This annual forum provides an opportunity for Academy members, leaders and leaders of allied ophthalmic organizations to identify and discuss critical issues facing ophthalmology.

### WEDNESDAY, APRIL 15

**Congressional Advocacy Day**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 pm</td>
<td>Dinner Briefing*</td>
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<tr>
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<td>MODERATOR: Donald J. Cinotti, MD – Chair, OPHTHPAC Committee, American Academy of Ophthalmology</td>
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<td>The 114th Congress began in January with over 70 new members who need to be introduced to the issues that impact ophthalmology. This year’s Congressional Advocacy Day will focus on 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 2015. The Academy will also focus attention on relief from penalties associated with existing Medicare quality programs, such as Meaningful Use and the Physician Quality Reporting System. Other issues could include changes to Medicare’s electronic health records program, network adequacy or ensuring access to compounded drugs. Please join us as Eye M.D.s from across the country descend on Washington to lobby Congress on these 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.</td>
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<tr>
<td>8:45 pm</td>
<td>Advocacy Ambassador Program Briefing and Reception – by invitation only</td>
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### THURSDAY, APRIL 16

**Preconference Activities**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 pm</td>
<td>Leadership Development Program Luncheon and Meeting – by invitation only</td>
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<td>121 CANNON HOUSE OFFICE BUILDING</td>
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<td>Participants in the Academy's Leadership Development Program XVII, class of 2015, 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.</td>
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</tbody>
</table>
**Mid-Year Forum Events**

Commercial support provided in part by [ALLERGAN - Platinum Level](#)

**7:00 am - 6:00 pm**

**Registration/Information**

**3:30 pm**

**Welcome and Introduction to the 2015 Mid-Year Forum**

David W. Parke, II, MD - Executive Vice President & CEO, American Academy of Ophthalmology and Russell N. Van Gelder, MD, PhD - President, American Academy of Ophthalmology

**3:40 pm - 5:30 pm**

**Under Pressure: Payment Trends in the Insurance Marketplace**

**MODERATOR:** Cynthia Mattox, MD - Member, Health Policy Committee, American Academy of Ophthalmology

The marketplace for purchasing medical coverage is changing. Not only are record numbers of Medicare beneficiaries choosing private insurers in Medicare Advantage plans, an estimated 7+ million of non-Medicare subscribers are purchasing coverage through Affordable Care Act (ACA) exchanges. These insurer-designed offerings utilize cost control techniques such as narrow networks and quality designation programs that impact ophthalmologists. The Academy, Congress, and CMS are voicing concerns about access to care and patients who need specialty care. Coverage for ophthalmic procedures and surgery may look very different in the next few years.

**5:30 pm - 6:00 pm**

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

**MODERATORS:** Ann A. Warn, MD, MBA - Council Chair  
Mathew W. MacCumber, MD, PhD - Council Vice Chair

Council 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**

**KEYNOTE SPEAKER:** Mara Liasson - National Political Correspondent, National Public Radio  
**TOPIC:** Politics and Elections

**9:15 pm - 11:15 pm**

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

In appreciation for your support of Surgery by Surgeons in 2015, we invite you to join us to attend this special event. If you have any questions, please contact Megan Vijiarungam at mvijiarungam@aaodc.org or call 202.737.6662.
FRIDAY, APRIL 17

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: Ann A. Warn, MD, MBA - Council Chair
Mathew W. MacCumber, 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
Hearings (Concurrent Hearings)
1. Ophthalmology EHRs: What You Need to Know in 2015
2. Compounding our Troubles: Safety, Supply, and Sales in the Wake of New FDA Compounding Pharmacy Guidelines

Hearing #1. Ophthalmology EHRs: What You Need to Know in 2015
MODERATOR: Michael F. Chiang, MD – Chair, Task Force on IRIS Registry Analytics and Research and Past Chair, Medical Technology Committee, American Academy of Ophthalmology

Electronic health records have had a tremendous impact on the practice of ophthalmology and the issues related to EHRs are ever changing. In this session, experts will discuss the impact that EHRs have on quality of care, medicolegal liability, and office efficiency. The latest update on Meaningful Use will also be included.

Hearing #2. Compounding our Troubles: Safety, Supply, and Sales in the Wake of New FDA Compounding Pharmacy Guidelines
MODERATOR: Suber S. Huang, MD, MBA – Chair, Committee for Research Regulatory and External Scientific Relations, American Academy of Ophthalmology and National Eye Health Education Program (NEHEP) Planning Committee, National Eye Institute (NEI)

Ophthalmologists and patients have faced unprecedented challenges in accessing several ophthalmic drugs in recent years. New compounding pharmacy laws leave continued access to some critical treatments uncertain and many generics have seen significant increases in price without explanation. This session will examine the continuing impact of compounding pharmacy legislation on ophthalmology practices and discuss the current and future landscape for generic drugs.

