

Destination Atlanta

GET READY FOR THE JOINT MEETING

PART FOUR OF FIVE



PARKER HEATH LECTURER:
Nancy Nielsen, MD, PhD.

The Academy is honored that the current AMA president, Dr. Nielsen, will take time out from the AMA's November House of Delegates meeting to share her insights on health care reform. "Most will agree that the United States health care system is in need of a change," she said. "We need to provide health care for the uninsured, and the AMA's plan is merely a starting point. There are professional and ethical challenges ahead for all of us that we must approach thoughtfully."

WHEN. Dr. Nielsen's Parker Heath Lecture is on Monday, Nov. 10, from 9:45 to 9:58 a.m. during this year's Health System Reform Symposium (8:30 to 10 a.m.). See next page for more details.

BEAT THE CLOCK

Oct. 15—the Last Day to Register or Buy Tickets in Advance

Take advantage of preregistration fees, as most registration categories and ticket fees increase on site.

- **Register by Sept. 10** and your badge and tickets will be mailed to you prior to the Joint Meeting. This is also the last day that you can register by fax or mail, but from Sept. 10 to Oct. 15 you can still register online.

- **Register by Oct. 15** and pick up your materials in Hall A-2 at Preregistration or Express Will Call.

To register and purchase advance tickets online, visit www.aa.org/2008.

Book Your Hotel

Don't have a room yet? Make your reservation before your preferred hotel fills up.

To check availability and book online, select "Housing and Travel" at www.aa.org/2008.

Atlanta Travel: Flights and Car Rentals

Book early to ensure you get the flight that is most convenient for you.

For the lowest available fares to Atlanta, contact

Association Travel Concepts (ATC), the Academy's official travel service. ATC also has arranged car rental discounts with Avis and Budget.

To make a reservation, go online at www.atcmeetings.com/aa, e-mail reservations@atcmeetings.com, fax 858-362-3153, or phone either 800-458-9383 (which is toll-free in the United States and Canada) or 858-362-2719. ATC agents are available Monday through Friday, 8:30 a.m. to 8 p.m. EDT.

Special Assistance

The Academy wishes to ensure that no individual with a disability is excluded or denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids or services.

If you need any of the auxiliary services identified in the Americans With Disabilities Act, e-mail the Academy at meetings@aa.org prior to the Joint Meeting. The Academy cannot ensure the availability of appropriate accommodations without prior notification of need.

Registration Cancellations

Cancellations for registration fees, courses and tours will be accepted if written noti-



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cation is received by Sept 10.

There will be a per-person, per-meeting cancellation processing fee of \$50 or your total registration fee, whichever is less. No refunds will be given for cancellation requests received after the Sept. 10 deadline.

To make a cancellation, please send your request by fax, 415-561-8575, or by e-mail, registration@aa.org.

PROGRAM

Go Online to Preview This Year's Abstracts

Get an early start on planning for Atlanta. Extracts from the 2008 Final Program—including information on scientific papers, posters and videos—are now available online.

To read the abstracts, select the Joint Meeting Online Program at www.aa.org/2008.

No Ticket Is Required for These Free Events

This year's program of free sessions features four Spotlight Sessions, 29 Special Events and 32 Symposia. These include:

- **The Opening Session.** "Attend this session for an outstanding program," said Edward J. Holland, MD, secretary for the Annual Meeting. "In addition to hearing the president of the European Society of Ophthalmology, Gabriel van Rij, MD, PhD, you can hear both Academy president David W. Parke II, MD, and president-elect Michael W. Brennan, MD."

A further highlight of the Opening Session will be the **2008 Jackson Memorial Lecture**, "Clinical Trials: More Than an Assessment of Treatment Effects," presented by Frederick L. Ferris III, MD. He will give a historical perspective of clinical trials and the National Eye Institute and will provide examples that demonstrate the value of clinical trials over time. "We gather vital data beyond the scope of the orig-



JACKSON MEMORIAL LECTURER:
Frederick L. Ferris III, MD.

No one can dispute that clinical trials are expensive to run. Yet the value of this research extends way beyond the treatment effects, said Dr. Ferris.

inal trial, and the worth of these data cannot be underestimated," said Dr. Ferris.

When. Sunday, Nov. 9, from 8:30 to 10 a.m. in Hall A-3 Session Room. For a schedule of speakers, search the Online Program for event code "Sym36."

