



Destination San Francisco

GET READY FOR THE JOINT MEETING PART FOUR OF FIVE

BEAT THE CLOCK

Sept. 30—The Last Day to Preregister or Buy Tickets in Advance

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

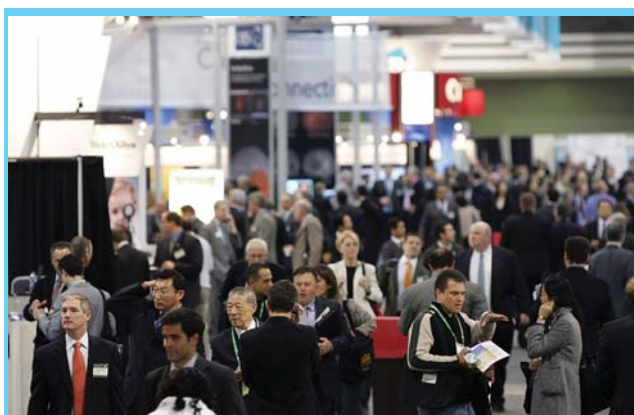
You have until Sept. 30 to preregister or buy tickets online. (It is too late to do so by fax or mail.) After Aug. 26, the Academy no longer mails badges and tickets. Instead, you may pick them up at the North Lobby of the Moscone Center.

Use the Web for Hotel, Flight, Car Rental and Dinner Reservations

Go online to finalize your plans for San Francisco.

Housing. To see a map of official Joint Meeting hotels, check availability and reserve a room, go to www.aao.org/2009 and follow the housing links.

Travel. For the lowest available fares to San Francisco, contact Association Travel Concepts (ATC), the Academy's official travel service. ATC also has arranged car rental discounts with Avis and Budget. For more information, or to make a reservation, visit www.atcmeetings.com/aao.



FIVE DAYS IN SAN FRANCISCO. From new developments in the Scientific Program to news of this year's social events, Destination San Francisco is designed to help you get ready for this year's Subspecialty Day (Friday, Oct. 23 and Saturday, Oct. 24) and Joint Meeting (Saturday, Oct. 24 to Tuesday, Oct. 27). In past issues, *EyeNet* previewed Subspecialty Day (July/August), the AAOE practice management program (June) and San Francisco's restaurants (May). Read these online at www.eyenetmagazine.org/archives.

Restaurants. Make advance reservations at www.opentable.com. To find out which restaurants local Eye M.D.s recommend, see the May edition of Destination San Francisco.

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@aao.org. The Academy cannot ensure the availability of appropriate accommodations without prior notification of need.

PROGRAM

Abstracts From the 2009 Final Program

Get an early start on planning your schedule for San Francisco. Go online for abstracts from the *2009 Final Program*, including information on scientific papers, posters and videos.

AAO • PAAO OCTOBER 24-27

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Go to www.aao.org/onlineprogram09.

PAAO: Four Speakers Who'll Be Delivering Honorary Lectures

The Academy holds its 2009 Joint Meeting in conjunction with the Pan-American Association of Ophthalmology. The PAAO portion of the scientific program features 53 free PAAO Symposia and 91 ticketed PAAO Instruction Courses.

Among the highlights of the PAAO Symposia are some honorary lectures that traditionally haven't been part of the Academy's Scientific Program. Consider making time in your schedule to hear the following lecturers.

• **2009 GRADLE LECTURER: Bruce E. Spivey, MD.** The Internationalization of Ophthalmology. "When Harry Gradle founded the Pan-American Association of Ophthalmology, the concept of internation-

alism was held by few and espoused by fewer still,” said Dr. Spivey. “Today, everyone talks about international ophthalmology and some are even acting on it. This Gradle Lecture will explore the history of internationalism and ophthalmology, and will discuss what is needed to improve ophthalmology throughout the world.” *Sunday, 12:45 to 1:15 p.m. in West, Room 3024.*

- **2009 AJO LECTURER: Michel Eid Farah, MD.** Perspective in Retina-Vitreous Pharmacotherapy. “The title of this lecture was chosen to elucidate its two aspects: pharmacology of drugs and therapy of retina-vitreous diseases,” said Dr. Farah. “In recent years, ocular conditions like AMD, diabetic retinopathy or retinal vein occlusions can be managed by newly discovered or rediscovered drugs, and I will present the latest data on both existing and upcoming drugs. I also will discuss the pathways of how drugs may work and new concepts, new drugs and new methods of ocular drug delivery, such as intravitreal injections and slow drug delivery devices.” *Monday, 12:45 to 1:15 p.m. in West, Room 3024.*

