



MID-YEAR FORUM • WASHINGTON, D.C. APRIL 6 - 9 2011

GRAND HYATT WASHINGTON 1000 H STREET, NW WASHINGTON, D.C. 20001

2011 MYF Final Program

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

The American Academy of Ophthalmology designates this live meeting for a maximum of 2 AMA PRA Category 1 Credits™. Physicians should claim only credit commensurate with the extent of their participation in the activity.

WEDNESDAY, APRIL 6

Congressional Advocacy Day

4:00 pm – 8:30 pm

Registration/Information

INDEPENDENCE LEVEL (5B)

7:00 pm – 8:30 pm

Dinner Briefing*

INDEPENDENCE BALLROOM A

MODERATOR: Donald J. Cinotti, MD – Chair, Congressional Advocacy Day, 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 payment for physicians remains a top legislative priority at Congressional Advocacy Day 2011. 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 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.

**Appointment Pick-Up Desk Hours: 4:00 to 6:45 pm and 8:45 to 9:30 pm. (located at Independence Level)*

7:00 pm – 7:05 pm

Welcome

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

7:05 pm – 7:10 pm

Remarks from the President

Richard L. Abbott, MD – President, American Academy of Ophthalmology

7:10 pm – 7:15 pm

Surgical Scope Fund

Thomas A. Graul, MD – Chair, Surgical Scope Fund Committee, American Academy of Ophthalmology

7:15 pm – 7:20 pm

The Importance of Getting Involved

7:20 pm – 7:30 pm

OPHTHPAC

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



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WEDNESDAY, APRIL 6 Congressional Advocacy Day

7:30 pm – 8:05 pm

Legislative Briefing

Stability and Fairness in Physician Payment

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

Truth and Transparency in Health Care

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

Know Your Eye Care Team

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

National Eye Institute and Defense Research Funding

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

8:05 pm – 8:25pm

Navigating an Effective Hill Meeting

8:25 pm – 8:30 pm

Closing

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

8:45 pm – 10:00 pm

Advocacy Ambassador Program Briefing and Reception – by invitation only

INDEPENDENCE BALLROOM I

THURSDAY, APRIL 7 Congressional Advocacy Day continued...

7:00 am – 8:00 am

Continental Breakfast – Questions and Answers

INDEPENDENCE BALLROOM A

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 or call 202.737.6662

11:30 am – 2:00 pm

Luncheon

RESERVE OFFICERS ASSOCIATION, ONE CONSTITUTION AVE., NE

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

THURSDAY, APRIL 7 Preconference Activities

12:30 pm- 2:45 pm

Leadership Development Program – by invitation only

122 CANNON HOUSE OFFICE BUILDING

Participants in the Academy's Leadership Development Program XIII, class of 2011, 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 7

Mid-Year Forum Events

Commercial support provided in part by ALLERGAN – Platinum Level

7:00 am- 5:00 pm

Registration/Information

INDEPENDENCE LEVEL (5B)

3:30 pm

Welcome and Introduction to the 2011 Mid-Year Forum

INDEPENDENCE BALLROOM A

David W. Parke, II, MD - Executive Vice President & CEO and Richard L. Abbott, MD - President, American Academy of Ophthalmology

3:40 pm- 5:30 pm

Outlook for Medicare Payment Under Health Care Reform Implementation

MODERATOR: **Michael X. Repka, MD – Medical Director for Government Affairs, American Academy of Ophthalmology**

While ophthalmologists go into 2011 in a strong payment position, significant changes to the Medicare program are scheduled which will impact the profession. Speakers will discuss the impact of health care reform including payment reform on ophthalmologists. A snap shot of the health care environment in 2011, 2015 and 2020 for ophthalmology will be presented.

3:40 pm – 3:50 pm

What the Health System and Medicare Might Look Like for Physicians and Patients in 2011?

Michael X. Repka, MD - Medical Director for Government Affairs, American Academy of Ophthalmology

3:50 pm – 4:00 pm

Private Contracting: Is it a Real Option?

Ruth D. Williams, MD - President-Elect, American Academy of Ophthalmology

4:00 pm – 4:10 pm

What the Health Care World Might Look Like for Patients/Consumers in 2015?

