

# A HISTORY...



**APGO Corporate Liaison Council**

*"Partners In Women's Health Education"*

**Ten Years  
Collaboration, Collegiality, Commitment  
1995-2005**





# The APGO Corporate Liaison Council

**Celebrating 10 Years  
of Collaboration, Collegiality  
and Commitment**

**1995-2005**



*"It is refreshing to reflect on the past...and see the fruits of our labors."*

Martin Pernoll, MD, 1995 APGO Medical Education Foundation President

*"The CLC's incredible success is a great example of what happens  
when you are doing the right thing for the right reason."*

Frank Ling, MD, 2005 APGO Medical Education Foundation President



**APGO Corporate Liaison Council**

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*"Partners In Women's Health Education"*



### History of the APGO Corporate Liaison Council

The APGO Corporate Liaison Council (initially called the APGO Corporate Advisory Council and amended one year later) was founded in March 1995 to address increasingly complex challenges resulting from the managed care revolution in the early 90s, and to honor the Board's ongoing work with industry, the significance of which was believed to have far-reaching importance. Martin L. Pernoll, MD, was president of the APGO Medical Education Foundation at the time, and was instrumental in this organization's inception and structure.

Managed care created the need for ob-gyn department chairs to gain managerial and financial management skills, integrate primary care initiatives into ob-gyn curricula and incorporate managed care concepts into teaching programs. The managed care movement also placed significant financial demands and complex marketing challenges on industry. By forming this unprecedented council, the CLC made a strong commitment to work as partners to develop programs of benefit to sponsors and educators, as well as students and residents and, ultimately, women. By forming the CLC, APGO also demonstrated its genuine support of potential sponsors' interests.

This new paradigm for partnership was made up of members of the APGO Medical Education Foundation board of directors and representatives from corporations with an interest in women's health education. In a strategic planning process, a mission statement was developed (see below) and interdependent goals were defined, providing for enhanced dialogue, bilateral project conceptualization, joint participation in project development and cooperation in the final product. Those participating in the planning process understood that something had begun which had great potential to be of lasting value.

The APGO/CLC mission is "to foster interaction between leaders in obstetrics and gynecology and industry; to collaboratively identify, develop and implement educational programs and activities in women's health care; and to provide early access to information regarding evolving trends in women's health care."

#### 1995

A leadership framework was established to honor both the APGO Foundation Board members and corporate sponsors. Equal opportunities to manage the Council were developed, with the chair position rotating annually between a corporate representative and a Foundation Board member. The first elected chair was a corporate representative – Carol Jane, Wyeth-Ayerst Laboratories (now Wyeth Pharmaceuticals). Ann McClary, Siemens Medical Systems, was named secretary. This approach was established to address mutual strengths and to ensure productive, two-way communication and effective problem-solving.

The original CLC members, along with 1995-1996 Foundation Board members, were: Carol Jane, Wyeth-Ayerst Pharmaceuticals, Chair; Fred Scheel, Berlex Laboratories, Inc; Dexter Elkins, Cook Ob/Gyn; Dawn Clynn, Curatek Pharmaceuticals; Diane Kostyshyn, Eli Lilly and Company; Leslie Armour, Ethicon, Inc.; George Savage, MD, FemRX; Melanie Barstad, Johnson & Johnson Medical; Richard Seymour, Marquette Electronics, Inc.; Michael Novinski, Organon, Inc.; Ernest Thompson, Ortho Pharmaceuticals Corporation; William Walker, Pharmacia & Upjohn; Frederic Wilson, Procter & Gamble; Janique Saunders, Savage Laboratories, Division of Altana Pharmaceuticals; Ann McClary, Siemens Medical Systems; Mark Perlotto, Solvay Pharmaceuticals; William Landis, Tokos Medical Corporation; Ileana Zeis, Tokos Medical Corporation; and Raymond Klein, Wyeth-Ayerst Laboratories.



### Quote from CLC Leadership

Martin Pernoll, MD, Foundation Board president:

“It is refreshing to reflect on the past...and see the fruits of our labors.”