9:00 am – Noon
Advocacy Ambassador Program: L.E.A.P. Forward (Leadership, Engagement, Advocacy and Practice Management) – by invitation only

9:45 am – 10:15 am
Break
FRIDAY, APRIL 17

Mid-Year Forum Events continued...

10:15 am – 11:45 am

**Hearings (Concurrent Hearings)**

2. Be Prepared: Do's and Don'ts for Surviving an Audit


**MODERATOR:** Ravi D. Goel, MD – Member, Board of Directors, American Academy of Ophthalmic Executives

With the backdrop of narrowing networks, rate cuts, and potential reimbursement penalties, more than ever practices must have a strategy in place related to their payer contracts. As practices are being asked to take bundled rates and share in financial risk that has traditionally been placed on the payers, practices must "partner" with their payers if they want to be successful. Keys to a successful partnership include: knowing your payer partner, having the right data, and being able to support the value that your practice adds in the network. Solutions that work will be presented, but the practical take-home is that it will require doing homework.

**Hearing #2. Be Prepared: Do's and Don'ts for Surviving an Audit**

**MODERATOR:** Rajiv R. Rathod, MD – Member, Board of Directors, American Academy of Ophthalmic Executives

Being the subject of an audit is stressful and time consuming for physicians and staff. Given the way audits are conducted, both by Medicare Part B as well as all other third-party payers, most physicians will be audited by some payer at some time during their career. This session will detail proactive preparation and present a step-by-step process of what physicians can do when the request for records is received. Real-life audit scenarios of Supplemental Medical Review Contractor (SMRC), Comprehensive Error Rate Testing (CERT), Recovery Audit (RA), and Zone Physician Integrity Program (ZPIC) in addition to Office of Inspector General (OIG) investigations will be presented.

12:00 pm – 2:00 pm

**Luncheon and Closing Session**

**New Era in Quality Reporting - Patient Outcomes All the Time**

**MODERATOR:** Michael F. Chiang, MD – Chair, Task Force on IRIS Registry Analytics and Research and Past Chair, Medical Technology Committee, American Academy of Ophthalmology

There is broad agreement that current federal quality programs—PQRS, Value Based Modifier, Meaningful Use are not effective at really moving the quality needle. Such programs, which come with the potential for significant financial penalties, often create administrative burden and extra work for physicians, without adding true value or improving patient outcomes. Physicians, patients and other consumers want the focus to be on what is actually meaningful in terms of patient-centered outcomes; not just meaningful use. This session will explore how specialty-led clinical data registries, such as the Academy's IRIS™ Registry, are shaping a new era in quality reporting, shifting focus to clinical outcomes and patient-centered outcomes, and driving true improvements in quality.

2:00 pm – 2:30 pm

**Break**
FRIDAY, APRIL 17

Post Conference Events

Commercial support provided in part by Genentech – Gold Level

2:30 pm – 3:30 pm
 Advocacy Ambassador Program: Post-Hill Visits Debriefing – by invitation only

2:30 pm – 3:45 pm
 Council Opening Session

4:00 pm – 6:00 pm
 Council Regional Meetings

6:30 pm – 8:30 pm
 OPHTHPAC Reception – by invitation only
 WOMEN IN MILITARY SERVICE FOR AMERICA MEMORIAL
 1 MEMORIAL AVENUE, ARLINGTON, VA

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 in 2015 on or before April 6 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 or call 202.737.6662.

6:15pm – 9:00pm
 Motorcoach Transportation to/from the OPHTHPAC Reception
 OPHTHPAC will provide transportation from the Marriott Marquis - 901 Massachusetts Ave, Washington, DC - to the OPHTHPAC reception at the Women’s Memorial - 1 Memorial Avenue, Arlington, VA starting at 6:15 pm. Departures will run every 15 minutes until 6:45 pm to the Women’s Memorial. Return service to the Marriott Marquis will be every half hour until 9:00 pm.

SATURDAY, APRIL 18

Post Conference Events

7:00 am – 1:00 pm
 Meeting Information

7:00 am – 8:00 am
 Continental Breakfast

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
 Council Elections and Hearing on Council Advisory Recommendations

11:45 am – 1:00 pm
 Council Luncheon and Closing Session Entertainment: “The Capitol Steps”

Save the Date

Next Mid-Year Forum: April 13-16, 2016
 Marriott Marquis, Washington, DC