- **25th Anniversary of the Excimer Laser.** Prior to the excimer laser, attempts at corneal surgery had been stymied by scarring and the imprecision of earlier technology.

The development of a laser that coupled minimal thermal affects with submicrometer precision set the stage for a new era in refractive surgery.

"This year's Symposium will be unique in that it will trace the development of excimer laser technology from its infancy to its current state, as well as discuss potential future directions," said Yaron S. Rabinowitz, MD, who will be a cochairman of this event. "Pioneers in the field will present brief discussions which will be followed by a video celebrating the 25th anniversary of this revolutionary technology's inception."

This Symposium will conclude with the **2008 Barraquer Lecture**, "Corneal Surgery Is Refractive Surgery," delivered by Roger F. Steinert, MD.

"We have made great strides in replacing cloudy corneas with clear corneas," said Dr. Steinert. "Yet our ability to achieve optically excellent corneas comparable to natural corneas has lagged seriously behind this anatomic success. Meeting patients' vision needs will involve borrowing the tools of refractive surgery, such as



BARRAQUER LECTURER:
Roger F. Steinert, MD.

According to Dr. Steinert, the time is ripe for corneal surgeons—like their colleagues in cataract surgery—to aim for more than anatomic success. They also must focus on giving their patients optimal optical results.

His Barraquer Lecture will focus on recognizing that corneal surgery is refractive surgery.

LASIK and PRK."

(This is a combined meeting with ISRS/AAO and the European Society of Cataract and Refractive Surgery.)

When. Sunday, Nov. 9, from 10:45 a.m. to 12:15 p.m. in Hall A-3 Session Room. For a schedule of speakers, search the Online Program for event code "Sym04."

- **Health System Reform: Paths and Opportunities for Ophthalmology.** "In 2009, health system reform will be one of the top items on the agenda for the new president and Congress," said Samuel P. Solish, MD, who will be cochairing this Symposium. "As many different approaches will be proposed, it is critical for ophthalmologists to be involved in the process."

This Symposium will feature American Medical Association President Nancy Nielsen, MD, presenting the **2008 Parker Heath Lecture**

(see previous page) and Academy President David W. Parke II, MD, presenting "The Academy's Vision for the Future of Eyecare in the U.S."

Other talks will feature a discussion of the roles of ophthalmologists in the provision of eye care, the cost and benefits of ophthalmic medical technology, as well as how care can be delivered to the uninsured and the underinsured.

(This is a combined meeting with the AMA Ophthalmology Section Council.)

When. Monday, Nov. 10, from 8:30 to 10 a.m. in Thomas B. Murphy Ballroom 4. For a schedule of speakers, search the Online Program for event code "Sym12."

- **Relevance of Clinical and Pathologic Staging of Benign and Malignant Ophthalmic Tumors for the Practicing Ophthalmologist.** "Nearly every ophthalmologist will encounter an ocular or adnexal malignancy at some point in their practice," said Nasreen A. Syed, MD, who will be cochairing this Symposium. In the past, many tumors affecting the eye and ocular adnexa had been excluded from the common staging systems. But in recent years, the American Joint Committee on Cancer (AJCC) has been developing a clinical and pathologic staging system that includes most malignant tumors.

"This Symposium is designed to introduce the AJCC cancer staging system to the practicing ophthalmologist," said Dr. Syed. "It will assist you in understanding and utilizing the basic terminology used in oncology today. This will allow you

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One instrument lets you provide customized treatment for each patient.

Now more than ever, you are seeing patients with a wider range of lens densities, more diverse pathologies and higher expectations. Treating them safely and effectively demands a more customized approach to cataract lens removal.

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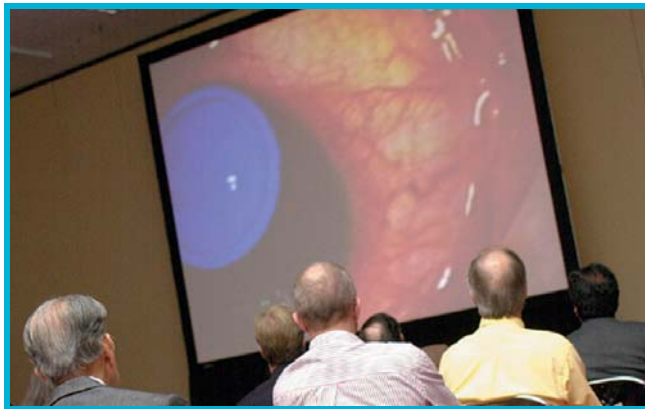
to communicate with other specialists involved with management of the malignancy and enhancing patient care.”