### 1996

In 1996, both philosophical and financial support from the APGO CLC was the impetus behind the successful APGO Women's Health Education Conference, held September 27-29, 1996, at the Westfield Conference Center in Chantilly, VA. This conference, made possible through the support of Berlex, Eli Lilly, Matria Healthcare, Organon, Ortho, Pharmacia and Upjohn, Searle and Wyeth-Ayerst, achieved a major goal as a model for interdisciplinary education – bringing together leaders from medical school disciplines to develop educational goals and objectives to be taught throughout a four-year curriculum. The gathering of leaders from six clerkship organization – Association of Directors of Medical Student Education in Psychiatry, Association of Surgical Educators, Council of Medical Student Education in Pediatrics, Clerkship Directors in Internal Medicine, Society for Teachers in Family Medicine and APGO, as well as the American Medical Association, Association of American Medical Colleges, Health Resources and Services Administration, and the National Academy on Women's Health Medical Education – for open and inclusive discussions, was a breakthrough for women's health education and care.

The landmark conference developed five projects with implementation plans for curriculum reform to increase physician competency in women's health care. The reforms were intended for use in all medical schools.

### 1997

Robert Barbieri, MD, Harvard University, assumed the presidency of the APGO Medical Education Foundation from Martin Pernoll, MD.

The APGO Women's Healthcare Education Office was formed in October 1997 from the historic APGO interdisciplinary conference (noted above), and Roberta Rusch, MPH, was named its director. The office was established in conjunction with and supported by unrestricted educational grants from APGO, the APGO Medical Education Foundation, the Council of University Chairs of Obstetrics and Gynecology (CUCOG), the American College of Obstetricians and Gynecologists (ACOG) and Pfizer, Inc. Since then, WHEO has received numerous grants from members of the APGO Corporate Liaison Council (CLC), as well as Johnson & Johnson and The Ford Foundation, to fund program activities.

In 1997, the CLC voted to extend the current CLC chair's term to two years, and Carol Jane, Wyeth Pharmaceuticals, continued in this leadership position. Ernest Thompson, Ortho Pharmaceutical Corporation, was voted co-chair by acclamation, and Ann McClary, Siemens Medical Systems, received a unanimous vote to continue as council secretary for one more year. The CLC continued to grow in numbers.

At its summer interim meeting, CLC members participated in small group sessions covering four topics: 1) Managed Care; 2) Primary Care; 3) Academic Medical Centers and Research; and 4) FDA Reform. The groups discussed issues of concern that were critical to industry and to APGO, as well as how to address them and the keys to success.



## APGO CLC - Partners in Women's Health Education

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A new APGO CLC Membership Directory was released. The directory listed the current Foundation Board members and their curriculum vitae, and the corporate members and their business profiles.

CLC members began funding modules in the APGO Educational Series on Women's Health Issues. This important series was developed to enhance the teaching of primary and preventive care for medical students, while ensuring the highest standards of ob-gyn medical education. The series has become one of the most important projects to APGO and to women's health.

Five CLC corporate members gave generous corporate educational grants and contributions in support of the 1997 CREOG & APGO Annual Meeting.

The organization established the APGO CLC Educational Fund – an annual voluntary contribution which supports APGO educational projects. The first-year donations reached \$10,000.

### 1998

Ernest Thompson, Ortho-McNeil Pharmaceutical, assumed the chair of the CLC; Greg Tackoor, MBA, Solvay Pharmaceuticals, became the secretary. Outgoing CLC Chair, Carol Jane received a certificate of appreciation for her outstanding leadership.

In 1998, the council:

- completed and distributed the 1998-99 Corporate Liaison Council Membership Directory;
- established APGO Web site space to display CLC corporate continuing medical education information and Web site addresses;
- developed a medical student research internship program;
- funded additional primary care modules in the APGO Educational Series;
- supported the "Future of Women's Health Care" workshop series; and
- implemented two new research awards for junior faculty.

At a summer brainstorming session, the CLC determined that it wanted to more strongly and visibly reflect its mission of being "partners in women's health education." The result was the creation of its own logo to be used on signs to increase visibility of the corporate sponsorship of projects, meetings and events, on booth banners at CREOG & APGO Annual Meetings, and at any time the recognition of the APGO/industry partnership was desired.

