The Association of Reproductive Managers (ARM), a Professional Group of the American Society for Reproductive Medicine (ASRM), is committed to advancing the art and science of fertility practice management through leadership, research, and education. ARM’s mission is to create a forum through which fertility program business managers and physicians can form nationwide interrelationships to keep abreast of critical fertility practice management issues; to provide educational programs designed to help advanced assisted reproductive technology (ART) programs improve the operations of their practices from both internal and external standpoints, including planning, marketing, and financial functions; to solve management problems, including the identification and correction of deficiencies; and to provide guidelines for enhancement of the organization’s capabilities.

For more information, visit www.asrm.org/ARM

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PROGRAM SCHEDULE

THURSDAY, APRIL 26

12:00-5:00 p.m.
Onsite registration in lobby of Embassy Suites

1:30-5:00 p.m.
Offsite activity and cocktail reception at Georgia Aquarium

7:00-9:00 p.m.
Networking dinner and interactive discussion
Supported by Sema4Genomics
Location: Ventanas (275 Baker St., Atlanta, GA 30313)
Roundtable discussions facilitated by ARM Board Members

FRIDAY, APRIL 27

7:00-7:45 a.m.
Registration
Supporter tables open

7:45-8:45 a.m.
Breakfast supported by EMD Serono
Lecture Subject: Social Media
Speaker: Griffin Jones, B.A.

8:45-9:45 a.m.
Culture of the Office
Speakers: Sara Mooney, B.A. & Brad Senstra, B.S., M.H.A.

9:45-10:15 a.m.
Break
Supporter tables open

10:15-11:15 a.m.
Mosaicism
Speaker: Kathy Miller, B.S., D.Sc., T.S.
11:15 a.m.-12:30 p.m.
Old Ways Don’t Open New Doors: Key Measures for REI Nurse Competencies, Training and Retention
Speaker: Jeanette R. Tomasino, Ph.D, M.S., R.N.C.

12:30-1:45 p.m.
Roundtable Lunch Sessions Supported by MedTech for Solutions
See roundtable topics below

1:45-2:30 p.m.
Optimizing an IVF Practice: Creating Effective Physician-Administrator Relationships
Speaker: Jennifer Kawwass, M.D.

2:30-3:00 p.m.
Break
Supporter tables open

3:00-4:00 p.m.
The Challenges Facing REI Nursing: Burnout & Compassion Fatigue
Speaker: Breanne Ross, R.N.

4:15 p.m.
Meeting adjourned
Supporter tables open

ROUNDTABLE SESSIONS BY DISCIPLINE

Roundtable 1: Nursing Hot Topic
Moderator: Breanne Ross

Roundtable 2: Employee Retention & Appreciation
Moderator: Sara Mooney

Roundtable 3: Office Operations
Moderator: Lindsey McBain

Roundtable 4: Social Media
Moderator: Griffin Jones

Roundtable 5: Finance
Moderator: Blake Welch
**BIOS**

**Griffin Jones, B.A.:** After seven years of internet marketing across several business categories, Griffin Jones started working with a local fertility clinic in his area. Griffin quickly learned that the infertility community is a tribe of people like no other. Rather than operate with outdated and generic healthcare marketing advice, Griffin began to reverse-engineer the entire process of how someone dealing with infertility goes on to select his or her fertility specialist. For this reason, he founded Fertility Bridge, a communications and digital media firm that addresses the unique needs and choice factors involved in selecting fertility services.

Griffin is the author of the fertility marketing blog, and The Ultimate Guide to Fertility Marketing. He is a proud sponsor of RESOLVE: The National Infertility Association as well as a proud member of the American Society for Reproductive Medicine (ASRM) and Association of Reproductive Managers (ARM).

He is a recovering Buffalo Bills fan and a consummate student of human behavior. You can impress Griffin with any knowledge of Nuestros Pequeños Hermanos, or Big Brothers Big Sisters.

*Disclosure: Nothing to disclose*

**Sara Mooney, B.A.:** Sara Mooney is the Director of Administration for Seattle Reproductive Medicine and has been with them for the past 6 years. Seattle Reproductive Medicine has 180 employees and 12 doctors in 5 locations. Sara has her B.A. in Psychology from Seattle Pacific University. Sara has over 15 years of comprehensive Human Resources experience including talent management, retention, conflict resolution, labor relations, and leadership development.

Sara lives outside of Seattle with her husband and one daughter. She is an avid runner who is training for the NYC Marathon.

*Disclosure: Nothing to disclose*

**Brad Senstra, B.S., M.H.A.:** Brad Senstra is the Executive Director at Seattle Reproductive Medicine, which has 12 physicians and five locations throughout Washington State. Brad has served in this capacity at ASRM since 2007. Prior to this, he had a career in finance at Virginia Mason Medical Center in Seattle. Brad has a Masters of Health Administration from the University of Washington and a B.S. in Industrial Engineering from North Dakota State University.

Brad has been a board member for the Association of Reproductive Managers
Kathy Miller, B.S., D.Sc., T.S.: Vice President of Laboratory Services, leads the team specializing in assisted reproduction technologies. The author of more than 100 abstracts and papers on fertility and assisted reproduction technologies, Ms. Miller is well known for research advances in the field of blastocyst culture, and pre-implantation genetics as well as a leading expert in laboratory management, quality improvement programs, and single embryo transfer.