Presenters will explain how you can incorporate cancer screening into your practice, with particular emphasis on the staging of conjunctival carcinoma and melanoma, intraocular melanoma and eyelid carcinoma. You also will get an update on current protocol for the staging of adnexal lymphoma. (For further details of the new staging system, attend “Do You Speak Ocular Tumor?” from 3:15 to 5:30 p.m. on Monday—event code “441”; advance tickets cost \$50.)

A highlight of this Symposium will be the **2008 Zimmerman Lecture**, “Retinoblastoma—New Developments,” delivered by Ralph C. Eagle Jr., MD. “Retinoblastoma is one of the great success stories in human cancer, with survival rates approaching 100 percent at major centers in the United States and Europe,” said Dr. Eagle. “A major focus of my lecture will be a retrospective histopathologic review of approximately 400 eyes with retinoblastoma that were enucleated at Wills Eye Institute. Our review will assess the incidence of high-risk histopathologic features and photoreceptor differentiation. Bland retinal tumors with photoreceptor differentiation are now thought to be precursors for some retinoblastomas.”

(This is a combined meeting with the American Association of Ophthalmic Pathologists.)

When. Monday, Nov. 10, from 8:30 to 10 a.m. in Room



VIDEO PROGRAM. This year’s Video Theater will be open on Saturday (9 a.m. to 5 p.m.); Sunday and Monday (7:30 a.m. to 5 p.m.); and Tuesday (7:30 a.m. to 3 p.m.).

The highlight will be the “Best of Show” awards ceremony, taking place on Monday at 12:15 p.m., followed by a screening of the winning films.

Where. The Video Theater is in Hall A-3.

A412. For a schedule of speakers, search the Online Program for event code “Sym14.”

• **New Technologies in Oculofacial Diagnosis and Treatment.** In recent years, technological advances have opened up new approaches to a broad spectrum of medical and surgical problems. From lacrimal surgery and ocular adnexal melanoma to orbital fracture repair and oculofacial volume augmentation, “this Symposium is a unique opportunity to hear about advances in our field on a wide range of topics,” said Morris E. Hartstein, MD, who will be cochairing this event. “We have assembled a panel of leading experts who will present brief, but highly insightful, lectures.”

A highlight of this Sym-

posium will be the **2008 Wendell Hughes Lecture**, “From the Operating Room to the Board Room—An Oculoplastic Surgeon’s Perspective on Health Care in America,” delivered by George B. Bartley, MD. “After more than 20 years ‘learning more and more about less and less’ as an oculoplastic and orbital surgeon at Mayo Clinic, in 2002 I completely refocused my professional lens when I was appointed CEO of Mayo’s operations in Florida,” said Dr. Bartley. “In the Hughes Lecture, I plan to discuss what I’ve learned from this broader perspective of medicine and how oculoplastic surgery (and ophthalmology) fits within it.”

(This is a combined meeting with the American Society

of Ophthalmic Plastic and Reconstructive Surgery.)

When. Monday, Nov. 10, from 2 to 3:30 p.m. in the Sydney J. Marcus Auditorium. For a schedule of speakers, search the Online Program for event code “Sym19.”

Enjoy the Best of the Rest From 2008

For highlights of some of this year’s other conferences, attend these two free Symposia—no ticket required.

• **Best of the Anterior Segment Specialty Meetings 2008.** This Symposium will feature 10 of the best papers from the major anterior segment meetings of 2008. The papers were selected by the program committees from the annual meetings of the American Glaucoma Society (AGS), the American Society of Cataract and Refractive Surgery (ASCRS), the Cornea Society and the International Society of Refractive Surgery of the American Academy of Ophthalmology (ISRS/AAO).

When. Sunday, Nov. 9, from 3:45 to 5 p.m. in the Sydney J. Marcus Auditorium. For more information, search the Online Program for event code “Sym09.”

• **Best of the Posterior Segment Specialty Meetings 2008.** This Symposium will feature some of the best papers from the major retina, neuro-ophthalmology, pediatric ophthalmology and uveitis meetings of 2008.

When. Tuesday, Nov. 11, from 8:30 to 10 a.m. in Room A411. For more information, search the Online Program for event code “Sym23.”