### CLC Logo



The 1998 APGO CLC Educational Fund reached \$10,000. Profiles of each CLC member, highlighting each company's logo, educational mission and specific APGO sponsorship, and including their Web address and the name and title of the CLC representative, was highlighted in the winter issue of *The APGO Reporter*.



### Quotes from CLC Leadership

Ernest Thompson, Ortho-McNeil Pharmaceutical, CLC Chair:

“The APGO Corporate Liaison Council enjoys a very favorable reputation in industrial circles.”

“The APGO CLC is held in high esteem in industry, with other organizations wanting to know how APGO put together the partnership so successfully. APGO should be proud of this accomplishment.”

### 1999

In four years, the CLC grew from a partnership striving to achieve mutually beneficial educational objectives to a solid collaboration between industry and academics that was committed to shaping the future of women's health. With both academic and industry bringing their particular area of expertise to the council – resource development, business planning, consumer opinion, marketing, leadership and educational expertise – the CLC helped to further define the medical education “road map” by stimulating thinking as to what the future of women's health care education “looked like.”

At the CLC interim meeting in the summer of 1999, the CLC partners excitedly abandoned their planned agenda after it was suggested that a conference be planned to define women's health education around the topic, “What is women's health and how will it be embraced into tomorrow's health care system.” The group determined that the conference objective would be to invite interdisciplinary experts from major women's health organizations to identify and address the educational redundancies and gaps in U.S. undergraduate medical school curricula on matters related to women's health care. To formalize the efforts, they planned to produce a document to identify the minimum objectives and skills that all medical students should acquire and demonstrate upon graduation, regardless of specialty choice. The CLC spent the meeting in strategy formation, developing a proposal statement, hypothesis, objectives and aims, preliminary steps and essential conference concepts to be followed. Everyone was energized by the opportunity to expand the definition of women's health. The retreat was planned for November 10-12, 2000 in Chantilly, VA. Twelve CLC organization representatives attended and enthusiastically participated in the retreat.

The 1999 CLC Educational Fund reached \$11,000, and many CLC members gave unrestricted educational grants to the new APGO Martin L. Stone Fund for the Advancement of Medical Education in Obstetrics and Gynecology, as well as support for the Stone Gala Dinner at the 1999 CREOG & APGO Annual Meeting, in San Diego, CA.

The CLC logo debuted on banners in the exhibit hall at the annual meeting. The exhibit hours at the annual meeting were extended, benefiting both meeting attendees and exhibitor companies, many of which are CLC members.

Pfizer Women's Health renewed its funding of the APGO Women's Healthcare Education Office (WHEO) through the year 2000. Pfizer noted that it was “proud to be aligned with and supportive of the APGO Women's Healthcare Education Office as it sets the course for the future of women's health education through innovative, interdisciplinary projects and collaborative partnerships.” Through this funding, WHEO was able to establish an Interdisciplinary Women's Health Care Education Special Interest Group (SIG) within the AAMC and disseminate the APGO *Essential Learning Objectives in Women's Health*. Pfizer also established a new award – the APGO/Pfizer Women's Health Curriculum Development Award – from this grant.



### Quotes from CLC Leadership

Ernest Thompson, Ortho-McNeil Pharmaceutical, CLC chair:

“This unique organization has allowed the leadership of APGO and industry – on an equal basis – to collaboratively identify, develop and implement educational programs and activities benefiting women’s health care.

Carol Jane, Wyeth Pharmaceuticals, CLC immediate past-chair:

“The value of the CLC has been to establish collaborative opportunities which benefit ob-gyns, APGO, industry and, more importantly, women.”

Greg Tackoor, MBA, Solvay Pharmaceuticals, Inc., CLC secretary:

“The Corporate Liaison Council is one of the best examples of a working collaboration between industry and the Association. APGO is open to suggestions and change, and has a well-defined medical education mission that industry can truly embrace. Industry provides resources, knowledge and opportunities to APGO that wouldn’t exist without the work of the CLC.”

