



Destination San Francisco

GET READY FOR THE JOINT MEETING

PART TWO OF FIVE



GET AN EARLY START. To ensure that you stay in your favorite hotel and get tickets for your first choice of courses, the Academy urges you to make your arrangements early.

From June 1—browse the *Advance Program* online. Turn each page with a click of the mouse (Fig. 1) and, whenever a session catches your eye, add a note or a bookmark for future reference. You also can search the Online Program (Fig. 2), which is a searchable database. These Web resources replace the print program.

From June 24—register, buy tickets and book your hotel. If you're a member of the Academy, AAOE or PAAO, you'll have an early opportunity to reserve a room and buy tickets. Nonmembers must wait until July 8.

HOW? Visit www.aao.org/2009 for both the *Advance Program* and Online Program. The *Advance Program* includes links that will take you to the online registration Web page, where you also can buy tickets, and to the hotel reservation Web page.

PASSWORD ALERT

Security Update: You May Need to Change Your Password

In April, the Academy changed the security protocol for passwords on its Web site.

New security requirements. Passwords must have a minimum of seven characters, and they are case-sensitive.

What if your current password doesn't meet the

new security requirements? The next time you try to log on, you will be asked to create a new password. Do this before June 24 to ensure that you're ready to go when registration opens.

Will your staff need to use your new password? Please share your password with staff who access the Web site on your behalf. This is important if you ask staff to register you for the Joint Meeting, buy your Instruction Course tickets or reserve your hotel room.

The Academy won't be able to provide passwords over the phone.

PROGRAM

Three Joint Sessions With the PAAO

The Pan-American Association of Ophthalmology (PAAO) was founded 70 years ago. Help celebrate this milestone by attending three free sessions featuring speakers from both the United States and countries

AAO • PAAO OCTOBER 24-27

59 Password Alert

59 Program

60 Hotels

represented by PAAO.

- **Cataract: Anterior Segment Surgical Challenges.** Topics will include zonular weakness, damaged iris, aniridia and IOL problems. (Sunday, event code "Sym03.")

- **Cornea: The Cutting Edge, North and South.** Hear about the newest techniques of medical and surgical therapy from throughout the Americas. Half the presentations will focus on surgery, half on external disease. (Sunday, "Sym10.")
- **Ocular Imaging.** This rapidly evolving field has become integral to the practice of ophthalmology. Get up to speed on what's considered state of the art and preview what's around the corner. (Tuesday, "Sym27.")

How to Improve Your Practice's Bottom Line Despite the Recession

Visit www.aao.org/aaoe2009 to browse the AAOE's full schedule of sessions. Here

Program

are a few highlights:

- **Practical Use of Business Benchmarks.** Acquire a working knowledge of benchmarking and financial analysis. Bring a calculator or computer and learn how to answer some common management queries. Do you, for instance, have too many, or too few, staff members? (Sunday, event code “284.”)
- **Revenue Cycle Assessment: Basics of Billing.** Learn about “best practice” protocols for each stage of the revenue cycle, from data

capture at the front desk to accounts receivable follow-up. (Monday, “393.”)

- **Using the Resource Based Relative Value Scale as a Management Tool.** The RBRVS sets a reimbursement rate for each CPT code. It does this by assigning each code a relative value, which is measured in Relative Value Units (RVUs). Learn how to use these to measure productivity, calculate physician compensation, assess managed care opportunities and analyze contract performance.

(Monday, “478.”)

- **Developing and Analyzing Fee Schedules Based on the CMS RBRVS.** You can use the RBRVS to set your practice fee schedule. This session will provide you with everything you need, from Excel tips to URLs, as well as guidance on analyzing payers’ fee schedules. (Sunday, “246.”)

- **Increase Physician Productivity by Increasing Technician Skills and Knowledge.** Extra training won’t just boost productivity, it also can improve

morale and reduce staff turnover. (Tuesday, “621.”)

- **Managing Volumes Well: The Patient-Friendly Office.** What are the secrets to becoming a high-volume, low-stress practice? Key steps include an analysis of practice systems and of how your space is organized, a consolidation of staff workflow and a rethink of patient flow. (Monday, “424.”)

- **Panel Discussion: Improving Efficiency and Lowering Costs.** A panel of physicians and administrators will share ideas that

HOTELS: Reserve Your Room

Housing opens on the same day as registration: June 24 for members; July 8 for nonmembers.

BOOK ONLINE. Visit www.aao.org/2009 to check availability and make a reservation.

