

# Destination Atlanta

GET READY FOR THE JOINT MEETING

PART ONE OF FIVE

## BEAT THE CLOCK

### Ensure You're Ahead of the Game by Noting These Key Dates

Make sure you don't miss out on your first choice of accommodation and courses.

- **Mid-May:** Visit [www.aao.org/2008](http://www.aao.org/2008) to search the Online Program, to download an expanded, PDF version of the *Advance Program*, and to see hotel locations and descriptions.
- **Mid-June:** Check your mail for the *Advance Program*.
- **June 25:** Registration, ticket sales and housing open to Academy and AAOE members.
- **July 9:** Registration, ticket sales and housing open to nonmembers.
- **Aug. 13:** Deadline for early registration.

### Passports and Visas

Coming from Bermuda, Canada or Mexico? Citizens of these countries who are arriving by land or sea will be required to present a valid photo ID and proof of citizenship. This is in addition to the requirements introduced last year for those traveling by air. In most cases, Canadians and Bermudans will not need a visa.



**WHEN TO GO.** Subspecialty Day is on Nov. 7 and 8, and the Joint Meeting lasts from Nov. 8 to 11.

**WHY TO GO.** More than 1,300 presentations, papers, posters and videos to choose from, a hall of exhibits to explore, plus five evenings of dinners, dances and scientific meetings.

**WHAT YOU NEED TO KNOW.** Get up to speed by spending a few minutes each month scanning *EyeNet's* Destination Atlanta. See **Beat the Clock** for key dates and deadlines, **Program** for what's new in the scientific sessions, **Social Events** for both formal dinners and informal get-togethers, **Hotels** for help selecting accommodation (in the June issue) and **Hall Highlights** to preview the Exhibit Hall (starts in the July/August issue). Used alongside the Academy's *Advance Program* (which you'll receive in June) and Web site ([www.aao.org/2008](http://www.aao.org/2008)), *EyeNet* will ensure you hit the ground running when you reach Atlanta.

**Visiting the United States from elsewhere?** Most visitors to the United States will require a visitor visa upon entry.

Secure a visitor visa through the U.S. Department of State and apply early to avoid delays; it can take as long as six months to complete the process in some

countries. (A visa waiver program allows citizens of 27 countries to visit the United States without obtaining a nonimmigrant visa. See the Academy's Web site for a list of those countries.)

*To find out more, or to personalize a Letter of Invitation, visit [www.aao.org/2008](http://www.aao.org/2008) and select "Hotels and Travel."*



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## PROGRAM

### Subspecialty Day

This year's Subspecialty Day features four one-day programs (Saturday, Nov. 8) and a pair of two-day programs (Friday and Saturday).

- **Cornea 2008: Emerging Trends—Evolution or Revolution?** "Even if you're not a cornea specialist, you'll still want to hear our updates on current and emerging treatments of infectious external disease, on the increasing biologic risk of contact lenses and on the management of pigmented lesions of the anterior segment," said Michael W. Belin, MD, who is a co-director of this year's cornea program.

"Several presentations will concentrate on topics that perplex even the subspecialist: diagnostic techniques for ocular surface neoplasia along with its medical and

surgical management; new techniques in anterior segment imaging; diagnosis and treatment of early to advanced ectatic disease; and the rapidly changing field of corneal replacement surgery,” said Dr. Belin. “These talks will be long enough to provide a more in-depth presentation. The session on ocular tumors, for instance, will feature six talks including ones on medical management, surgical management, and what you can watch and what you can’t watch. We’ll also discuss combined procedures with endothelial keratoplasty and the visual rehabilitation of the post-transplant patient.

“The closing session will highlight the subspecialty’s ‘movers’ in attempt to predict what the future might hold.”

This program is organized in conjunction with the Cornea Society.

