a sometimes-tumultuous external climate
- A tangible commitment to taking progressive and actionable steps to help reduce disparities and advance health equity and access for all
- The ability to speak to and communicate well with a variety of stakeholders and in a variety of settings
- Past or current engagement with ABOG as Board examiner required. Other ABOG volunteer experiences are preferred.
- MD or DO degree, ABOG certification in OB GYN, and participation in MOC required

A desire to participate in ongoing clinical practice up to 30% is preferred - percentage to be negotiated, as well as location of practice. Remote work exclusive of clinical effort permitted for up to 50% of ABOG dedicated time. Actual percentages are to be negotiated and periodically revisited.

TO APPLY

ABOG has retained Isaacson, Miller, a national executive search firm, to assist in this search. Inquiries, nominations, and applications should be sent in confidence to the following:

Ariannah Mirick, Partner
Natalie Leonhard, Partner
Katie White, Associate
Isaacson, Miller

<https://www.imsearch.com/open-searches/abog/chief-medical-practice>

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