Nine SOE-Sponsored Instruction Courses

This year, the European Society of Ophthalmology (SOE)

Help Produce *Academy Live*

At the Joint Meeting, EyeNet will publish the *Academy Live* e-newsletter each evening.

If on one or more evenings you expect to have 20 minutes to spare at around 5:30 p.m., please e-mail dsmith@aao.org—we would like your help in reviewing *Academy Live*’s brief summaries for medical accuracy.

is sponsoring Instruction Courses covering glaucoma, pediatric ophthalmology, uveitis and retina.

- **On Sunday, Nov. 9**—Tricky Issues in ROP (10:15 a.m. to 12:30 p.m.; event code “188”), Emerging Retinal Therapies: What Can I Tell My Patients? (2 to 4:15 p.m.; “231”) and Trabeculectomy: The Moorfields Safe Surgery System (3:15 to 5:30 p.m.; “247”).

- **On Monday, Nov. 10**—Management of the Complications of Vitreoretinal Surgery (10:15 a.m. to 12:30 p.m.; “385”) and Not All Retinal Pigmented Epithelium Detachments Are the Same (3:15 to 5:30 p.m.; “451”).

- **On Tuesday, Nov. 11**—Understanding Exfoliation Syndrome: Update for the Clinician and Ophthalmic Geneticist (10:15 a.m. to 12:30 p.m.; “572”), Update on Orbital Surgery (10:15 a.m. to 12:30 p.m.; “574”) and What More Can We Do for Our Uveitis Patients? The Routine and Beyond (2 to 4:15 p.m.; “627”) and Brachytherapy for Uveal Melanoma Made Easy (2 to 4:15 p.m.; “628”).

For more information on these Instruction Courses, visit www.aaof.org/2008 and search the Online Program with the appropriate event code.

Practice Management Sessions for MDs, Managers and Staff

The AAOE is offering a comprehensive practice management program to meet the needs of physicians, administrators and their staff from practices of all types and sizes. Participants in this program will return to their practices with renewed energy and ideas.



USE THE VIRTUAL EXHIBITION TO PLAN AHEAD. Exhibitor descriptions—which are available in a print-friendly mode—include company profile, product categories, staff contact information, company events and a map of the booth’s location. Scroll across the Exhibit Hall map (above), browse by exhibitor name or category and search by keyword. By logging in, you can use My Expo to personalize your plan.

To plan ahead, go to www.aaof.org/2008, select “Exhibition” and then “Virtual Exhibition.”

A full program to choose from. In addition to more than 10 hours of free programs, the AAOE program includes 75 Instruction Courses. Of these, 53 are new this year and several of them have been approved for continuing education credits by the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO) or the American Academy of Professional Coders (AAPC).

Your staff don’t always share your enthusiasm? Attend the AAOE’s General Session, and learn how to get them “switched on.” Its Keynote Speaker, Chip Eichelberger, CSP, will challenge you to amp up your practice’s energy levels.

When. The AAOE General Session is on Sunday, Nov. 9 from 10:15 a.m. to noon in Room B304. For more information search the Online Program for event code “Spe12.”

For more information on the AAOE, visit www.aaof.org/aaof.

HALL HIGHLIGHTS

Lights . . . Cameras . . . Action: Personalize a DVD for Your Patients

The Academy is now scheduling appointments for the Patient Education DVD Personalization Booth in the Academy Resource Center (Hall B-4, Booth #3532).

You can add your own on-camera introduction to seven of the Academy’s DVDs (including two that were revised this year): *Understanding AMD* (2008), *Understanding Diabetic Retinopathy* (2008), *Waiting Room DVD for the Ophthalmic Practice* (2007), *Understanding LASIK and Wavefront* (2007), *Understanding Glaucoma* (2006), *Understanding*

Cataract Surgery (2006) and *Understanding Dry Eye* (2006).

Since this service is available only once a year, the schedule may fill up quickly.

To schedule your appointment, contact Dave Turbert either by e-mail, dturbert@aaof.org, or by telephone, 415-561-8549.

Videos on Demand: Convenience at Your Fingertips

If you can’t make it to the Video Theater, visit the Videos on Demand terminals. During the Joint Meeting, terminals will be located in Halls A-2 and B-5 of the convention center.

Stop by when it’s convenient and select any film from the Scientific Video Program.

You also will be able to watch the videos on your laptop through www.aaof.org/2008 in your hotel room and at the Wi-Fi Hot-Spots.

