

Final Program

The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Academy of Ophthalmology designates this educational activity for a maximum of 17 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

WEDNESDAY, APRIL 22 **Preconference Session**

3:00 pm – 5:00 pm

New Session!

Running for Office: From State to Federal – *Confirmed attendees only.*
Have you thought about running for political office?

WEDNESDAY, APRIL 22 **Congressional Advocacy Day**

3:00 pm – 9:00 pm

Registration/Information

FOYER 1

7:00 pm – 9:30 pm

Dinner Briefing

PRESIDENTIAL BALLROOM

MODERATOR: Donald J. Cinotti, MD – Chair, Congressional Advocacy Committee, American Academy of Ophthalmology

Fair and stable Medicare payments for physicians remains a top legislative priority at Congressional Advocacy Day 2009. Please join us as Eye M.D.s from across the country descend on Washington to lobby Congress on this and other key ophthalmology issues. Before making their way to Capitol Hill, attendees will be fully trained on best practices for representing ophthalmology before members of Congress and their staff. All Academy members are encouraged to participate in this important and exciting Academy event, and participants can earn up to two CME credits for attending the dinner briefing.

7:00 pm

Welcome

Donald J. Cinotti, MD, Chair, Congressional Advocacy Committee, American Academy of Ophthalmology

7:10 pm

Remarks from the President

Michael W. Brennan, MD, President, American Academy of Ophthalmology

7:15 pm

OPHTHPAC and the Future of Our Profession

S. William Clark III, MD, Chair, OPHTHPAC Committee, American Academy of Ophthalmology

7:20 pm

Surgical Scope Fund

Laurie Gray Barber, MD, Chair, Surgical Scope Fund Committee and Trustee-at-Large, American Academy of Ophthalmology

7:25 pm

Issue Briefing

Cathy Cohen, Vice President, Governmental Affairs, American Academy of Ophthalmology

Steve Miller, Director of OPHTHPAC & Political Affairs, American Academy of Ophthalmology

Rebecca Hyder, Manager, Public Health Manpower, American Academy of Ophthalmology



Washington, DC

Capital Hilton 1001 16th Street, NW Washington, DC 20036

WEDNESDAY, APRIL 22 Congressional Advocacy Day continued...

James F. Jorkasky, Executive Director, National Alliance for Eye and Vision, Research/Alliance for Eye and Vision Research

Betty Lucas, Director, EyeCare America, Foundation of the American Academy of Ophthalmology

8:10 pm **Interactive Capitol Hill Training**

Amy Showalter, President, The Showalter Group

9:30 pm **End of Session**

THURSDAY, APRIL 23 Congressional Advocacy Day continued...

7:00 am – 8:00 am **Continental Breakfast – Questions and Answers**

CAPITAL TERRACE

8:00 am – 2:30 pm **Scheduled visits with Members of Congress and Staff**

Appointments with your members of Congress will be made for you based on your zip code on file at the Academy. For questions about your appointments, contact Annie Bartlett at abartlett@aaodc.org or call 202.737.6662

11:30 am – 2:00 pm **Luncheon**

GROUND FLOOR OF THE DIRKSEN SENATE BUILDING, ROOM SD-GSO

A buffet style lunch for Academy members visiting Capitol Hill will be available during these hours.

THURSDAY, APRIL 23 Preconference Activities

7:00am – 2:30 pm **Committee/Secretariat Meetings – Individually scheduled**

Academy secretaries, associate secretaries, committee chairs and others are invited to have meetings before the Mid-Year Forum begins.

12:30 pm- 2:45 pm **Leadership Development Program – by invitation only**

CAPITOL HILL CLUB, MCKINLEY ROOM, 300 FIRST STREET, SE

Participants in the Academy's Leadership Development Program XI, class of 2009, who have been selected through a competitive nomination process, meet in the third of a four-session leadership program, which addresses a variety of leadership, advocacy and association management topics.

April 22-25, 2009

Mid-Year Forum

 AMERICAN ACADEMY
OF OPHTHALMOLOGY
The Eye M.D. Association

Washington, DC

Capital Hilton 1001 16th Street, NW Washington, DC 20036

THURSDAY, APRIL 23

Mid-Year Forum Events

Commercial support provided in part by  Pfizer Ophthalmics — Platinum Level

7:00 am- 5:00 pm

Registration/Information

CAPITAL TERRACE

3:00 pm

Welcome and Introduction to the 2009 Mid-Year Forum

PRESIDENTIAL BALLROOM

David W. Parke, II, MD, Executive Vice President & CEO and Michael W. Brennan, MD, President, American Academy of Ophthalmology

3:10 pm- 5:00 pm

Medicare Physician Payment Reform: Real Reform or Cost Containment?

