

## AAOE Provides the Practice Management Solutions You Need to Have a Successful Ophthalmic Practice

Managing a practice in this challenging health care and economic environment is complex. That's why membership in the American Academy of Ophthalmic Executives (AAOE), **the practice management division of the American Academy of Ophthalmology**, is beneficial to you and your practice.

### VALUABLE INSIGHTS ON KEY ISSUES THAT IMPACT YOUR PRACTICE

- ICD-10 transition
- Coding and reimbursement
- Electronic health records (EHR)
- Meaningful use attestation
- HIPAA changes
- Physician Quality Reporting System (PQRS)
- Compliance
- Marketing and business development
- Financial management
- Practice operations and efficiency
- Risk management
- Professional growth
- Staff management

*"AAOE is a valuable resource for both physician and staff. AAOE provides valuable guides and insights on the practice of ophthalmology — benchmarking financials, how to hire, how to appropriately code for visits, marketing advice and much more. I strongly encourage any ophthalmologist with an office-based practice to join."*

**Bradley Sandler, MD**  
Fairfield, Calif.  
AAOE member since 2005

### ONE-STOP RESOURCE FOR UP-TO-DATE INFORMATION

- Access to online practice management tools and resources: EHR Central, Allied Health Recruitment and Training Toolkit, Practice Forms Library, PQRS, AcadeMetrics™ benchmarking survey, job descriptions, courses, guides and more
- Email bulletins on coding, management, ophthalmic news and advocacy
- Access to a host of listservs — E-Talk, E-Code and E-Retina — to connect and share information with other members
- Customized answers to your questions about coding and EHR planning, selection, implementation and meaningful use
- Member discounts on events, courses, products and other services

### JOINING AAOE BENEFITS YOU AND YOUR BOTTOM LINE

- Learn to appropriately code for proper reimbursement
- Increase your management expertise
- Run your practice in a more strategic way
- Discover ways to streamline workflow
- Learn best practices to improve efficiency and profitability of your practice
- Anticipate and overcome the challenges ahead

**Join AAOE today!**  
**Connect • Grow • Lead**



## Full Benefit AAOE Membership Application for M.D.s

### AAOE MEMBERSHIP ELIGIBILITY

To be eligible for membership in AAOE, individuals must be either (1) an administrative personnel (which shall not include optometrists) employed by a fellow or member of the American Academy of Ophthalmology or (2) must themselves be a fellow or member of the Academy.

### GENERAL INFORMATION

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Credential(s) (check all that apply): ☐ MD ☐ DO ☐ PhD ☐ MBA ☐ MPH

I am a member of the Academy: ☐ YES ☐ NO

Academy Member Number (required): \_\_\_\_\_

Practice Name: \_\_\_\_\_

Practice Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### PAYMENT (Membership is from Jan.1 to Dec. 31)\*

Amount: \$250

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover ☐ Check or money order, payable to AAO

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

### RETURN THIS FORM TO:

American Academy of Ophthalmology  
Dept. #34048  
P. O. Box 39000  
San Francisco, CA 94139  
Fax: 415.561.8575

I understand and agree that the American Academy of Ophthalmic Executives does not accept optometrists or commercial representatives as members and that I must be a member of the American Academy of Ophthalmology. I further agree that if I violate the foregoing statement, my membership in AAOE will be terminated immediately and no membership or other fees will be returned.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Benefits and pricing shown are for the 2015 calendar year.