Humphrey J.F. Taylor - Chairman, The Harris Poll, Harris Interactive

4:10 pm – 4:20 pm

What the Health Care World Might Look Like for Physicians in 2015?

William L. Rich III, MD - Medical Director for Health Policy, American Academy of Ophthalmology

4:20 pm – 4:30 pm

What the Health System and Medicare Might Look Like for Physicians and Patients in the Year 2020?

Bruce Merlin Fried, Esq. - Partner, SNR Denton US LLP

4:30 pm – 5:30 pm

Q&A

5:30 pm

End of Session

5:30 pm – 6:00 pm

Council Regional Chair and Co-Chair Orientation – by invitation only

FRANKLIN SQUARE

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

Regional Meeting chairs and co-chairs are invited to attend a special orientation. The orientation will include a review of the agenda for the regional meetings and responsibilities of facilitating the meetings.

6:00 pm – 9:00 pm

Welcome Reception and Awards Banquet

RECEPTION: INDEPENDENCE BALLROOM F

AWARDS BANQUET: INDEPENDENCE BALLROOM A

KEYNOTE SPEAKER: **Tucker Carlson, veteran journalist and political commentator, Fox News Channel.**

TOPIC: **Political Landscape**



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THURSDAY, APRIL 7 Mid-Year Forum Events

9:00 pm – 11:00 pm

Surgical Scope Fund Reception – by invitation only

ZOLA RESTAURANT, 800 F STREET, NW

In appreciation of your generous contribution to the Surgical Scope Fund, we invite you to join us. Members contributing \$365 or more to the Surgical Scope Fund for 2011 are invited to attend this special event. To check your giving history or to make a contribution, contact Anne Berger at aberger@aaodc.org or call 202.737.6662.

FRIDAY, APRIL 8 Mid-Year Forum Events continued...

7:00 am - 5:00 pm

Registration/Information

INDEPENDENCE LEVEL (5B)

7:00 am – 8:00 am

Continental Breakfast

INDEPENDENCE FOYER

7:00 am – 8:00 am

Orientation for New Councilors – by invitation only

FRANKLIN SQUARE

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

New Councilors are invited to attend a special orientation. The orientation will include an overview of Council operational procedures and responsibilities of Councilors.

8:15 am – 9:45 am

Hearing/Mini-Symposia

8:15 am – 9:45 am

The Ethical and Practical Aspects of Implementing an Integrated Eye Care Delivery Team

INDEPENDENCE BALLROOM A

MODERATORS: **Christie L. Morse – Chair, Ethics Committee, American Academy of Ophthalmology and David A. Durfee, MD – Senior Secretary for Ophthalmic Practice, American Academy of Ophthalmology**

A successful integrated eye care team is carefully created and shares a common goal: To ethically serve the best interests of patients and enhance access to the best possible eye care. The Academy maintains its position on surgery by surgeons and the practice of medicine, but we must look to the future and recognize that the paradigm is shifting for the future of ophthalmology. Only by becoming more efficient and ensuring ethical delegation of care, can the profession turn this challenge into an opportunity to solidify its role as the primary eye care provider in the ophthalmic-led integrated eye care team. Participants will also understand the risk management considerations of developing an integrated eye care team and two practices who have successfully integrated optometrists into their ophthalmology practices will share their experiences.

8:15 am – 8:17 am

Welcome and Introductions

Chair, Ethics Committee, American Academy of Ophthalmology

8:17 am – 8:20 am

What Do the Numbers Show?

David A. Durfee, MD – Senior Secretary for Ophthalmic Practice, American Academy of Ophthalmology

8:20 am – 8:30 am

Ethical Delegation and other Aspects of the Integrated Eyecare Team Model

Charles M. Zacks, MD - Past Chair, Ethics Committee, American Academy of Ophthalmology

8:30 am – 8:40 am

Integrated Eyecare Team Model: Does It Increase the Risk of Being Sued?

Anne Menke, RN, PhD - Risk Manager, OMIC (Ophthalmic Mutual Insurance Corporation)



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FRIDAY, APRIL 8

Mid-Year Forum Events continued...

8:40 am – 8:50 am

Experience as an EyeCare Team Leader: Administrative

Elise Levine, MA, CRC, OCS - Administrator/Director of Clinical Research, North Valley Eye Medical Group, Inc.