- **2009 Ramon L. Font Lecturer: Carol L. Shields, MD.** Progress in the Management of Conjunctival Tumors. “Over the past decade, there has been tremendous progress in the management of conjunctival malignancies, with improved imaging, topical therapies, surgical techniques and tissue replacement,” said Dr. Shields. “Malignancies that were once managed with multiple surgeries are now treated with topical eyedrops or



PARKER HEATH LECTURER: James Rohack, MD. The Academy is honored that the AMA president will be sharing his insights on health care reform. Dr. Rohack will deliver the 2009 Parker Heath Lecture on Monday, from 9:32 to 9:45 a.m., during a free Symposium—The New Political Reality in Washington, D.C.: How Will This Affect Me and My Patients—which lasts from 8:30 to 10 a.m. in West, Room 2002.

injected with medications. Malignancies that previously required radiotherapy, or even exenteration, are spared those treatments with the use of rituximab, interferon and mitomycin. The ultimate goal is to improve life prognosis for the patient and maintain a satisfactory quality of life.” *Monday, 3:10 to 3:27 during the Update in Ophthalmic Pathology Symposium, which takes place from 2 to 3:30 p.m. in West, Room 3000.*

- **2009 Moacyr Álvaro Pan-American Lecturer: Enrique Graue-Wiechers, MD.** Ophthalmic Education in Relation to the Challenges of Globalization. “Medicine is facing some major challenges due to globalization,” said Dr. Graue-Wiechers. “This Moacyr

Álvaro Lecture will analyze the most important ways in which globalization is impacting health and physician education. It will discuss population migration, medical migration and the challenges that globalization poses for education, as well as steps that can be followed for a global ophthalmologic education.” *Tuesday, 12:45 to 1:15 p.m. in West, Room 3024.*

View Videos in 3-D for In-Depth Insights Into Surgery

Through the Eyes of a Surgeon: 3-D Enhanced Video Courses are a series of Instruction Courses screening high-definition video. Use 3-D glasses to view surgery through the lens of the operating microscope during the following Instruction Courses:

- **Glaucoma Surgery** emphasizes the keys to success when performing fornix-based wound closure, fashioning scleral flaps, finding Schlemm’s canal, tube placement, management of aqueous misdirection and more. *Monday, 9 to 10 a.m.; advance fee, \$25; event code “371.”*

- **Retinal Surgical Techniques** features video clips demonstrating management of macular holes, epiretinal membranes, diabetic retinopathy and retinal detachment. The 3-D perspective will provide a good understanding of instrument positioning and of the maneuvers used in pars plana vitrectomy. *Monday, 10:15 to 11:15 a.m.; \$25; “419.”*

- **DSEK** demonstrates a variety of donor-insertion techniques, including “taco” folding and use of the Busin

glide. In addition to the basic technique, the video will show new variations of it and will explain how to avoid common mistakes. *Monday, 11:30 a.m. to 12:30 p.m.; \$25; “437.”*

What Would You Do? Take Part in the New Case-Based Courses

Several of this year’s Instruction Courses use a new, case-based format that encourages interactive discussions. These include:

- **Presbyopic IOLs: Meeting Patient Expectations and How to Handle the Unhappy Patient.** *Tuesday, 10:15 a.m. to 12:30 p.m.; advance fee, \$50; event code “657.”*

- **What’s Your Next Step? Case Studies in Glaucoma Management.** *Sunday, 2 to 3 p.m.; \$25; “220.”*

- **When All Else Fails: Strategies for Managing Recalcitrant Corneal Conditions.** *Tuesday, 10:15 a.m. to 12:30 p.m.; \$50; “671.”*

- **Mystery Retina 2009: Interactive Discussion of Challenging Cases.** *Tuesday, 9 to 11:15 a.m.; \$50; “634.”*

The Great Debate Focuses on Anterior Segment Surgery

Start Tuesday morning with The Great Debate. In this free event, 10 Eye M.D.s will pair off for five formal, old-fashioned debates. They will discuss the pros and cons of five controversial topics drawn from the disciplines of cataract, glaucoma and refractive surgery. In each debate, speakers will have the opportunity to present prepared statements and then rebut those of their opponent. *Tuesday, 8:30 to 9:45 a.m. in South, Room 104; free; event code “Sym26.”*

For the Eye M.D.—A Wide-Ranging Practice Management Program

Running a successful practice has never been more challenging. How do you maintain a healthy bottom line? How do you adopt electronic health records? How do you appropriately code for your services?