BOOK BY PHONE. Once registration opens, the Academy’s official housing company, Expovision, will take calls from 8:30 a.m. to 5:30 p.m. EDT. Phone 866-774-0487 (toll-free from the United States or Canada) or 703-770-3908.

1 Argonaut Hotel	19 Hilton San Francisco	40 Hotel Triton	59 Parc 55 San Francisco
2 Best Western Hotel California	Fisherman’s Wharf	41 Hotel Union Square	60 Pickwick Hotel
3 Best Western Tuscan Inn Fisherman’s Wharf	20 Holiday Inn Express Fisherman’s Wharf	42 Hotel Vertigo	61 Powell Hotel
4 Campton Place Hotel	21 Holiday Inn Fisherman’s Wharf	43 Hotel Vitale	62 Prescott Hotel
5 Cathedral Hill Hotel	22 Holiday Inn Golden Gateway Hotel	44 Hyatt at Fisherman’s Wharf	63 Radisson Hotel Fisherman’s Wharf
6 Chancellor Hotel on Union Square	23 Hotel Abri	45 Hyatt Regency San Francisco	64 Ritz-Carlton San Francisco
7 Clift	24 Hotel Bijou	46 InterContinental Mark Hopkins San Francisco	65 San Francisco Marriott
8 Courtyard San Francisco Downtown	25 Hotel Carlton	47 InterContinental San Francisco	66 San Francisco Marriott Fisherman’s Wharf
9 Courtyard San Francisco Fisherman’s Wharf	26 Hotel Diva	48 JW Marriott	67 San Francisco Marriott Union Square
10 Executive Hotel Vintage Court	27 Hotel Frank	49 Kensington Park Hotel	68 Serrano Hotel
11 Fairmont San Francisco	28 Hotel Fusion	50 King George Hotel	69 Sheraton Fisherman’s Wharf
12 Four Seasons Hotel San Francisco	29 Hotel Griffon, A Greystone Hotel	51 Larkspur Hotel Union Square	70 Sir Francis Drake
13 Galleria Park Hotel	30 Hotel Kabuki	52 Le Meridien San Francisco	71 St. Regis Hotel
14 Grand Hyatt San Francisco	31 Hotel Mark Twain	53 Marines Memorial Club & Hotel	72 Stanford Court, A Renaissance Hotel
15 Handlery Union Square	32 Hotel Metropolis	54 Mosser Hotel	73 Villa Florence
16 Harbor Court Hotel	33 Hotel Milano	55 Omni San Francisco Hotel	74 W San Francisco Hotel
17 Hilton San Francisco	34 Hotel Monaco	56 Orchard Garden Hotel	75 Warwick Hotel San Francisco
18 Hilton San Francisco Financial District	35 Hotel Nikko San Francisco	57 Orchard Hotel	76 Westin San Francisco Market Street
	36 Hotel Palomar	58 Palace Hotel	77 Westin St. Francis Hotel
	37 Hotel Rex		
	38 Hotel Stratford		
	39 Hotel Tomo		

have worked for their practices. (Tuesday, “700.”)

- **Maximizing Government Incentive Programs to Boost Your Bottom Line!** From this year’s economic stimulus program to potential grants, hear how you can secure additional funding. Get tips on the PQRI and e-prescribing programs. (Tuesday, “624.”)
- **Fifteen reimbursement events.** (See page 51.)
- **Seven dispensing events.**

From E-Prescribing to Electronic Health Records (EHRs)

Several events will explain how to reap the rewards, while avoiding the risks, of e-prescribing and EHRs.

- **Selecting your EHR Vendor and Avoiding an EHR De-install.** If you’re shopping for an EHR system, this course provides plenty of pearls, such as selecting a vendor and negotiating a shared-risk contract. (Mon-

day, event code “538.”)

- **The Nuts and Bolts of EHR Implementation.**

From image management to security concerns, this half-day session will walk you through the challenges of EHR implementation. (Saturday, “Spe10.”)

- **EHRs and Compliance Programs.** Your use of an EHR system should strengthen, not undermine, your compliance with chart documentation require-

ments. Learn which EHR features can cause problems. (Tuesday, “702.”)

- **E-Prescribing: Improving the Safety and Efficiency of Medication Management.** Panelists will share advice on implementing e-prescribing and will offer tips on Medicare’s bonus for e-prescribers. (Monday, “501.”)

- **EHRs—Maximizing Your Stimulus Payments.** The government is offering



incentives for using health information technology. Presenters will describe those incentives and explain the importance of interoperability under the stimulus package. (Sunday, "Spe29.")