Bring Your Practice Management Queries

Got an H.R. headache or a coding conundrum? Get your questions answered at the AAOE Practice Management Center and the Coding Questions desk, which are both part of the Academy Resource Center.

Get a free consult. You’ll be able to schedule a meeting with a practice management consultant. A list of consultants, detailing their areas of expertise, will be available at www.aaof.org/aaof starting next month.

Visit the Coding Questions desk. Get advice from the AAOE’s experts.

See the latest resources. Peruse the AAOE’s full range of books (including *Code*



GET ONLINE AT AAO COMMUNICATION CENTRAL. Access the Internet and e-mail, leave or retrieve messages with fellow attendees and search the Virtual Exhibition, all through computer stations located in the A-B Connector and at the Technology Pavilion (Booth #5243).

This Case and A+ Marketing: Proven Tactics for Success), modules (such as the *Ophthalmic Coding Series*) and CD-ROMs (including *Practice Forms Master*, *E&M Internal Chart Auditor for Ophthalmology* and *Coding Coach*).

Where. Academy Resource Center Hall B-4, Booth #3532.

Visit the Electronic Office—Sponsored by the Academy

The case for electronic health record (EHR) systems gets stronger. The adoption of EHRs is being spurred on by external demands for more documentation and pay for performance, as well as by benefits to internal operations, such as the prospect of ready access to information, fewer medical errors and enhanced productivity.

Interoperability is boosting practice efficiency. Your devices and information systems can work all together, without losing data. Images, data and patient record information can be displayed all on one workstation. Patient demographics are entered only once and then passed

along to the other systems.

Global standards are the key to efficient interoperability. Integration of EHR systems with practice management systems, digital imaging devices and other medical instruments can now be accomplished through agreed-upon standards for information exchange.

How does it work? Find out with an office demo. First, check in at The Electronic Office and order a procedure. Then have an image taken (e.g., slit-lamp biomicroscopy, fundus camera, ultrasound or optical coherence tomography). Next, go to a workstation and see your image displayed, along with your registration information. Finally, the billing information will be automatically generated, based on what procedure was performed. If there are any errors made in the patient's name and demographics, it can be corrected on one system and passed on to all the other systems. You can also see the physician's report, displayable along with the image. Visit the Technology Pavilion for related presentations.

At time of press, the roster of companies involved in the 2008 Integrating the Healthcare Enterprise (IHE) Eye Care exhibit had not yet been finalized. In 2007, it included: Carl Zeiss Meditec, Compu-link Business Systems, ifa Systems, Heidelberg Engineering, Kowa Optimed, Medflow, MDoffice, Nidek, Ophthalmic Imaging Systems, Ophthalmic Technologies, Topcon Medical Systems and VersaSuite.

For more information and to register for the demonstration in advance, please visit www.iheeyecare.org or contact Flora Lum at flum@aa.org.

Where. Hall B-5, Booth #5217 (near the Technology Pavilion).

SOCIAL EVENTS

Which Other Societies Will Be Meeting in Atlanta?

Is your subspecialty society having a special meeting? Is your alumni group having a cocktail party? During the Joint Meeting, many subspecialty, national and interna-

tional ophthalmologic societies, alumni groups and related eye care groups will also meet in Atlanta.

For a list of these events, go to www.aa.org/2008 and click on "Special Events."

Sunday's Fun Run

Bausch & Lomb and the Eye Bank Association of America (EBAA) will again host **Run for Vision**.

It takes place on Sunday, Nov. 9. Arrive by 6 a.m.; the race starts at 6:30 a.m.

To register, visit www.active.com.

Arrive Early for the EyeBuild Community Service Project

On Thursday, Nov. 6, and Friday, Nov. 7, join the Academy and Habitat for Humanity for the second annual Eye-Build event.

No special skills are needed, no specific fitness level is required and volunteers with physical limitations are welcome. All participants will be trained onsite.

For more information, and to register, visit www.aa.org/2008 and select "EyeBuild."



MEET ME AT THE OMNI. Attend the 2008 ISRS/AAO Gala Dinner and Dance and toast your colleagues as they're presented with some of the most prestigious awards in refractive surgery. Tickets cost \$125 and advance sales closes on Oct. 15. To learn more, visit www.aa.org/isrs.

When. Friday, from 7 p.m. to midnight at the Omni Hotel at CNN Center.