The AAOE program is designed to help physicians and their staff ensure the success of their practice. Many of the courses are presented by panels made up of one or more physicians, an administrator and a consultant. These panelists understand your challenges and have developed hands-on solutions to meet your needs. You are encouraged to attend AAOE courses with your administrators in order to facilitate discussions appropriate to your practice. You need not be an AAOE member to attend.

For more information, visit www.aao.org/aaoe2009-for-mds.

Apropos YOs: Events Tailored for the Young Ophthalmologist

If you are in training or are new to practice, look for events that are flagged with the Yo symbol. This indicates that the Young Ophthalmologists (YO) committee flagged that event as being especially valuable for physicians like you. These events include:

- **Modern Technologies and Techniques for Young Ophthalmologists to Know.** What can you learn from your counterparts in other parts of the world? This session focuses on strategies that are employed in Europe, North America or Latin America

but aren't usually shared between those regions. It is cosponsored by the Academy, PAAO and the Society of European Ophthalmologists. *Tuesday, 9:15 to 10:45 a.m. in West, Room 3011; free; event code "Sym82."*

- **The Young Ophthalmologists Program—Residents-in-Training and Physicians in First Five Years of Practice.**

From buy-ins and contracts to coding and insurance, this four-hour program provides plenty of practice pearls. *Sunday, 10 a.m. to 2 p.m.; \$35; "Spe13."*

You Can Now Register for the 2009 Job Fair

The Professional Choices Job Fair provides a forum for job-seeking ophthalmologists to meet hiring practices. It will take place on Sunday from 2:15 to 5 p.m. in the San Francisco Marriott, which is one block from the Moscone Convention Center.

If you are a job seeker, registration is free. Register by Sept. 30 and you will receive profiles for the 100-plus practices that will be represented at the Job Fair. To register as a job seeker, use event code "Spe28A."

If you are a hiring practice, the registration fee is \$360 for members and \$560 for nonmembers. In order to participate, you must register by Sept 30. You will not be able to register after that date. After registering, you will receive profiles of all registered job seekers. To register as a hiring practice, use event code "Spe28."

For more information, visit www.aao.org/jobfair2009 or contact Janine Barth by e-mail, jbarth@aaoo.org, or by phone, 415-447-0335.



VISION 2020, PEDIATRIC CATARACT AND VOLUNTEERING.

Attend this year's International Forum for an update on the Vision 2020 campaign to reduce preventable blindness, followed by a panel discussion that will ask, "Where are we now? Where are we going?" Also hear debates on pediatric cataract surgery—"Only in tertiary centers by pediatric ophthalmologists?"—and on volunteerism—"Visiting ophthalmologists in developing countries: Help or hindrance?" *Monday, 8:30 to 11 a.m., in West, Room 3001.*

HALL HIGHLIGHTS

Save Shoe Leather: Chart Your Course Through the Exhibits

The 2009 Virtual Exhibition is an online tool that will help you plan your visit in advance.

Which vendors of electronic health records will be exhibiting this year? Where will the publications be located? With more than 500 companies in three exhibit halls, you'll want to have a plan of attack before you arrive in San Francisco.

Scroll across maps of the exhibit halls, browse by exhibitor name and category, or search by keyword. When you're done, you can print off a "to see" list.

To plan ahead, go to www.aao.org/2009 and select "Exhibition." Also, look out in the mail for October's EyeNet, which will include a special supplement, Guide to Academy Exhibitors.

The Stimulus Bill and the Electronic Office

When Congress passed legislation to stimulate the economy, one of its goals was to accelerate medicine's adoption of electronic health records (EHRs). Over the next few years, you may qualify for incentive payments if you implement and use EHRs—but what criteria would you need to meet, and what would it take for your practice to fully realize the benefits of the electronic office?

Visit the Electronic Office exhibit to pick up fact sheets about the incentive payments and to see the electronic office in action. The exhibit, located in West, Booth #5159, will demonstrate how interoperability and global standards are improving quality of care and boosting practice efficiency.