Martin Pernoll, MD, Foundation Board immediate past-president:

“This partnership is one of the best demonstrations of the ethical behavior that can be found in the business world today. Through the help of our industry colleagues, APGO has had a powerful influence in many facets of ob-gyn education, direct patient care, research and administrative capabilities of chair and section leaders in ob-gyn. For this we are very grateful.”

### 2000

Greg Tackoor, MBA, Solvay Pharmaceuticals, Inc., became the CLC chair. James Farr, 3M Pharmaceuticals, became secretary. Later in the year, Mr. Farr left 3M and the CLC, and the secretary position was not filled. Ernest Thompson, Ortho-McNeil Pharmaceutical, outgoing chair, received an engraved marble plaque from the APGO Foundation Board in recognition of his exemplary CLC leadership.

The CLC was unified in its endorsement of the groundbreaking APGO/WHEO Women’s Health Education Retreat 2000, titled “Undergraduate Medical Education in Women’s Health: Today and Tomorrow.” Their significant support and active participation helped achieve the retreat goal to define the scope of women’s health and develop a comprehensive strategy in undergraduate women’s health education.

Additional educational teaching modules were funded by CLC members. The case-based materials included a monograph, lecture guide, case studies and slide set, and thanks to the grants, were, and continue to be, distributed free-of-charge to over 39,000 physicians and educators.

The 2000 APGO CLC Educational Fund reached \$10,000, and CLC member organizations were once again highlighted in the winter issue of *The APGO Reporter*.

### Quotes from CLC Leadership

Greg Tackoor, MBA, Solvay Pharmaceuticals, CLC chair:

“Constant improvement in women’s health care through education, research and effective communication is the goal of the APGO CLC partnership. I am honored to be part of that noble mission.”



“APGO and the CLC are a powerful force for positive change in the lives of all women.”

Richard Depp, MD, Foundation Board president:

“We continue to value the insights and perspectives offered by our colleagues on the Corporate Liaison Council. Together we have an enhanced opportunity to design realistic strategies to achieve our goals – to achieve a coordinated and integrated program of education in women's health care.”

“The CLC has been instrumental in identifying new opportunities and creative solutions in anticipation of the challenges that we will undoubtedly face in the future of undergraduate medical education.”

“The CLC is a dynamic organization whose members give unselfishly of their time and energy to take a proactive leadership role to affect the future of women's health education. I applaud their active participation and thank them for their impressive contributions that benefit education of future clinicians who will provide a better health care product for the ultimate beneficiaries of our efforts – our mothers, daughters, wives and women, in general.”

### 2001

In 2001, the first-ever APGO Silent Auction, titled “Building Foundation's in Women's Health Education,” was held. The auction was a brainstorm idea of the CLC to raise funds to support the activities of the APGO Women's Healthcare Education Office. Many CLC members comprised the auction committee, and contributed ideas, time, auction items and funds (\$35,000), and were very excited to be united behind the office's cause. The successful auction raised a total of \$49,215.

Susan Cox, MD, vice president of the APGO Foundation Board, was unanimously elected to serve as the next CLC chair. Nancy Frankel, Solvay Pharmaceuticals, was unanimously elected secretary. They assumed their positions in March 2002.

In response to his long-term service to APGO, the Foundation Board voted unanimously to invite Ernest Thompson, Ortho-McNeil Pharmaceutical, past CLC chair, to sit as an ex-officio member of the APGO Medical Education Foundation Board.

Thanks to philosophical and financial support of the CLC, The APGO Women's Healthcare Education Office released the document *Women's Health Care Competencies for Medical Students*, the result of the APGO Women's Health Education Retreat 2000. The document contained a list of eight core competencies in women's health, and sex and gender differences in health and disease. It was intended that the competencies be included in the undergraduate medical curriculum to ensure that medical students, regardless of their future specialty choice, graduate with the skill and confidence to care for women. As an outgrowth of the retreat and publication of the developed core competencies, there was a heightened awareness of the need and a better idea of the strategies necessary to develop an integrated, multidisciplinary approach to women's health care education. These issues continue to be addressed on the CLC agenda.