Subspecialty Day 2009

This year's Subspecialty Day takes place on Friday, Oct. 23 and Saturday, Oct. 24.

It features three one-day meetings and a pair of two-day meetings:

- **Glaucoma 2009:** What's New, What's True (Saturday).
- **Neuro-Ophthalmology 2009:** Wait, Wait . . . Don't Tell Me: Recognizing the Distinguishing Sign in Neuro-Ophthalmology (Saturday).
- **Pediatric Ophthalmology 2009:** Controversies and Concepts in Pediatric Oph-

thalmology and Strabismus (Saturday).

- **Refractive Surgery 2009:** It's Time to Change (Friday and Saturday).

- **Retina 2009:** The Cutting Edge (Friday and Saturday).

Float among the five meetings. On Saturday, you can attend sessions from any of the five Subspecialty Day meetings, no matter which one of them you register for. But you can only attend the Friday sessions if you are registered for one of the two-day meetings.

Exhibit Hall access. On Saturday, you can use your Subspecialty Day badge to visit the Joint Meeting Exhibition. (From Sunday onward, you will need a Joint Meeting badge to explore the Exhibition.)

For more information, visit www.aao.org/2009.



DINE WITH YOUR COLLEAGUES. Each year, more than 100 alumni associations and specialized interest groups schedule symposia, receptions and dinners to coincide with the Academy's Annual Meeting. Two of this year's most glamorous events have already been announced.

The 2009 ISRS/AAO Gala Dinner takes place on Friday, Oct. 23 at 7 p.m. at the Fairmont Hotel. For more information, visit www.aao.org/isrs.

The Academy Foundation's 2009 Orbital Gala takes place on Sunday, Oct. 25 at the Palace Hotel. Take a tour of the hotel from 5 to 6 p.m. The auction and reception start at 6 p.m. Purchase a ticket at www.faa.org.

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LACRISERT® (hydroxypropyl cellulose) OPHTHALMIC INSERT

DESCRIPTION

LACRISERT® Ophthalmic Insert is a sterile, translucent, rod-shaped, water soluble, ophthalmic insert made of hydroxypropyl cellulose, for administration into the inferior cul-de-sac of the eye.

Each LACRISERT is 5 mg of hydroxypropyl cellulose. LACRISERT contains no preservatives or other ingredients. It is about 1.27 mm in diameter by about 3.5 mm long. LACRISERT is supplied in packages of 60 units, together with illustrated instructions and a special applicator for removing LACRISERT from the unit dose blister and inserting it into the eye.

INDICATIONS AND USAGE

LACRISERT is indicated in patients with moderate to severe dry eye syndromes, including keratoconjunctivitis sicca. LACRISERT is indicated especially in patients who remain symptomatic after an adequate trial of therapy with artificial tear solutions. LACRISERT is also indicated for patients with exposure keratitis, decreased corneal sensitivity, and recurrent corneal erosions.

CONTRAINDICATIONS

LACRISERT is contraindicated in patients who are hypersensitive to hydroxypropyl cellulose.

WARNINGS

Instructions for inserting and removing LACRISERT should be carefully followed.

PRECAUTIONS

General

If improperly placed, LACRISERT may result in corneal abrasion.

Information for Patients

Patients should be advised to follow the instructions for using LACRISERT which accompany the package. Because this product may produce transient blurring of vision, patients should be instructed to exercise caution when operating hazardous machinery or driving a motor vehicle.

Carcinogenesis, Mutagenesis, Impairment of Fertility

Feeding of hydroxypropyl cellulose to rats at levels up to 5% of their diet produced no gross or histopathologic changes or other deleterious effects.

Pediatric Use

Safety and effectiveness in pediatric patients have not been established.

Geriatric Use

No overall differences in safety or effectiveness have been observed between elderly and younger patients.

ADVERSE REACTIONS

The following adverse reactions have been reported in patients treated with LACRISERT, but were in most instances mild and transient: transient blurring of vision, ocular discomfort or irritation, matting or stickiness of eyelashes, photophobia, hypersensitivity, edema of the eyelids, and hyperemia.

DOSAGE AND ADMINISTRATION

One LACRISERT ophthalmic insert in each eye once daily is usually sufficient to relieve the symptoms associated with moderate to severe dry eye syndromes. Individual patients may require more flexibility in the use of LACRISERT; some patients may require twice daily use for optimal results.

Clinical experience with LACRISERT indicates that in some patients several weeks may be required before satisfactory improvement of symptoms is achieved.

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