MODERATOR: **Randolph L. Johnston, MD, President-Elect, American Academy of Ophthalmology**

With a new administration big changes will occur in healthcare policy. Congress must act on Medicare physician payment before 1/1/2010 when a 21% cut in reimbursement is slated to take effect. Congress, CMS and private payers are looking at value based purchasing and medical home programs as possible solutions to reform healthcare. The administration is also interested in expanding healthcare coverage for Americans. While these federal and similar private initiatives move forward, will they improve quality, contain costs and reform healthcare? Will Congress be able to finance these initiatives? Come hear from policy experts, congressional staff and Academy experts on issues affecting physician payment and how physicians can respond to these changes.

3:10 pm

MedPAC's Perspective on Policy Development Changes in Physician Payment

William S. Scanlon, PhD, MedPAC Commissioner and Senior Policy Advisor, Health Policy R&D

3:20 pm

Policy Development Changes in Medicare Financing and the Hurdles Congress Will Face with Expanding Healthcare Coverage

Paul B. Ginsburg, PhD, President, Center for Studying Health Systems Change and Public Trustee, American Academy of Ophthalmology

3:30 pm

Medical Home and Physician Payment Reform Alternatives

Cynthia A. Brown, Vice President, Governmental Affairs, American Medical Association

3:40 pm

Healthcare Finance and the Hurdles Congress Will Face with Physician Payment Reform

Erik Rasmussen, Professional Staff Member, House Ways and Means' Health Subcommittee

3:50 pm

Healthcare Reform and the Hurdles the Senate Will Face with Physician Payment Reform

Liz Fowler, Senior Counsel to the Chairman, U.S. Senate Committee on Finance

4:00 pm

Healthcare Reform Under the Obama Administration

Stuart Guterman, Assistant Vice President, The Commonwealth Fund

4:10 pm

Q & A

5:00 pm

End of Session

April 22-25, 2009

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 AMERICAN ACADEMY
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Capital Hilton 1001 16th Street, NW Washington, DC 20036

THURSDAY, APRIL 23

Mid-Year Forum Events *continued...*

6:00 – 9:00 pm

Welcome Reception and Awards Banquet

CONGRESSIONAL/SENATE

EYESMART™ AWARD: **Norm Abram, *This Old House, The New Yankee Workshop***

KEYNOTE SPEAKER: **Tucker Carlson, Senior Campaign Correspondent for MSNBC**

Topic: The Political Landscape

FRIDAY, APRIL 24

Mid-Year Forum Events *continued...*

Commercial support provided in part by  ALLERGAN — Gold Level

7:00 am - 5:00 pm

Registration/Information

CAPITAL TERRACE

7:00 am – 8:00 am

Continental Breakfast

CAPITAL TERRACE

7:00 am – 8:00 am

Orientation for Council Regional Chairs/Co-Chairs and New Councilors – *by invitation only*

SENATE ROOM

MODERATOR: **Martin Wand, MD, Council Chair**

Jean E. Ramsey, MD, MPH, Council Vice Chair

Regional chairs/co-chairs and new Councilors are invited to attend a special orientation. The orientation will begin with a review of the agenda for the regional meetings followed by an overview of Council operations for new Councilors.

8:15 am – 9:45 am

Hearings/Mini-Symposia

Making Your Office Electronic: How to Avoid the Short Circuits

PRESIDENTIAL BALLROOM

MODERATOR: **P. Lloyd Hildebrand, MD – Chair for the Committee on Medical Information Technology, American Academy of Ophthalmology**

The new Obama administration has proposed a booster shot for health information technology, marshalling its potential to reduce health care costs and improve quality and access to information. How can you successfully integrate these technologies/tools into your practice without running into roadblocks and productivity drains? Speakers will address tips for initiating e-prescribing, implementing electronic health records, and participating in CMS payment incentives.

8:15 am

Information Technology – State of HIT in Eye Care and the Promise and Potential

P. Lloyd Hildebrand, MD, Chair for the Committee on Medical Information Technology, American Academy of Ophthalmology

8:30 am

E-prescribing – Initiating and Tips for Successful Implementation and Participation in the PQRI Incentive

Kate Berry, Senior Vice President, Business Development & Executive Director, SureScripts-Rx Hub & Center for Improving Medication Management

8:45 am

Electronic Health Records – How to Overcome the Barriers and Achieve Efficiencies

David E. Silverstone, MD, Chair, Health Information Technology Subcommittee, American Society of Cataract and Refractive Surgery