8:50 am – 9:00 am

Experience as an EyeCare Team Leader: Physician Leader

Robert E. Wiggins, MD - Physician Administrator, Asheville Eye Associates

9:00 am

Q&A

QUESTIONS TO CONSIDER – SEE AGENDA TAB 6

9:45 am

End of Session

9:45 am – 10:15 am

Break

INDEPENDENCE FOYER

10:15 am – 11:45 am

Hearings/Mini-Symposia

10:15 am – 11:45 am

All Wired Up: Electronic Health Records and Data Registries

INDEPENDENCE BALLROOM A

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

There exists a significant gap between what is known (evidence-based medicine) and what is being done (current practices). The Landmark Institute of Medicine report, “Crossing the Quality Chasm: A New Health System for the 21st Century” highlighted the gap between what we know and what we do and how a large proportion of patients fail to receive standard care. Health information technology, including electronic health records (EHRs) and data registries, hold the promise of transforming the delivery of health care, increasing the quality, safety and efficiency of care. Concerns about safeguarding security and privacy, and the implications for the physician-patient relationship and practice efficiencies remain. Speakers will address the benefits and future uses of data registries and the security concerns and future meaningful use requirements for EHR adoption.

10:15 am – 10:17 am

Overview: The Promise of Electronic Health Records and Data Registries

Anne L. Coleman, MD, PhD - Secretary for Quality of Care and Director, H. Dunbar Hoskins, Jr., MD Center for Quality Eye Care, American Academy of Ophthalmology

10:17 am – 10:29 am

Meaningful Use and Electronic Health Records: What to Expect for Stage 2 & 3

Thomas Tsang, MD - Medical Director, Office of the National Coordinator for Health Information Technology, Department of Health and Human Services

10:29 am – 10:41 am

Security and Privacy Considerations Associated with Electronic Health Records

Deven McGraw - Director, Health Privacy Project, Center for Democracy & Technology

10:41 am – 10:53 am

Society of Thoracic Surgeons: Benefits, Costs, and Lessons Learned with Data Registries

Richard Prager, MD - Chair, National Adult Audit Task Force, and Chair, Task Force on Quality Initiatives, Society of Thoracic Surgeons



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FRIDAY, APRIL 8 Mid-Year Forum Events continued...

10:53 am – 11:00 am

What Should You Do Now?

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

11:00 am – 11:45 am

Q&A

QUESTIONS TO CONSIDER –SEE AGENDA TAB 7

11:45 am

End of Session

10:15 am – 11:45 am

Going Global: Considerations for Effective Volunteering

INDEPENDENCE BALLROOM I

MODERATORS: Ruth D. Williams, MD – President-Elect, American Academy of Ophthalmology and Brad H. Feldman, MD – Chair, Young Ophthalmologist International Subcommittee, American Academy of Ophthalmology

Many ophthalmologists volunteer their time and talents to improve eye care in developing nations through teaching, examinations/surgery, research, setting up clinics or hospitals, and advocating for patients. Evaluating these opportunities and learning which would best suit your skills and expertise is the focus of this session. Hear from a panel with broad-based and long-term experience in this arena that will provide a better understanding of the landscape and setting realistic expectations.

10:15 am – 10:20 am

Volunteering Abroad is Multi-Dimensional

Ruth D. Williams, MD - President-Elect, American Academy of Ophthalmology

10:20 am – 10:27 am

What’s the Need? How Can I Best Help?

Alfred Sommer, MD, MHS - Dean Emeritus, Johns Hopkins Bloomberg School of Public Health

10:27 am – 10:34 am

Illinois Association of Ophthalmology’s Project Vietnam

Marian Macsai-Kaplan, MD - Professor of Ophthalmology, University of Chicago, Pritzker School of Medicine

10:34 am – 10:41 am

A Young Ophthalmologist’s Volunteer Perspective

R.V. Paul Chan, MD - Assistant Professor of Ophthalmology, Weill Cornell Medical College and Member, YO International Subcommittee, American Academy of Ophthalmology

10:41 am – 10:48 am

Doctors with Borders

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

10:48 am – 10:55 am

Volunteering: The NGO Perspective

Victoria M. Sheffield - President and CEO, International Eye Foundation

10:55 am – 11:00 am

Selecting the Opportunity That’s Right For You

Brad H. Feldman, MD - Chair, YO International Subcommittee, American Academy of Ophthalmology

11:00 am – 11:45 am

Q&A

QUESTIONS TO CONSIDER – SEE AGENDA TAB 8

11:45 am

End of Session



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FRIDAY, APRIL 8

Mid-Year Forum Events continued...

