

# MID-YEAR FORUM



# Washington D.C. April 25 – 28, 2012

Renaissance Downtown Hotel 999 9th Street, N.W. Washington, D.C. 20001

## 2012 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 live meeting for a maximum of 3 *AMA PRA Category 1 Credits™*. Physicians should claim only credit commensurate with the extent of their participation in the activity.

**WEDNESDAY, APRIL 25**

### **Congressional Advocacy Day**

7:00 pm – 8:30 pm

#### **Dinner Briefing\***

MODERATOR: **Donald J. Cinotti, MD – Chair, OPHTHPAC, 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 2012. 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.

*\*Appointment Pick-Up Desk Hours: 4:00 to 6:45 pm and 8:45 to 9:30 pm*

8:45 pm – 10:00 pm

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

**THURSDAY, APRIL 26**

### **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 Ashley Mild at [amild@aaodc.org](mailto:amild@aaodc.org) or call 202.737.6662.

11:30 am – 2:00 pm

#### **Luncheon**

RESERVE OFFICERS ASSOCIATION, ONE CONSTITUTION AVENUE, N.E.

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

**THURSDAY, APRIL 26**

### **Preconference Activities**

12:30 pm – 2:45 pm

**Leadership Development Program Luncheon and Meeting** – *by invitation only*

121 CANNON HOUSE OFFICE BUILDING

Participants in the Academy's Leadership Development Program XIV, class of 2012, 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 26

## Mid-Year Forum Events

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

7:00 am- 5:00 pm

### Registration/Information

3:30 pm

### Welcome and Introduction to the 2012 Mid-Year Forum

**David W. Parke, II, MD - Executive Vice President & CEO**  
**and Ruth D. Williams, MD - President, American Academy of Ophthalmology**

3:40 pm- 5:30 pm

### Physician Profiling and the Demands for Accountability – Will CMS be the next ‘Angie’s List’?

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

Under the Healthcare Reform Law, consumers, employers, and insurance companies will soon have access to Medicare claims data about individual physicians. This information will enable qualified organizations to analyze billing records to glean critical information consumers are demanding, such as how often a doctor has performed a particular procedure and history of preventable complications. These medical report cards could become a powerful tool for driving improvements in quality care and reducing waste. They also create a myriad of potential issues for ophthalmologists and their practices. Accountability by government agencies and information third-party payers and consumer-oriented websites are providing to consumers are just some of the new dynamic forces Eye MDs will need to manage. Leaders in physician profiling offer their insights into this brave new world, followed by a group of ophthalmologists who will describe their early efforts to be ahead of the curve.

5:30 pm – 6:00 pm

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

MODERATORS: **Russell N. Van Gelder, MD, PhD - Council Chair**  
**Ann A. Warn, MD, MBA - 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 for facilitating the meetings.

6:00 pm – 9:00 pm

### Welcome Reception and Awards Banquet

KEYNOTE SPEAKER: **Katty Kay, veteran journalist, BBC America**

TOPIC: **Washington and the 2012 Elections from a Different Angle**

9:15 pm – 11:15 pm

### Surgical Scope Fund Reception – *by invitation only*

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 2012 are invited to attend this special event. To check your giving history or to make a contribution, contact Anne Berger at [aberger@aaodc.org](mailto:aberger@aaodc.org) or call 202.737.6662.

FRIDAY, APRIL 27

## 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 New Councilors – *by invitation only*

MODERATORS: **Russell N. Van Gelder, MD, PhD - Council Chair**  
**Ann A. Warn, MD, MBA - Council Vice Chair**

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

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FRIDAY, APRIL 27

## Mid-Year Forum Events continued...

8:15 am – 9:45 am

### General Session

#### Keeping Innovation Alive: Balancing Science, Regulations, Business, and Ethics

MODERATORS: **Michael X. Repka, MD – Director for Governmental Affairs, American Academy of Ophthalmology and Jeffrey S. Heier, MD – Secretary for Online Education/Learning, American Academy of Ophthalmology**

As a technology-rich specialty, ophthalmology has benefited from innovations in the pharmaceutical and device industries including among others, IOLs and their multi-focal cousins, off-label drug uses for previously difficult to treat diseases, and the implantable miniature telescope. Incorporating these new technologies into our practices is not a part of ophthalmic training. An expert panel of speakers will provide a forum to discuss the scientific challenges of bringing a new product or off-label use to market, regulatory issues, business considerations, advertising, and ethical concerns.