*When. Saturday, Nov. 8. (The program schedule will be online in mid-May.)*

- **Glaucoma 2008: The Pendulum Swings.** How are new imaging technologies and ongoing studies changing the understanding and management of glaucoma? Attend this fast-paced program to

hear more than 50 opinion leaders give their take on the latest developments. “We are excited about the world-class experts who have been recruited to share their collective expertise in glaucoma,” said Henry Jampel, MD, MHS, who is codirector of the glaucoma program.

The program will consist of 13 sessions. These will cover topics such as diagnostic testing, population screening, and the potential perils and opportunities of physician-industry interactions. Other sessions will offer insights into normal-tension glaucoma and angle-closure glaucoma. Panelists will discuss shifting opinions on the significance of central corneal thickness and on ocular blood flow and perfusion pressure. You also will hear updates on three ongoing trials—EMGT, OHTS and CIGTS—and any late-breaking developments. Three surgical sessions will cover: glaucoma laser surgery; pearls for trabeculectomy, aqueous drainage devices and combined cataract and glaucoma surgery; and newer approaches, such as canaloplasty and use of the trabectome.

The program’s keynote

speech will be presented by Paul P. Lee, MD, JD.

“We are confident that both glaucoma specialists and those who simply want to increase their knowledge of glaucoma will find the program stimulating,” added codirector Donald Budenz, MD, MPH.

This program is organized in conjunction with the American Glaucoma Society.

*When. Saturday, Nov. 8. (The program schedule will be online in mid-May.)*

- **Pediatric Ophthalmology 2008: Basics and Breakthroughs in Managing Strabismus and Pediatric Eye Disease.** “This program features important information for all ophthalmologists who see patients with strabismus or who evaluate and treat children with eye disease,” said R. Michael Siatkowski, MD, who is codirector of the program. “The format will include didactic lectures with great photos and videos, point/counterpoint debates on hot topics and a ‘late-breakers’ section. It will be a fun, fast-paced and fruitful day.”

In the morning, the program tackles problems that the comprehensive ophthalmologist may face—ranging from vision assessment in preverbal children to strabismus in adults; from prescribing eyeglasses for children to new guidelines for retinopathy of prematurity; and more.

The afternoon starts with Joseph L. Demer, MD, PhD, presenting the pediatric program’s keynote address, Implications of Pulley Systems for Modern Strabismus Surgery. The program continues with a series of clinical updates and finally puts three ques-

tions to debate—“Is photo-screening ready for widespread implementation?” “Can eye muscle surgery improve vision in children with nystagmus?” and “Should we use IOLs in children younger than 12 months of age?”

This program is organized in conjunction with the American Association of Pediatric Ophthalmology and Strabismus.

*When. Saturday, Nov. 8. (The program schedule will be online in mid-May.)*

- **Refractive Surgery 2008: The Danger Zone.** “How does the busy practitioner keep current with the ongoing revolution that is refractive surgery? In this two-day program, scores of renowned surgeons will pinpoint the most important developments,” said program codirector Gustavo E. Tamayo, MD.

Discover what’s new in presbyopia treatment and enjoy a summary of the options for less common conditions, such as nystagmus and autoimmune disease. Find out what’s happening on the other side of the Atlantic when members of the European Society of Cataract and Refractive Surgeons share their insights.

From DLK to ectasia, a series of presenters and videos will address complication management. Get tips on meeting the challenge of the dissatisfied patient and on business strategies for a changing market.

Learn from the best as seven leading surgeons each present “my number one pearl” and a further six experts explain “what I have done