FRIDAY, APRIL 24

Mid-Year Forum Events *continued...*

Q&A

Questions to Consider – See Agenda Tab 6

9:45 am

End of Session

No More Free Lunch: The Ethics of Physician Relationships with Industry

FEDERAL AB

MODERATOR: **Humphrey J.F. Taylor, Public Trustee, American Academy of Ophthalmology and Chairman, The Harris Poll, Harris Interactive**

Physicians and industry share common goals in developing and testing new products, procedures and devices to advance medical and surgical care. This session will examine the Pharmaceutical Research and Manufacturers of America's (PhRMA) revised Code on Interactions with Healthcare Professionals (effective Jan. 2009) and the Advanced Medical Technology Association's (AdvaMed) Code of Ethics (adopted Sept. 2003, effective July 2009) in relation to Academy members' professional relationships with industry. Also examined will be changes to industry-sponsored CME and the Sunshine Act of 2009. Members face physician-industry relationship dilemmas every day; through education and understanding we can preserve and enhance the integrity of these essential and inter-dependent relationships. Ample opportunity for sharing of concerns and questions will be provided.

8:15 am

Purpose and Goals of Hearing, Introduction of Panel Members

Humphrey J.F. Taylor, Public Trustee, American Academy of Ophthalmology and Chairman, The Harris Poll, Harris Interactive

8:25 am

Review of Physician-Industry Relationships and Potentially Inherent Conflicts of Interest

Christie L. Morse, MD, Vice-Chair, Ethics Committee & Trustee-at-Large, American Academy of Ophthalmology

8:35 am

Overview of AdvaMed's Revision to its Code of Ethics and Changes Physicians May See in Industry Practices

Elizabeth B. Carder-Thompson, JD, Partner, Reed Smith, President of American Health Lawyers Association (AHLA), Law Firm of Reed Smith, AHLA

8:45 am

Pediatric Ophthalmology Has Arrived: Kickbacks Offered in Exchange for Influence. Impact of Revised Codes of Conduct on the Practicing Ophthalmologist

Michael R. Redmond, MD, Member, Ethics Committee & Past President, American Academy of Ophthalmology

8:55 am

Landmines Dot the Landscape - Traps That Lead to a Loss of Reputation or Legal Liability

James B. Lynch, JD, Legal Counsel, Ethics Committee, American Academy of Ophthalmology and Of Council, Dorsey & Whitney

9:05 am

Q&A

Questions to Consider – See Agenda Tab 7

9:45 am

End of Session

9:45 am – 10:15 am

Break

FOYER 1

FRIDAY, APRIL 24

Mid-Year Forum Events *continued...*

10:15 am – 11:45 am

Hearings/Mini-Symposia

Can You Hear Me Now? Communication in the 21st Century

FEDERAL AB

MODERATOR: **Andrew G. Iwach, MD, Secretary for Communications, American Academy of Ophthalmology**

The way people communicate has changed dramatically in recent years, and new methods and technologies continue to emerge. Learn about the “state of the art” in consumer communication, from social networking and blogs to mobile technology platforms. This session will also explore the impact of modern communications on both your patient interactions and the way the Academy and your own society communicate.

10:15 am

Introduction and Welcome

Andrew G. Iwach, MD, Secretary for Communications, American Academy of Ophthalmology

10:20 am

New Communication Methods and Technologies: What’s Out There and Why It’s Different

Jeff Valliere, Vice President/Digital Director, GMMB

10:35 am

Legal Issues and Risks: What You Need to Know

Andrew G. Iwach, MD, Secretary for Communications, American Academy of Ophthalmology

10:45 am

Peer-to-Peer Communication and Collaboration

Ruth D. Williams, MD, Secretary for Member Services, American Academy of Ophthalmology

11:00 am

Going Public: Putting Yourself and Your Profession “Out There”

Andrew P. Doan, MD, PhD, Chair, Young Ophthalmologist Committee, American Academy of Ophthalmology

11:15 am

Q&A

Questions to Consider – See Agenda Tab 8

11:45 am

End of Session

Ophthalmology’s New Advocacy Frontier

PRESIDENTIAL BALLROOM

MODERATOR: **Cynthia A. Bradford, MD, Senior Secretary for Advocacy, American Academy of Ophthalmology**

This program will highlight recent *Surgery by Surgeons* legislative surgical activities that continue to play out across the states. The session will particularly focus on 2009 state optometric surgical activities in Idaho, Maine, Mississippi, Nebraska, Oklahoma, South Carolina, Texas and West Virginia and how Ophthalmology’s collaborative efforts with the House of Medicine are working to protect patient safety.

