

*Are you taking advantage of the Academy's rich array of resources? Visit the Academy Resource Center for tools, materials and services—developed by panels of leading ophthalmologists—that will help you to build and maintain a flourishing practice.*

# VISIT THE Resource Center

## INVEST IN YOUR FUTURE TODAY

### FIND IT FAST

The Academy Resource Center (Booth #2939) is designed so that you can swiftly find what you need. Kiosks are clearly labeled (see map), and Academy staff are on hand at the **Information desk** and throughout the exhibit to help you zero in on the resources that will be most useful for your practice.

#### ACADEMY STORE

Enjoy a 10 percent discount when you place an order of \$250 or more at The Academy Store. Most products are available to be picked up today, or you can have your order shipped.

#### ADVOCACY

The Federal Affairs & OphthPAC desk is the place to be to send a letter to your members of Congress on an issue of importance to ophthalmology. You also can speak to experts on Medicare reimbursement and regulatory issues, and you can make a donation to OphthPAC.

Go to the State & Subspecialty Relations desk to find out how the Academy is working with state and subspecialty societies. Ask about optometric scope of practice and the Surgical Scope Fund.

#### CLINICAL EDUCATION : O.N.E.

Check out the Ophthalmic News & Education (O.N.E.) Network, a new comprehensive online education portal that enhances your ability to access relevant clinical information from an extensive knowledge base. O.N.E. saves you time by

combining a suite of education tools with aggregated clinical content from a variety of sources.

#### CLINICAL EDUCATION : PRINT

View the Academy's clinical education print media, including these new additions:

- **BCSC:** The 13 sections of this year's *Basic and Clinical Science Course* include three major revisions—*Section 4: Ophthalmic Pathology and Intraocular Tumors*; *Section 7: Orbit, Eyelids, and Lacrimal System*; and *Section 9: Intraocular Inflammation and Uveitis*.
- **ProVision: Preferred Responses in Ophthalmology, Series 4:** Assess your knowledge and stay current with a new two-volume set. Featuring the same content as the print series, an online version also provides a user-friendly interface, enhanced search functions and incorporates interactive features.

#### CLINICAL EDUCATION : CD-ROM AND DVD

View the Academy's latest clinical education digital media:

- **BCSC:** The CD-ROM includes *BCSC*

*Sections 1–13*. You can search, write notes, highlight text, bookmark important sections and link to PubMed references. Special discounts are available for CD-ROM/print combination orders. *BCSC Online* is also available. This new format provides password-protected access, enhanced search capabilities and user-friendly features.

- **Focal Points:** Stay up to date with a subscription to *Focal Points: Clinical Modules for Ophthalmologists*. Available online and in print versions.

- **Front Row View: Video Collections of Eye Surgery:** Features up-to-date video clips on surgical procedures.

- **Clinical Skills DVD Series:** These DVDs offer instructional demonstrations of the clinical skills needed across several disciplines of ophthalmology. From surgical techniques to recognizing common symptoms of eye pathology, each topic area stresses standards of ophthalmic care.

- **LEO Clinical Update Courses:** Click through DVDs in the *Lifelong Education for the Ophthalmologist Clinical Update Course* series, including the latest titles, *Ocular Oncology* and *Cornea & External Disease*.

#### CME REPORTING

To report your New Orleans CME, either type it in at a **CME Reporting/Proof of Attendance kiosk** or fill out your *Final Program's* CME form.

#### COMMUNICATIONS

Visit the **Communications & Periodicals desk** to learn about the Academy's informational resources.

- **EyeSmart:** The Academy's public awareness campaign about eye diseases and their risk factors launched in July with a splash—more than 3,000 media stories covered the campaign and its recommendation for a baseline eye disease screening at age 40. Find out more about EyeSmart and how you can help spread the word. A free gift will be given for the first 500 EyeSmart Office Kit orders (U.S. only).

- **Academy Express:** *Academy Express* has gone global. In addition to sending Academy members the e-newsletter you receive every week, the Academy is partnering with other international societies to provide their members with clinical digests, Academy news and news from their respective societies. A copy of each version can be viewed at the Communications desk.

- **Ophthalmology and EyeNet:** Check out the Academy's highly esteemed peer-reviewed journal and news and clinical update magazine.