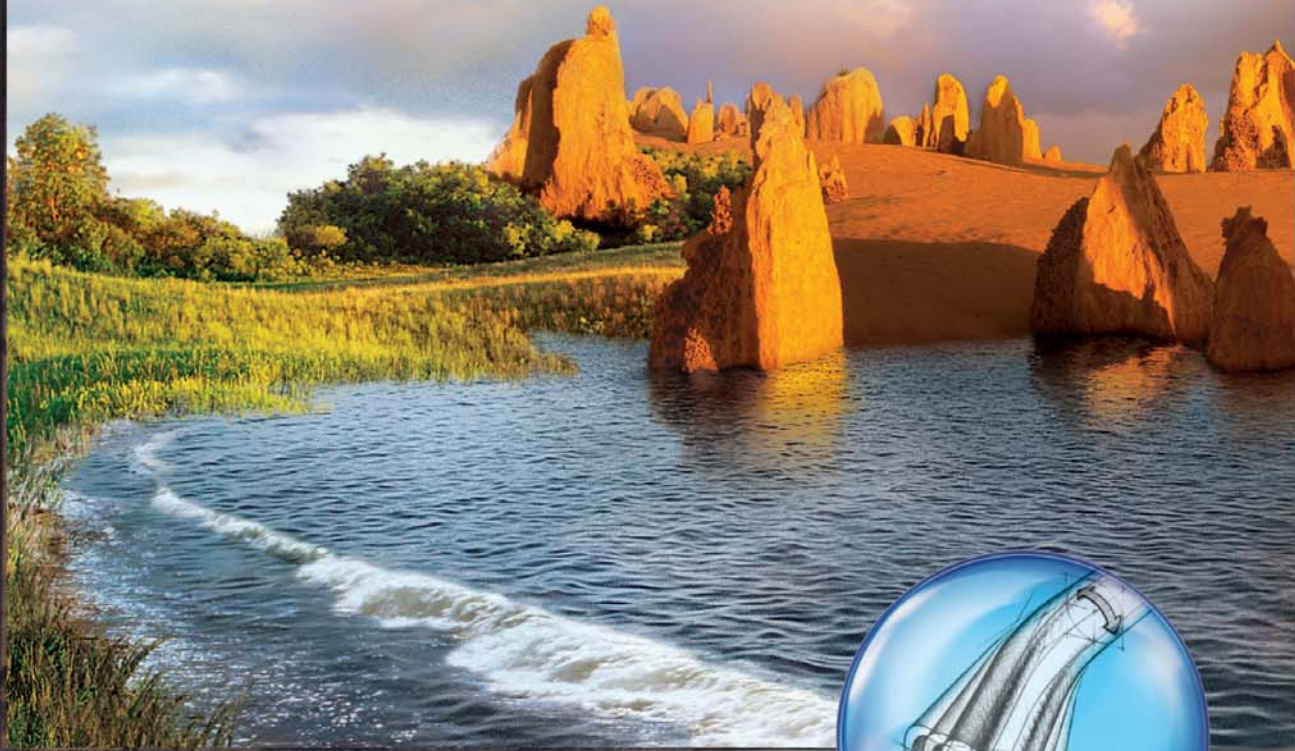
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**WHAT CATCHES YOUR EYE?** Pick and choose from all six Subspecialty Day programs. Register for a one-day program and float among all six programs on Saturday. Register for a two-day program and attend the Friday sessions, too.

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VISION SYSTEM

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differently this year.” Bring your own surgical conundrums to Break With the Experts.

The 2008 Troutman Award ceremony will honor a lifetime of achievement, and with a view to the future, several presenters will address topics such as collagen cross-linking and developments in laser technology.

This program is sponsored by the International Society of Refractive Surgery of the American Academy of Ophthalmology (ISRS/AAO).

**When.** Friday, Nov. 7, and Saturday, Nov. 8. (The program schedule will be online in mid-May.)

• **Retina 2008: Vistas and Viewpoints.** This two-day program is designed to help physicians traverse one of the fastest-changing landscapes in medicine.

Much of Friday will be devoted to AMD. Hear how genotyping might impact disease management and prognosis; get updates on research into complement inhibitors, ciliary neurotrophic factor, OT-551 and other agents; and much more.

Friday’s program also features OR pearls from 10 top surgeons and the day’s cornerstone presentation, the 2008 Schepens Lecture.

On Saturday morning, you will be updated on retinal imaging, inherited retinal diseases, pediatric retina and oncology.