The CLC helped to initiate a plan for another silent auction, the “All-American Silent Auction,” to be held at the 2002 annual meeting in Dallas, TX . The funds were earmarked, once again, for the APGO Women's Healthcare Education Office.



Ten CLC member organizations donated \$1,000 each to the APGO CLC Educational Fund.

CLC membership grew to 18 individuals representing 6 organizations.

Three new educational modules in the APGO Education Series were released, bringing the total to 18 modules produced and supported by CLC companies.

### Quotes from CLC Leadership

Greg Tackoor, MBA, Solvay Pharmaceuticals, CLC chair:

“As new frontiers in women’s health are being explored, it is the commitment of the CLC to continue to support APGO to further the educational goals of physicians with women’s health issues. It is a partnership that will help both industry and physicians to truly make an impact on women’s health care.”

“I have truly enjoyed my term as CLC chair. During this time, the CLC has grown and experienced significant change. Together, we have made major inroads in fostering the interactions between industry and APGO. I am proud of the work that the council has accomplished during the past few years, most especially the APGO Women’s Health Education Retreat in Chantilly, VA, the APGO Silent Auction fund raising and the Web Site Task Force.”

Richard Depp, MD, Foundation Board president:

“There is little doubt that CLC collaborations have increased the effectiveness of our efforts to improve the education of our medical students and the health of women.”

Donna Wachter, APGO executive director, in a CLC article in *The APGO Reporter*:

“One of the real pleasures of my job is working with the friendly, knowledgeable professionals who comprise the CLC. Their expertise, creativity and passion for what they do have made a distinct difference in the success of many APGO projects.”

### 2002

In March 2002, the CLC formed the Women’s Health Advisory Task Force to explore sponsoring a third retreat to continue the Competencies project. The retreat was planned for June 2003 in Chantilly, VA. The two-day working retreat developed the learning objectives, assessment tools and references for the competencies and identified an implementation strategy to gain institutional support for adoption of the competencies. Johnson & Johnson gave a generous educational grant to support the outcomes of the retreat and the development of the Web-based Resource Network.

The CLC was instrumental in the decision to hold a second annual auction. Many CLC members served on the auction committee, and 10 companies contributed cash or auction donations. In addition, the CLC sponsored an Old-Time Photo Booth, where attendees had their pictures taken in authentic western dress. The auction raised nearly \$40,000, which was used to support several interdisciplinary women’s health education projects.

Nancy Frankel, CLC secretary, left Solvay Pharmaceuticals and the CLC, and Loretta Goodwin, also of Solvay, replaced her as CLC secretary.



A CLC summer brainstorming session resulted in experienced corporate sponsors talking about their relationship to APGO and what their CLC involvement has meant to them and to their company. Loretta Goodwin, Solvay Pharmaceuticals, discussed the successful APGO/Solvay Educational Scholars Program – a year-long program, within a 12-year initiative, that provides selected physicians with mentoring and guidance on projects designed to help them become outstanding teachers and leaders in the field of women's health.

From the perspective of Carol Jane, Wyeth Pharmaceuticals, the APGO CLC has become the model for professional relationships between corporations and medical education. It has been a two-way, interactive organization that other societies look to and try to emulate in structure and accomplishments. The group is one of her top commitments because of the brainstorming and openness to new ideas that goes on, with a focus on improving women's health.

Ernest Thompson, Ortho-McNeil Pharmaceutical, stated that the CLC offers a unique opportunity to partner with those who are teaching medical students and residents. To him, APGO is also a link to other organizations, giving corporations additional opportunities beyond APGO. Many good things have been accomplished through the CLC to promote women's health education that do not necessarily show up on a return-on-investment ledger sheet.

Finally, Ruth Merkatz, Pfizer Women's Health, noted that Pfizer was pleased to help launch the APGO Women's Healthcare Education Office and applauded the organization's retreat work on the Competencies project. She noted that APGO has become a model whose leadership is making a mark on medical school curriculum.