- **Media Relations:** Through the EyeSmart campaign and ongoing media outreach, the Academy is highlighting the unique value of ophthalmology to the public. View a tape of the top ophthalmology stories from the past year featuring your colleagues, and sign up to become a clinical correspondent yourself. You can also pick up a free news release template about the EyeSmart campaign or the Annual Meeting to customize with your name for your local media.

- **The Web site:** Drop by and offer your feedback on the new [www.aao.org](http://www.aao.org), which was redesigned and relaunched in April.

## ETHICS

Visit the **Ethics Online** kiosk to demo the Academy's three online ethics courses, or listen to the three-course audio CD series. Each course offers one hour of ethics-specific CME. If you have ethics questions, see staff at the Ethics kiosk.

## MAINTENANCE OF CERTIFICATION

The updated *MOC Exam Study Kit* is now free to all Academy members exclusively online through the Ophthalmic News & Education (O.N.E.) Network. The kit includes study outlines and self-assessment tools for all 10 Practice Emphasis Areas. *MOC Version 2.0* will serve as the basis for the 2008 and 2009 DOCK examinations. Ask to see a live demo at the MOC kiosks.

## MEMBER SERVICES

Visit the **Member Services** desk to peruse the *2008–2009 Member Directory*; drop off your CME form; pay next year's dues; update your phone, fax, address, e-mail or biographical information; pick up an application form for ISRS/AAO or AAOE; and get information on the awards program. Not an Academy member? Apply for membership today and save \$100 off the application fee.

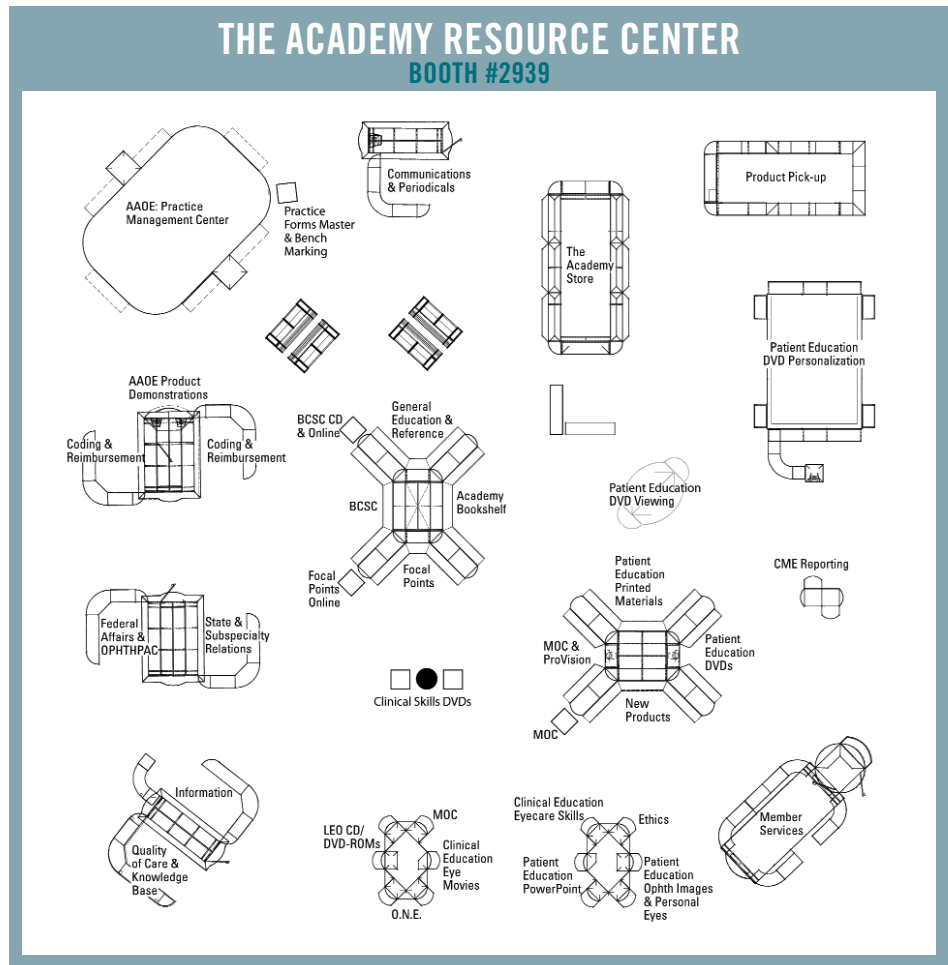
## PATIENT EDUCATION

Explore the Academy's patient education materials, including these new additions:

- Patient Education DVDs:** Check out the updated *Understanding LASIK and Wavefront DVD*, which now features both the microkeratome and femtosecond laser methods of creating the corneal flap for LASIK. Also peruse the revised *Waiting Room DVD for the Ophthalmic Practice*, a tool to help inform your patients about eye care while they wait for their appointments. This DVD includes 15 brief presentations on common ophthalmic conditions and treatments, and now features both English and Spanish translations.
- DVD Personalization Booth:** Add your own introduction to an Academy DVD.
- Digital-Eyes Ophthalmic Animations for Patients and Personal-Eyes CD-ROM Set:** Check out the Academy's *Digital-Eyes Ophthalmic Animations for Patients CD-ROM*, featuring a collection of more than 40 high-quality animated segments showing and discussing a wide variety of eye anatomy and treatment topics. These brief videos are offered in a variety of digital formats, from Flash presentations to basic high-resolution files. Also see the *Personal-Eyes CD-ROM*, featuring more than 200 customizable patient education handouts.
- PowerPoint:** See the Academy's patient education PowerPoint collections, designed to help you make complete presentations to patients, nonophthalmic medical professionals and others.

## PRACTICE MANAGEMENT/AAOE

Need expert advice on a specific issue? Want to know what reference and training resources are available? Have your questions answered at the following kiosks:



**■ AAOE Practice Management Center:** Get advice from practice management experts (appointments are recommended), chat with staff and connect with colleagues. Browse through the entire AAOE product line.

**■ Coding & Reimbursement desk:** Browse the *ICD-9 for Ophthalmology*, *CPT Standard and Professional Editions*, *HCPCS*, *CPT Pocket Guide for Ophthalmologists*, as well as the latest modules in the *Ophthalmic Coding Series*. Preview *Code This Case* and the *Ophthalmic Coding Coach* book and CD-ROM.

Also check out the *E&M Internal Chart Auditor* CD-ROM, a tool designed to help practices conduct internal audits quickly and easily. Mark the appropriate responses when prompted, and the CD-ROM will automatically calculate the correct level of E&M code.

Whether you have questions about one of the products above or about coding in general, AAOE experts are on hand to help.
 **■ Mastering Patient Flow: Lean Thinking to Increase Efficiency & Earnings:** Learn how to take efficiency to a new level by centering workflow around the patient.

Gain techniques for reducing patient cycle time, streamlining scheduling methods, managing telephones, maximizing space capacity and utilization, and controlling costs.

**■ Technical and Financial Guide to EHR Implementation:** Explore this guidebook designed to provide step-by-step technical guidance for the physician practice that has made the decision to move from paper-based records to electronic health records.

## QUALITY OF CARE & KNOWLEDGE BASE

Browse through the Academy's *Preferred Practice Patterns* and *Summary Benchmarks*; you can download the *Benchmarks* onto your PDA at the **Clinical Care & Knowledge Base** desk. Remember to ask about the new *Ophthalmic Technology Assessments: Laser Scanning Imaging for Macular Disease*, *Corneal Thickness Measurement in the Management of POAG*, and *Optic Nerve Head and Retinal Nerve Fiber Layer Analysis*, as well as newly revised PPPs: *Amblyopia*, *Esotropia & Exotropia*, *Pediatric Eye Evaluations*, *Refractive Errors & Refractive Surgery*, and *Vision Rehabilitation for Adults*.

## AND WHILE YOU'RE HERE... Take a moment to visit the neighboring exhibits:

### Foundation of the American Academy of Ophthalmology BOOTH #3347

This public service foundation is dedicated to reducing avoidable blindness and severe visual impairment. Ask about its programs.

### Museum of Vision BOOTH #3347

Visit "On the Shoulders of Giants," an exhibit investigating the early teachers of ophthalmology and the methods they employed. The presentation will also take a look at families of ophthalmologists and how one generation influences the next.

### The OMIC Insurance Center BOOTH #3339

Consult with insurance experts familiar with the full line of Academy-sponsored insurance programs specially designed for ophthalmologists.