In the afternoon, presenters will discuss uveitis, socioeconomic issues, diabetic retinopathy, occlusive vascular disease and macular diseases.

This program is organized in conjunction with

the American Society of Retina Specialists, Macula Society, Retina Society and Club Jules Gonin.

**When.** Friday, Nov. 7, and Saturday, Nov. 8. (The program schedule will be online in mid-May.)

• **Uveitis 2008: How Should We Diagnose and Treat Our Patients?** From syphilis and tuberculosis to sarcoidosis and birdshot chorioretinopathy, “The diagnostic challenges facing the clinician caring for the patient with any form of ocular inflammatory disease are formidable,” said C. Stephen Foster, MD, who is codirector of the uveitis program.

“The stakes are especially high, not only for loss of sight but also for loss of life since some lethal entities may present with inflammation of the eye as the first problem stimulating the patient to seek medical help,” he said.

Two of the morning sessions will explain the latest thinking on evaluating, classifying and managing uveitis. In the other morning sessions, presenters will discuss the diagnosis and treatment of scleritis and peripheral ulcerative keratitis (with an emphasis on when patients ought to be referred) and they will provide summaries of what’s new in chronic cicatrizing conjunctivitis.

The afternoon sessions will discuss: infectious uveitis; pediatric, intermediate and autoimmune uveitis; white-dot syndromes, medication-induced uveitis and Fuchs’ heterochromic iridocyclitis; masquerade syndromes; and more. “We are way past ‘steroid-only’ therapy, and much attention will be given to currently accepted stan-



**EXPLORE THE EXHIBIT HALL.** On Saturday, from 9 a.m. to 5 p.m., you can use your Subspecialty Day badge to visit the Joint Meeting Exhibit Hall and browse the exhibits of more than 500 companies. (From Sunday onward, you will need a Joint Meeting badge to access the Exhibit Hall.)

dard of care practices,” said Dr. Foster.

“Managing patients with uveitis or ocular inflammatory conditions can be a daunting task,” said program codirector Quan Dong Nguyen, MD. “This year’s subspecialty day program should be a splendid opportunity for ophthalmologists of all subspecialties to enhance their practical knowledge of such conditions.”

This program is organized in conjunction with the American Uveitis Society.

**When.** Saturday, Nov. 8. (The program schedule will be online in mid-May.)

### Take a Saturday Class to Boost Your Practice Management Skills

The American Academy of Ophthalmic Executives will provide more than 130 hours of Instruction Courses geared toward managing physicians, practice executives and their staff. The AAOE program launches on Saturday with five sessions.

• **Optical Dispensary Boot Camp.** “This course is designed to help participants to implement the strategies outlined in my book, *The Dispensing Ophthalmologist*,” (soon to be published by the AAOE) said lead presenter Arthur De Gennaro. “You will be asked to bring your dispensary’s data so you can benchmark its performance. Bring your marketing materials and learn about low-cost marketing techniques. In addition, you will get to hear panelists from practices that have worked through the problems associated with turning an underperforming dispensary around.” Ample time will be set aside for questions.

**When.** Saturday, Nov. 8, from 8:30 a.m. to 12:30 p.m. For more details, search the Online Program (available in mid-May) for event code “Spe03.”

• **Using Critical Financial Thinking to Improve Your Management of the Practice.** “It is very difficult to hold

down costs while achieving what you want for your practice, but that's what you're expected to do if you are responsible for monitoring and managing the practice's financial performance," said lead presenter Ann Hulett, CMPE, COE. Tackling that challenge begins with a gamut of benchmarking calculations, but there is much more to it than that. Which information is most critical at a particular point in time? How frequently, and in what format, should financial data be presented to the practice's physicians? And how should you incorporate financial data in to the strategic planning process?

