

December 13, 2006



Charles N. Paidas, M.D.
AIMS Implementation Chairman
Professor of Surgery and Pediatrics
Chief, Pediatric Surgery
Department of Surgery
2 Columbia Drive, G441
Tampa, FL 33606

Re: Department of Obstetrics and Gynecology AIMS Initiative

Dear Dr. Paidas,

The Department of Ob/Gyn's AIMS proposal emerged from a consensus building process, which spanned almost a year and involved all faculty within the Department. We launched the initiative with a discussion of why a new incentive system is necessary. Next, we articulated the elements of an ideal incentive plan, and concluded that it would be balanced, transparent, fair, easy to understand, economical to execute, and work/RVU, rather than collections-based. I added the mandates that it also be self-sustaining and that it fuel growth. We brainstormed about various incentive plans which might get us there. We pooled the best elements of the various, submitted proposals, and then discussed how this "master incentive plan" would help us achieve our goals, and those of USF Health, as well as how it could fail. Currently, our Senior Administrator for Financial Affairs, Mr. Joseph Smith, IV, and Department Administrator, Ms. Cedell McKeever, are in the process of meeting with each faculty member to make sure we have captured all the sources of revenue and cost for each faculty member, so our data is on target. This will be completed by the New Year, which will allow us to pilot the initiative for six months before going live on July 1, 2007. The consensus building approach has assured buy-in by most faculty, and also identified a number of features of the incentive plan, which would help it work.

Sincerely,

A handwritten signature in dark ink, appearing to read "David L. Keefe, M.D.". The signature is fluid and cursive, with the last name "Keefe" being the most prominent part.

David L. Keefe, M.D.
James M. Ingram Professor and Chairman

DLK/ma

cc: Mr. Joseph Smith
Ms. Cedell McKeever