The Pharmaceutical Research and Manufacturers of America (PhRMA) released its code on interactions with health care professionals. The code went into effect July 1, 2002, and stresses the education, rather than the entertainment of, physicians, residents and students. The code parallels the AMA's ethical opinion on gifts to physicians, as well as the previous ACCME standards for commercial support. Together, these guidelines, and the complex series of events they set in place, challenged the current relationship standard between APGO and CLC industry members. To help begin to address the issues, the CLC decided to sponsor its first-ever breakout session at the 2003 CREOG & APGO Annual Meeting on the topic "Making Lemonade Out of Lemons: The Changing Relationship Between Industry and Medical Education."

Seven CLC members contributed \$1,000 each to the APGO CLC Educational Fund. Membership included 18 members representing 13 companies.

### Quotes from CLC Leadership

Susan Cox, MD, CLC chair:

"The APGO CLC provides an important partnership with industry to further women's health care. It is dedicated to continuing medical education programs and activities related to improving knowledge and techniques for women's health educators. I am honored to serve as its chair."

Loretta Goodwin, Solvay Pharmaceuticals, CLC secretary:

"The direction and future of women's health care is truly in the hands of ob-gyn educators. This reality makes involvement with APGO critical for all our corporate members."



### 2003

APGO saluted the Corporate Liaison Council in 2003, dedicating the summer issue of *The APGO Reporter* to the work of the organization.

The CLC helped support the APGO 2003 Auction and Wine Tasting in both auction items and cash donations. Over \$28,000 was raised to support the activities of the APGO Women's Healthcare Education Office.

The CLC breakout session at the 2003 CREOG & APGO Annual Meeting on the topic "Making Lemonade Out of Lemons: The Changing Relationship Between Industry and Ob-Gyn Education" was a huge success, with over 75 physicians and corporate members attending. The interactive session outlined the new PhRMA, AMA, ACME and ACCME guidelines, as well as those from other industry "watchdogs," and discussed the challenge for both pharmaceutical companies and physicians. There was interest in maintaining dialogue on this subject, as companies and teaching institutions develop their respective responses to the new regulations.

The CLC, as its summer interim meeting, planned a follow-up breakout session to be held at the 2004 CREOG & APGO Annual Meeting on the topic "Education and Industry – The Real Thing!!!"

Many CLC members, noted below, sponsored the APGO Women's Health Education Retreat 2003 financially, but their past and ongoing philosophical support of the APGO WHEO was a driving force in providing the office with insight and innovative ideas. Their levels of giving were:

Platinum Sponsor (>\$10,000): Ortho-McNeil Pharmaceutical, Inc.

Gold Sponsors (\$10,000): 3M Pharmaceuticals, Berlex Laboratories, Inc., Eli Lilly & Company, Gynecare/Ethicon, Procter & Gamble, Solvay Pharmaceuticals, Inc., Wyeth Pharmaceuticals

Silver Sponsors (\$5,000): Merck and Company, Inc., Pfizer Women's Health

The retreat was held on June 13-15 at the Westfields Conference Center in Chantilly, VA. A distinguished group of medical educators from multiple disciplines in the basic and clinical sciences gathered for the purpose of developing an educational tool for faculty to use to integrate sex and gender differences in health and disease. (See 2004, below, for the retreat results.)

Johnson & Johnson, parent company of Gynecare and Ortho-McNeil, provided a generous educational grant to support the retreat outcomes, including the production and distribution of the final competency document.

Frank Ling, MD, assumed the Foundation Board presidency from Richard Depp, MD.

CLC companies continued to fund educational grants to the APGO Medical Education Foundation for modules in the APGO Educational Series on Women's Health Issues.

Six CLC members contributed \$1,000 each to the 2003 APGO CLC Educational Fund. CLC membership remained steady, with seventeen members from industry.



### 2004

At the 2004 CREOG & APGO Annual Meeting, the CLC sponsored a breakout session on the topic "Education and Industry – The Real Thing!!!" Loretta Goodwin, Solvay Pharmaceuticals, and Ernest Thompson, Ortho-Mc-Neil (retired), joined Susan Cox, MD, Douglas Laube, MD, and Martin Pernoll, MD, on the panel. The CLC has become dedicated to offering breakout sessions at the annual meeting to engage in topical issues of interest to both industry and education.