*When. Saturday, Nov. 8, from 9 a.m. to noon. Event code "Spe04."*

- **Improving Your Human Resource Skills: Staff Recruitment, Motivation, Counseling, Discipline and Mentoring.** As a manager, there are times when you have to fly by the seat of your pants—but if you do that too often, your practice team will start to come apart at the seams. However, if you understand the critical issues in human resources and familiarize yourself with ways to tackle those issues, you can adopt a proactive approach to recruiting and managing staff.

"No one gets it right all the time in dealing with people, but there are some proven ways to improve your success in recruiting and managing people. It is really about managing expectations and communications," said lead presenter Walt Underwood, FACMPE.

*When. Saturday, Nov. 8, from 9 a.m. to 4 p.m. Event code "Spe05."*

- **Strategic Planning for Practice Executives: Positioning Your Practice for Success.** What trends could potentially imperil your practice's bottom line? What strategy should your practice select in response to those trends? Do you have the skills and knowledge that are needed to implement that strategic plan? "To turn potential adversity into opportunity, you need to come up with a strategic plan that matches the type of area where your practice is located, that matches the type of patients you're likely to have and that matches the type of practice you want to become," said lead presenter Derek Preece, MBA.

*When. Saturday, Nov. 8, from 1 to 4 p.m. Event code "Spe07."*

- **Coding Camp: A Workshop to Appropriately Maximize Reimbursement.** "This year's Coding Camp will be even more interactive than usual," said Academy Coding Executive Sue Vicchilli, COT, OCS.

"You'll watch video clips of patients and then code for their exam and treatment. This full-day course will provide you with all you need to know to document and get paid for exams, consultations, special testing services, and both minor and major surgical procedures," she said. Stephen A. Kamenetzky, MD, OCS, Michael X. Repka, MD, OCS, and Nancy Faires, OCS, will join Ms. Vicchilli at the podium.

This session is offered in collaboration with the Joint Commission on Allied Health Personnel in Ophthalmology.

*When. Saturday, Nov. 8 from 8 a.m. to 3:30 p.m. Event code "Camp." Please note:*



**TAKE A TOUR.** Several masterpieces seldom shown outside Paris will be at the High Museum (above) in an upcoming exhibit (Tour S05). Visit the plantation that was Margaret Mitchell's inspiration for Tara (S17), stroll through a 65-acre forest in the heart of Atlanta (S04), witness a reenactment of a Civil War battle (S18) and more.

The 2008 *Spouse and Guest Program* will be mailed with the *Advance Program* in late May. Tour descriptions will be available in mid-May through the searchable Online Program at [www.aao.org/2008](http://www.aao.org/2008).

Tour tickets will go on sale on June 25.

*You can buy tickets for Coding Camp without being registered for the Joint Meeting.*

## SOCIAL EVENTS

### Dine, Dance and Catch Up With Colleagues: Two Gala Events

Don't miss two highlights of ophthalmology's social calendar.

Seating is limited, so it is recommended that you buy your tickets in advance.

- **Friday, Nov. 7—the ISRS/AAO Gala Dinner and Dance.** From 7 p.m. to midnight enjoy fine dining and music while toasting your colleagues as they're presented with some of refractive surgery's most prestigious honors, including the Barraquer, Casebeer, Founders', Kritzing, Lans, Lifetime, Presidential and Troutman awards.

Tickets cost \$125 and go on sale on June 25. For more information, go online at [www.aao.org/isrs](http://www.aao.org/isrs).

- **Sunday, Nov. 9—the Academy Foundation's Orbital Gala.** Arrive at 5 p.m. and enjoy a private tour of the Georgia Aquarium, an 8-million-gallon aquatic haven for more than 100,000 fish and marine animals.

At 6 p.m., head upstairs to the ballroom, which overlooks the beluga whales and killer sharks, and join your colleagues for dining, dancing and—new this year—a silent auction.

Tickets cost \$300 and are now available for sale: Go to the Foundation's Web site at [www.faaoo.org](http://www.faaoo.org) and click on the Orbital Gala icon.

All proceeds from the fifth annual Orbital Gala support the Foundation's educational and public service mission.