9:45 am – 10:15 am

### Break

10:15 am – 11:45 am

### Hearings

#### What Do We Want Optometry's Future To Be?

MODERATORS: **Cynthia A. Bradford, MD – Senior Secretary for Advocacy, American Academy of Ophthalmology and John D. Peters, MD – Member, Secretariat for State Affairs, American Academy of Ophthalmology**

We as a profession expend considerable resources fighting optometry's future vision for themselves—one that seems to encompass surgery, optometric subspecialization, and co-equal status. Rather than simply fighting or denying that vision, do we have a clear vision as to what ophthalmology believes optometry's future should be? If we do, then it will drive our activities and policies on a proactive basis. Should optometry's future be primary eye care—or more? How should ophthalmologists, optometrists, and opticians interface in the delivery of care? What is in the patients' best interests? Our vision should be based on pragmatic reality—as well as philosophic principles.


#### Femtosecond: A Case Study in Physician Payment

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

Confused about whether or not a Femtosecond laser might be a good addition for your practice? Are you able to advertise and market the approved versus “off-label” indications of the laser? Will Medicare provide coverage for any of the indications approved or being considered for this new high cost technology? If not, how and when can the patient be directly billed for use of Femtosecond? Join us for an informative and topical hearing to discuss the legal, business, regulatory and ethical ramifications of the use of Femtosecond lasers.

12:00 pm – 2:00 pm

### Luncheon and Closing Session

Commercial support provided in part by  – Gold Level  
A Member of the Roche Group

#### Learning from the Heart: Status of Medical Registries

MODERATORS: **Anne L. Coleman, MD, PhD – Secretary for Quality of Care, American Academy of Ophthalmology and Director, H. Dunbar Hoskins Jr, MD Center for Quality Eye Care and David W. Parke II, MD, Executive Vice President/CEO, American Academy of Ophthalmology**

This session will focus on why physicians would want to participate in medical registries and how we as a specialty can learn from other medical societies who have already developed them. Guest speakers from the Society of Thoracic Surgeons and the American College of Cardiology will explore the value of registry participation as well as the practical aspects of office workflow and implementation.

2:00 pm – 2:30 pm

### Break

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### FRIDAY, APRIL 27

#### Post Conference Events

2:30 pm – 3:55 pm

**Council Opening Session**

4:00 pm – 6:00 pm

**Council Regional Meetings**

6:30 pm – 8:30 pm

**OPHTHPAC Reception** – *by invitation only*

LONG VIEW GALLERY, 1234 9TH ST., N.W.

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 from January 1 to April 16, 2012 are invited to attend this lively cocktail reception. To check your giving history or to make a contribution, contact Ashley Mild at [amild@aaodc.org](mailto:amild@aaodc.org) or call 202.737.6662.

### SATURDAY, APRIL 28

#### POST CONFERENCE EVENTS

6:30 am – 1:00 pm

**Registration/Information**

7:00 am – 8:30 am

**Committee/Secretariat Meetings** – *scheduled individually*

7:00 am – 8:00 am

**Continental Breakfast for Councilors**

8:00 am – 9:30 am

**Council State Section Meeting**

8:00 am – 9:30 am

**Council Subspecialty/Specialized Interest Section Meeting**

9:30 am – 9:45 am

**Break**

9:45 am – 11:30 am

**Hearing on Council Advisory Recommendations and Council Business**

11:45 am – 1:00 pm

**Council Luncheon and Closing Session Entertainment: “The Capitol Steps”**

11:30 am – 5:00 pm

**Committee/Secretariat Meetings** – *scheduled individually*

## Save the Date

Next Mid-Year Forum: April 10 – 13, 2013

Renaissance Downtown Hotel, Washington D.C.