Five CLC companies supplied educational grants in support of the annual meeting and six contributed to the APGO CLC Educational Fund to support special APGO educational endeavors throughout the year.

The 2004 APGO Silent Auction fund raiser was, again, supported by individual CLC members. Since the idea of a silent auction was conceived by the CLC in 2000, over \$116,000 has been raised to support programs that promote ob-gyn and women's health education in medical schools and teaching institutions.

The APGO Women's Health Care Curriculum Builder Web site (MyCurriculum) was released and available at [www.apgo.org/wheocomp](http://www.apgo.org/wheocomp). In addition, the document *Women's Health Care Competencies for Medical Students: Taking Steps to Include Sex and Gender Differences in the Curriculum* was released as an online resource. These outcomes are the direct result of the three Chantilly retreat conferences, sponsored, in very large part, by the APGO CLC.

The 20<sup>th</sup> module in the APGO Educational Series on Women's Health Issues, funded by a CLC member organization, was released.

### Quotes from CLC Leadership

Susan Cox, CLC chair:

"I'm hopeful that the implementation of the ACCME standards, the PhRMA code, the OIG guidelines and other related requirements, will calm the apparent turmoil in the industry and allow us to work with corporations as a team to focus on improving women's health. If we all know and follow the rules, that will happen."

Donna Wachter, APGO executive director:

"Partnerships, such as the APGO CLC, draw their strength from the vision and commitment of its members, enabling them to accomplish together what they could not do without collaboration. The CLC partnership is affecting change in women's health education that neither party could do alone. APGO is honored to be an active participant in this unique and dynamic organization."

### 2005 – The 10-Year Anniversary of the APGO Corporate Liaison Council

The APGO CLC celebrated its 10<sup>th</sup> anniversary in 2005 at the August interim CLC, Foundation Board and Council reception, held in Boston, MA. A large sign with the names of all the companies who have belonged to the CLC since its inception was displayed (see Page 14), and CLC Chair Susan Cox, MD, offered a toast to the success of the organization. Past CLC chairs Carol Jane and Ernie Thompson spoke about APGO and their relationship to the CLC. APGO designed and produced a CLC button, in honor of the 10-year relationship, for distribution at the 2006 CREOG & APGO Annual Meeting.



The CLC hosted its third breakout session at the 2005 CREOG & APGO Annual Meeting on the topic "Finding the Resources from Industry: It Can Be Done." There, several CLC members described how educators can access resources from their respective companies. A glimpse of how each firm has had to respond to the new federal mandates on conflicts of interest was both useful and eye-opening.

Six CLC organizations sponsored the annual meeting program, and six others donated \$1,000 each to the APGO CLC Educational Fund.

Six CLC organizations supported the APGO Women's Health Online Curriculum Builder. Although the document *Women's Health Care Competencies for Medical Students: Taking Steps to Include Sex and Gender Differences in the Curriculum* was placed online in 2004, it was printed and released in hard copy in 2005. This is a major outcome of the three Chantilly retreat conferences, sponsored, in very large part, by the APGO CLC.

APGO has produced 22 educational modules in the APGO Educational Series on Women's Health Issues, thanks to generous CLC sponsorship.

With the mergers and acquisitions, over the years, of many of our corporate family, the APGO CLC membership, excluding the Foundation Board, now stands at 11 people representing 10 companies: Loretta Goodwin, Solvay Pharmaceuticals, secretary; Lola Yoshinaga and Nonni Vaillancourt, Conceptus, Sharon Trumbull, Gynecare Worldwide, a Division of Ethicon Inc., a Johnson & Johnson Company; Mark Jespersen, Jespersen & Associates, LLC; Anthony DelConte, MD, Novartis Pharmaceuticals; Mark Szymanski, Ortho-McNeil Pharmaceutical, Inc.; Margaret Conditt, PhD, Procter & Gamble Company; and Carol Jane, Wyeth Pharmaceuticals.