Her state-of-the-art designed laboratories at Billings Clinic, University of Alabama, Advanced Reproductive Medicine and Gynecology’s Fertility Institute of Hawaii, Aurora Reproductive Care in Saskatoon, Coastal Fertility Center in Charleston, SC, UNC Fertility Center in Chapel Hill, NC, SpringCreek Fertility in Dayton, Ohio and, Family Fertility Center at Texas Children’s Hospital and Baylor College of Medicine in Houston continue to deliver exceptional pregnancy rates and cutting edge technologies.

Ms. Miller is actively involved in research projects relating to many areas of assisted reproduction. As scientific and research director at IVF Florida, she is actively involved in research projects at the University of Miami, Florida International University and Florida Atlantic University. At IVF Florida, she continues to work on time-lapse technology to select embryos that have the best chance of developing into a successful pregnancy and birth.

Disclosure: Vice-President, MedTech for Solutions

Jeanette Tomasino, Ph.D., M.S., R.N.C.: Jeanette R. Tomasino, Ph.D. received her Bachelors of Science in Nursing from the State University at Plattsburgh in Plattsburg, New York in 1987. She has been in practice in Reproductive, Endocrinology and Infertility for 30+ years. Dr. Tomasino received her Masters of Science in 2009 from South University in Savannah, Georgia. In 2017, she completed her Doctorate of Philosophy in Education at Capella University.

Disclosure: Nothing to disclose
BIOS

Dr. Tomasino’s current position is Director of Clinical Services and Nursing at Northwell Health Fertility in Manhasset, New York. Previously, she was the Clinical Educator at the Weill Cornell Center for Reproductive Medicine in New York City for 28 years. Areas of practice include IVF, Ovulation Induction and Donor Egg. Dr. Tomasino is certified by the National Certification Corporation in Maternal Newborn Nursing. She has been an active member of the American Society of Reproductive Medicine (ASRM) for the past 12 years and held the position of Chair of the Nurse Professional Group (NPG). Dr. Tomasino has often served as a speaker at ASRM and has chaired the STARTART Nursing Conference in Las Vegas. She has presented at the PGS World Symposium in Prague, CZECH.

Dr. Tomasino’s previous positions include pre-genetic diagnosis nurse and head nurse for the MacLeod Laboratory for Human Reproduction and Maternal Fetal Medicine Ante-Partum Testing Unit at Weill Cornell Medical College.

Her professional goals are continued development of supportive educational programs for REI Nursing that use theory as the basis for nursing practice and research.

Disclosure: Nothing to disclose

Jennifer Kawwass, M.D.: Jennifer F. Kawwass, M.D. is the Medical Director of the Emory Reproductive Center and a Guest Researcher at the CDC. She is a native of Virginia Beach, VA and a graduate of Davidson College, and University of Virginia Medical School. She moved to Atlanta in 2007 to begin her Ob/Gyn Residency and REI Fellowship training at Emory University during which time she received numerous teaching, surgical, and research awards and was elected by her faculty and peers as an Administrative Chief Resident.

A few of her recent contributions to the literature include publications in Obstetrics and Gynecology (tubal factor infertility and perinatal outcomes, monozygotic twinning among ART-conceived infants), American Journal of Obstetrics and Gynecology (donor embryo trends and outcomes, donor sperm trends and outcomes), Fertility and Sterility (assisted hatching trends and outcomes), and JAMA (donor oocyte trends and predictors of good perinatal outcomes, safety of ART in the US, and ICSI trends and outcomes). Dr. Kawwass is also an author of several MMWR CDC publications regarding Zika virus in reproductive aged individuals and male positive HIV discordant couples desiring conception. She is a member of the ASRM Zika Task Force. Her publications have received national press, including interviews by the Associated Press and USA Today. She is among a handful of physicians nationally who were chosen
Breanne Ross, R.N.: Breanne Ross is the Clinical Supervisor at Seattle Reproductive Medicine and has been with SRM since 2009. She joined the team as a patient care coordinator and moved into a leadership role in 2014, supervising the nursing team. Breanne has been key in defining clinical flow and structure within the nursing team and most recently, has taken over the third party and egg freezing programs at SRM.

Breanne attended Washington State University and Skagit Valley College for her nursing degree. She resides in Seattle with her husband, 4-year-old daughter and nearly 2-year-old son.

Disclosure: Nothing to disclose

Dr. Kawwass is board-certified in Obstetrics and Gynecology and in Reproductive Endocrinology and Infertility and is a member of the American Society for Reproductive Medicine and the American Congress of Obstetricians and Gynecologists. She is fluent in English and French, medical Spanish, and conversational Lebanese Arabic. Dr. Kawwass’ interests outside of medicine include distance running, foreign travel, and spending time at the beach. She and her husband, Peter Thompson, M.D., a plastic surgeon at Emory, enjoy spending time with their two children.

Disclosure: Nothing to disclose
Save the Date!

ASRM is holding its 2018 Scientific Congress & Expo in Denver, CO on October 6th - 10th!

More details will be posted soon on the ARM webpage at www.asrm.org/ARM/