10:15 am

Introduction

Cynthia A. Bradford, MD, Senior Secretary for Advocacy, American Academy of Ophthalmology

10:20 am

Summary of State Action: Nebraska

Thomas A. Gaul, MD, President, Nebraska Academy of Eye Physicians and Surgeons

FRIDAY, APRIL 24 **Mid-Year Forum Events** *continued...*

10:25 am **Summary of State Action: South Carolina**
Kurt F. Heitman, MD, Councilor, South Carolina Society of Ophthalmology

10:30 am **Summary of State Action: West Virginia**
Derek T. Sprunger, MD, Member, Secretariat for State Affairs

10:35 am **Overall Summary**
Daniel J. Briceland, MD, Secretary for State Affairs, American Academy of Ophthalmology

10:40 am **Council Scope Discussion Interface “Discussion on the Latest OD Push for Equivalency”**
Cynthia A. Bradford, MD, Senior Secretary for Advocacy, American Academy of Ophthalmology

11:00 am **Q&A**
Questions to Consider – See Agenda Tab 9

11:45 am **End of Session**

12:00 pm – 2:00 pm **Luncheon and Closing Session**

CONGRESSIONAL/SENATE

Physicians First – A Team Approach to Primary Eye Care

MODERATOR: **David A. Durfee, MD, Senior Secretary for Ophthalmic Practice, American Academy of Ophthalmology**

In the face of a doubling of the demands for primary eye care in the not too distant future, ophthalmology has the opportunity to make changes in order to preserve quality care and the profession’s leadership role. Different practice models and other Academy resources will be discussed as well as the value of the primary eye care patient as it relates to specialty and surgical practice.

12:00 pm **Identify the Issue**
Michael W. Brennan, MD, President, American Academy of Ophthalmology

12:05 pm **Existing Models**
David A. Durfee, MD, Senior Secretary for Ophthalmic Practice, American Academy of Ophthalmology

12:15 pm **Practical Aspects of a Team Approach to Integrated Eye Care**
Melissa G. Cable, MD, Councilor, Missouri Society of Eye Physicians & Surgeons

12:25 pm **Possible Solutions Using Communications to Public and Profession**
Andrew G. Iwach, Secretary for Communications, American Academy of Ophthalmology

12:35 pm **Importance of Primary Eye Care for the Subspecialist**
Suber S. Huang, MD, Vice President, American Society of Retina Specialists (ASRS)

12:40 pm **Advocacy Initiatives on Behalf of Patients’ Interest**
Richard P. Mills, MD, MPH, Chief Medical Editor, *EyeNet*, American Academy of Ophthalmology



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FRIDAY, APRIL 24 Mid-Year Forum Events continued...

12:50 pm **Q&A**

2:00 pm **End of Session**

2:00 pm – 2:30 pm **Break**
 FOYER 1

FRIDAY, APRIL 24 Post Conference Events

2:30 pm – 3:35 pm **Council Opening Session**
 PRESIDENTIAL BALLROOM

3:45 pm – 6:00 pm **Regional Meetings**
 AGENDA TABS 18, 19A, 19B

6:30 pm – 8:30 pm **OPHTHPAC Reception –by invitation only**
 HAY-ADAMS HOTEL, SIXTEENTH & H STREETS, N.W.

OPHTHPAC’s major donors are invited to attend a special recognition reception at the Hay-Adams Hotel - Rooftop Terrace. The reception includes a full open bar and heavy hors d’oeuvres. Members contributing \$500 or more to OPHTHPAC for the 2009 giving year are invited to attend this lively cocktail reception. To check your giving history or to make a contribution, contact Steve Miller at smiller@aaodc.org or call 202.737.6662. Contributions will also be accepted at the Federal Affairs desk at the meeting prior to the reception.



Washington, DC

Capital Hilton 1001 16th Street, NW Washington, DC 20036

SATURDAY, APRIL 25 Post Conference Events

*Commercial support provided in part by **Genentech** — Silver Level*
IN BUSINESS FOR LIFE

- 6:30 am – 1:15 pm **Registration/Information**
CAPITAL TERRACE
- 7:00 am- 5:00 pm **Committee/Secretariat Meetings** – *schedule individually*
- 6:30 am – 7:00 am **Continental Breakfast for Councilors**
FOYER 1
- 7:00 am – 8:30 am **Council State Section Meeting**
PRESIDENTIAL BALLROOM
- 7:00 am – 8:30 am **Council Subspecialty/Specialized Interest Section Meeting**
SOUTH AMERICAN AB
- 8:30 am – 8:45 am **Break**
FOYER 1
- 8:45 am – 11:15am **Hearing on Council Advisory Recommendations and Council Elections**
PRESIDENTIAL BALLROOM
- 11:45 am – 1:15 pm **Council Luncheon and Closing Session Entertainment: “The Capitol Steps”**
CONGRESSIONAL/SENATE

Save the Date

Next Mid-Year Forum: April 21 – 24, 2010
 Capital Hilton, Washington DC