12:00 pm – 2:00 pm

Luncheon and Closing Session

INDEPENDENCE BALLROOM E

Commercial support provided in part by **Genentech** – Gold Level
IN BUSINESS FOR LIFE

Running for Office: Pearls, Pitfalls and Political Survival

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

Considering running for elected office? This session will highlight what it takes to build a successful campaign and how to manage competitive messaging. Eye M.D.s who have run for office will share insights on lessons learned. You will leave this session knowing what is at stake, as far as your practice, family and career when deciding to run for office.

12:45 pm – 12:50 pm

Introduction/Overview

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

12:50 pm – 1:05 pm

Speaking from Experience – Lessons from the Frontline

Honorable Susan K. Mosier, MD, MBA, FACS – State Representative, Kansas Legislator and Councilor, American Academy of Ophthalmology and Honorable Stephen K. Magie, MD – President-Elect, Arkansas Medical Society and Past Legislative Chair/President, Arkansas Ophthalmological Society

1:05 pm – 1:12 pm

Speaking from Experience – Life as a Public Figure

Honorable Andy Harris, MD – Member of Congress, U.S. House of Representatives

1:12 pm – 1:19 pm

Speaking from Experience – Personal and Professional Considerations in a Campaign

Steven C. Thornquist, MD – Public Office -Board of Selectmen, State of Connecticut and Member, Secretariat for State Affairs, American Academy of Ophthalmology

1:19 pm – 1:26 pm

The 2012 Elections – I am Running NOW!

Dawn Buckingham, MD – President, Texas Ophthalmological Society

1:26 pm – 1:44 pm

Before the Campaign – Know Your Strength, Research Your Weaknesses.

Key to Success – Develop an Election Strategy
Erick Mullen - Partner, Consultant, Mullen & Company

1:44 pm – 1:50 pm

Closing Comment

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

1:50 pm – 2:00 pm

Q&A

2:00 pm

End of Session

2:00 pm – 2:30 pm

Break

INDEPENDENCE FOYER



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FRIDAY, APRIL 8

Post Conference Events

2:30 pm – 4:10 pm

Council Opening Session
INDEPENDENCE BALLROOM A

4:15 pm – 6:00 pm

Council Regional Meetings
AGENDA TABS 17, 17A, 17B

6:30 pm – 8:30 pm

OPHTHPAC Reception – by invitation only

NEWSEUM, 555 PENNSYLVANIA AVE., N.W., 8TH FLOOR

OPHTHPAC members are invited to attend a special reception. The reception includes a full open bar and hors d'oeuvres. Members who contribute to OPHTHPAC on or before April 8 are invited to attend this lively cocktail reception. To check your giving history or to make a contribution, contact Heather Falen at hfalen@aaodc.org or call 202.737.6662.

SATURDAY, APRIL 9

Post Conference Events

6:30 am – 1:00 pm

Registration/Information
INDEPENDENCE LEVEL (5B)

7:00 am – 8:30 am

Committee/Secretariat Meetings – scheduled individually

7:00 am – 8:00 am

Continental Breakfast for Councilors
INDEPENDENCE FOYER

8:00 am – 9:30 am

Council State Section Meeting
INDEPENDENCE BALLROOM A

8:00 am – 9:30 am

Council Subspecialty/Specialized Interest Section Meeting
INDEPENDENCE BALLROOM H

9:30 am – 9:45 am

Break
INDEPENDENCE FOYER

9:45 am – 11:45 am

Council Elections and Hearing on Council Advisory Recommendations
INDEPENDENCE BALLROOM A

12:00 pm – 1:00 pm

Council Luncheon and Closing Session
INDEPENDENCE BALLROOM E

1:00 pm

Conclusion of Mid-Year Forum

11:30 am- 5:00 pm

Committee/Secretariat Meetings – schedule individually

Save the Date

Next Mid-Year Forum: April 25 – 28, 2012
Renaissance Downtown, Washington D.C.