

# MID-YEAR FORUM APRIL 21–24, 2010 WASHINGTON, DC



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

## 2010 MYF Preliminary Program

**Register Now!**

The American Academy of Ophthalmology is accredited by the ACCME to provide continuing medical education for physicians.

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

WEDNESDAY, APRIL 21

### Congressional Advocacy Day

7:00 pm – 8:30 pm

#### Dinner Briefing – New Program Features!

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

This year's Congressional Advocacy Day will focus on the continuing effort to implement wide-spread changes to our health care system and Medicare. Fair and stable Medicare payments for physicians remains a top legislative priority at Congressional Advocacy Day 2010. 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.

8:45 pm – 9:45 pm

#### Advocacy Ambassador Program Briefing and Reception – *by invitation only*

THURSDAY, APRIL 22

### Congressional Advocacy Day *continued...*

7:00 am – 8:00 am

#### Continental Breakfast – Questions and Answers

8:00 am – 3:00 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 Heather Falen at [hfalen@aaodc.org](mailto:hfalen@aaodc.org) or call 202.737.6662

11:30 am – 2:00 pm

#### Luncheon

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

THURSDAY, APRIL 22

### Preconference Activities

7:00am – 3:00 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*

CANNON HOUSE OFFICE BUILDING - 121 CANNON

Participants in the Academy's Leadership Development Program XII, class of 2010, 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.

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## THURSDAY, APRIL 22 Mid-Year Forum Events

7:00 am- 5:00 pm **Registration/Information**

3:30 pm **Welcome and Introduction to the 2010 Mid-Year Forum**

**David W. Parke, II, MD - Executive Vice President and CEO and Randolph L. Johnston, MD - President, American Academy of Ophthalmology**

3:40 pm- 5:30 pm **What Will Medicare Reform Really Look Like?**

**MODERATOR: William L. Rich, III, MD - AAO Medical Director of Health Policy, American Academy of Ophthalmology**

Independent of health care reform, there will be physician payment reform. This session will highlight different methodologies and potential impacts on ophthalmology. Payment systems will no longer reward volume but physician pay will be based on value in the future. What impact will an independent cost control commission have? How will ophthalmologists work in “Accountable Care Organizations” of the future. Speakers will examine the impact of resource use feedback reports, implementation of episode or other groupers on ophthalmology practice.

6:00 pm – 9:00 pm **Welcome Reception and Awards Banquet**

**KEYNOTE SPEAKER: Paul Begala, Political Analyst and Commentator, CNN**

**TOPIC: Divided or United? President Obama, Congress and the 2010 Midterm Elections**

## FRIDAY, APRIL 23 Mid-Year Forum Events *continued...*

7:00 am- 5:00 pm **Registration/Information**

7:00 am – 8:00 am **Continental Breakfast**

7:00 am – 8:00 am **Orientation for Council Regional Meeting Chairs and New Councilors – *by invitation only***

**MODERATORS: Jean E. Ramsey, MD, MPH - Council Chair  
Russell N. Van Gelder, MD, PhD - Council Vice Chair**

Regional Meeting 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**

**Ethical ‘No-Fly Zones’ in Daily Practice**

**MODERATOR: Charles M. Zacks, MD – Chair, Ethics Committee, American Academy of Ophthalmology**

Declining reimbursement, increased government oversight, new patient demands, the influence of industry and especially the uncertain impact of health care reform all threaten the professional satisfaction we seek. This session will use case studies to illustrate how, when confronted with new temptations to increase the bottom line, we should behave both legally and ethically.

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FRIDAY, APRIL 23

## Mid-Year Forum Events *continued...*

### **Board Games & Patient Safety: Updates on Certification and Licensure in Optometry & Ophthalmology**

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

Issues of demand for services and attention to quality and safety will continue to put pressure on ophthalmology and optometry and their respective roles in eye care delivery. At the same time, changes are occurring in Board certification and maintenance of certification (MOC) for ophthalmology and a new national certification for optometrists is in development. Discussions are taking place and language exists in draft legislation that may link MOC to PQRI and maintenance of licensure (MOL). What scenarios may develop from these trends and what position or action should or can the Academy take?

9:45 am – 10:15 am

### **Break**

10:15 am – 11:45 am

### **Hearings**

#### **The Quality Goes in Before the Bill Goes Out: What You Need to Know About Quality of Care Reporting**

**MODERATOR: Anne L. Coleman, MD, PhD - Secretary for Quality of Care, American Academy of Ophthalmology**

Physicians are increasingly being evaluated on measures of quality and performance, including efficiency. The Academy has been involved to ensure physicians have input into decisions about the future of quality measurement and improvement in the U.S. health care system. Increasingly, Medicare -- the nation's biggest purchaser of health care -- is moving to tie physician payments to the quality of care. In deciding what treatments Medicare will cover, scientific evidence, comparative effectiveness research and what is considered "reasonable and necessary" for beneficiaries is considered. These ongoing activities and the future of quality evaluation and reporting will be discussed.

#### **How Tweet It Is: Social Media's Role in Clinical and Patient Education**

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

With the abundance of social media outlets and portals like Twitter, never has so much health information been at the fingertips of physicians and patients. Yet the potential for misinformation is also greater than ever before, and the overall deluge can be challenging to manage. Used in the right way, today's powerful communication and collaboration tools can improve your practice efficiency and clinical knowledge base and serve as an important driver of patient education and advocacy support.

12:00 pm – 2:00 pm

### **Luncheon and Closing Session**

*Commercial support provided in part by*  **ALLERGAN** – Gold Level

#### **What Will it Take to Get Paid for Using EHR?**

**MODERATOR: Michael F. Chiang, MD - Chair, Medical Information Technology Committee, American Academy of Ophthalmology**

Over the last few years, the Academy's leadership has directed attention to help members prepare for the transition to electronic health records. Starting in 2011, the federal government is providing payments for physicians adopting EHR and meeting criteria for "meaningful use." These can add up to as much as \$44,000 over five years for an individual physician participating in Medicare. HHS has created a new certification process for EHR systems, targeting privacy, security and interoperability requirements. Speakers will focus on these new provisions for HHS certification of EHR systems and demonstrating "meaningful use" by individual physicians, required for qualifying for incentive payments.

2:00 pm – 2:30 pm

### **Break**

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## FRIDAY, APRIL 23 Post Conference Events

2:30 pm – 3:30 pm **Council Opening Session**

3:45 pm – 6:00 pm **Council Regional Meetings**

6:30 pm – 8:30 pm **OPHTHPAC Reception – by invitation only**

OPHTHPAC's major donors are invited to attend a special recognition reception at the Hay Adams Hotel-Rooftop Terrace

## SATURDAY, APRIL 24 Post Conference Events

Commercial support provided in part by **Genentech** – Silver Level  
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6:30 am – 1:00 pm **Registration/Information**

7:00 am– 8:30 am **Committee/Secretariat Meetings – schedule individually**

6:30 am – 7:00 am **Continental Breakfast for Councilors**

7:00 am – 8:30 am **Council State Section Meeting**

7:00 am – 8:30 am **Council Subspecialty/Specialized Interest Section Meeting**

8:30 am – 8:45 am **Break**

8:45 am – 11:15 am **Hearing on Council Advisory Recommendations and Council Elections**

11:30 am – 1:00 pm **Council Luncheon and Closing Session Entertainment: “The Capitol Steps”**

11:30 am– 5:00 pm **Committee/Secretariat Meetings – schedule individually**

## Save the Date

**Next Mid-Year Forum:** April 6 – 9, 2011  
Grand Hyatt, Washington DC