### Quotes from CLC Leadership

Frank Ling, MD, APGO Foundation Board president:

"The APGO Medical Education Foundation's decade-long "think tank," the Corporate Liaison Council, has continued to help critical issues and ideas bubble to the surface."

"The CLC's incredible success is a great example of what happens when you are doing the right thing for the right reason."



### Mission Statements

APGO is pleased to display its mission statement, along with those of the APGO Medical Education Foundation, the APGO Women's Healthcare Education Office and the APGO Corporate Liaison Council.

#### APGO Mission

The Association of Professors of Gynecology and Obstetrics (APGO) promotes excellence in women's health care by providing optimal resources and support to educators who inspire, instruct, develop and empower women's health care providers of tomorrow.

#### APGO Medical Education Foundation Mission

The APGO Medical Education Foundation is the fund raising arm of the Association of Professors of Gynecology and Obstetrics (APGO) and promotes excellence in obstetrics and gynecology by funding:

- leadership training;
- programs and activities in medical education;
- acquisition of the skills needed to promote excellence in education;
- educational programs and materials to teach new and innovative concepts; and
- related research and development of advanced technology in medical education.



### Mission Statements

#### WHEO Mission

To promote and coordinate a comprehensive, integrated, multidisciplinary approach to undergraduate women's health care education in order to enhance the competency of each medical student in issues that primarily impact women's health care, regardless of specialty career choice.

#### WHEO Objectives

- Establish unified leadership to advance interdisciplinary activities in women's health care education at the undergraduate medical school level;
- Identify and respond to the needs of obstetrics and gynecology departments in women's health care education;
- Promote interdisciplinary research that supports development and coordination of process and content in women's health curriculum;
- Develop and maintain a resource network in the field of women's health care education;
- Facilitate the integration of the *Women's Health Care Competencies for Medical Students* into undergraduate medical school curricula;
- Coordinate the activities of the Interdisciplinary Women's Health Care Education Special Interest Group (SIG); and
- Maintain the commitment to the WHEO mission made by APGO, the APGO Medical Education Foundation, and supporters of WHEO.

#### CLC Mission

To foster interaction between leaders in obstetrics and gynecology and industry; to collaboratively identify, develop and implement educational programs and activities in women's health care; and to provide early access to information regarding evolving trends in women's health care.



## APGO CLC - Partners in Women's Health Education

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### Thank You, APGO CLC!

On the occasion of its 10<sup>th</sup> anniversary, APGO thanks all past and current CLC members for a wonderfully productive and mutually beneficial decade:

3M Pharmaceuticals  
American Medical Systems, Gynecology  
Berlex Laboratories, Inc.  
CIBA Pharmaceuticals  
Cook Ob/Gyn  
Corometrics Medical Systems  
Curatek Pharmaceuticals  
Cytoc Corporation  
Duchesnay, Inc.  
Eli Lilly & Company/  
Lilly Centre for Women's Health  
Elsevier Science, Inc.  
Ethicon, Inc.  
FemRX  
GlaxoSmithKline Consumer Healthcare  
Gynecare Worldwide, a division of Ethicon,  
a Johnson & Johnson Company  
Jespersen & Associates, LLC  
Johnson & Johnson Medical  
Knoll Pharmaceutical Products

Matria Healthcare  
Merck & Company, Inc.  
Organon, Inc.  
Ortho Pharmaceutical Corporation/  
Ortho-McNeil Pharmaceutical, Inc.  
Ostex International, Inc.  
Pharmacia and Upjohn/Pharmacia Corporation  
Pfizer, Inc.-US Pharmaceuticals/Pfizer Women's Health  
Procter & Gamble Pharmaceuticals  
Ross Products Division, Abbott Laboratories  
Savage Laboratories,  
Division of Altana Pharmaceuticals  
Searle  
Siemens Medical Systems, Inc.  
Solvay Pharmaceuticals  
TAP Pharmaceutical Products  
U.S. HealthConnect, Inc.  
United States Surgical  
Wyeth-Ayerst Laboratories/Wyeth Pharmaceuticals  
Zeneca Pharmaceuticals



**APGO Corporate Liaison Council**

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*"Partners In Women's Health Education"*





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