Interoperability means that you can use one interface for all your devices, and you don't have to pay for



GOT A CODING CONUNDRUM? Bring it to the Coding and Reimbursement desk to chat with AAOE experts and to browse the AAOE's coding resources, like *Coding Coach*, *E&M Auditor* and the 18 modules of the *Ophthalmic Coding Series*.

GOT A PRACTICE PROBLEM? Visit the AAOE Practice Management Center and sign up for a free, 20-minute consultation with a practice management expert.

Where. Both the Coding and Reimbursement desk and the AAOE Practice Management Center are located at the Academy Resource Center (North, Booth #3569).

your vendor to do custom programming each time you buy a new device or new software. And patient demographics are added just once and then passed along to the other systems.

At time of press, the roster of companies involved in this exhibit include: CSO, Compulink Business Systems, Epic, Heidelberg Engineering, Kowa, Management Plus, Medflow, MDoffice, NextGen, Nidek, OIS, Opko, Ophthalmic Tools, TSG Integrations, Topcon and VersaSuite.

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

Patient Education: Add Your Own Intro to an Academy DVD

The Academy is now scheduling appointments for the Patient Education DVD Personalization Booth in the Academy Resource Center (North, Booth #3569).

You can add your own on-camera introduction to eight of the Academy's DVDs. These include two brand-new DVDs, *Understanding IOL Options for Cataract Surgery* (2009) and *Waiting Room DVD for the Ophthalmic Practice, Vol. 2* (2009), and one revised DVD, *Understanding Cataract Surgery* (2009). You also can personalize *Understanding AMD* (2008), *Understanding Diabetic Retinopathy* (2008), *Understanding Dry Eye* (2006), *Understanding Glaucoma* (2006), *Understanding LASIK and Wavefront* (2007) and *Waiting Room DVD for the Ophthalmic Practice, Vol. 1* (2007).

Since this DVD personalization service is available only once a year the schedule may fill up quickly, so you are urged to make an appointment in advance.

To schedule your appointment, contact Julie Bates, either by e-mail, jbates@aae.org, or by telephone, 415-561-8549.

SOCIAL EVENTS

From the Working Breakfast to the Cocktail Reception

More than 100 specialized interest groups and alumni associations will meet.

For a list of events, go to www.aae.org/2009 and click "Special Events."

Six Highlights of Ophthalmology's Social Calendar

- **ISRS/AAO Gala Dinner**—Friday from 7 to 11 p.m. at the Fairmont Hotel. Some of the most prestigious awards in ophthalmology will be presented, including the Barraquer, Founders', Lifetime Achievement, Troutman, Kritzing, Casebeer and Lans awards. Tickets cost \$250 each for physicians and their spouses.

For more information, visit www.isrs.org.

- **OphthPAC Reception**—Saturday, from 6 to 7:30 p.m. at the Intercontinental Hotel. This event will highlight the year's successes in protecting and advancing ophthalmology's interests in Congress and elsewhere. It will be open to all OphthPAC members and Academy Congressional advocates.

For more information, visit www.opthpac.org.

- **YO (Young Ophthalmologist) Reception**—Sunday, from 5 to 6:30 p.m. in the St. Regis Hotel. The Academy's current leadership looks forward to meeting the leadership of tomorrow. If you are in training or are in your first five years of practice, you are invited to meet members of the Academy's board of trustees at this free reception. Hors

d'oeuvres and beverages will be served. (*This reception is made possible through a grant from Allergan.*)

For more YO information, visit www.aae.org/yo.

- **AAOE Reception**—Sunday, from 5:30 to 7 p.m. at the Westin Market Street.

AAOE members are invited to this free, informal reception. Network with colleagues, meet new members, chat with the AAOE's board and staff, and enjoy hors d'oeuvres and beverages.

For more information, visit www.aae.org/aaoe2009.

- **The Academy Foundation's Orbital Gala**—Sunday, from 5 p.m. until late 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., followed by dinner. Tickets cost \$300, with special pricing for Young Ophthalmologists.

For more information, visit www.faae.org.

- **The Academy Seniors Special Program and Reception**—Monday, from 2:30 to 5 p.m. in the Moscone West, Room 3001. This free event features two presentations: 1) It's not the Years; It's the Mileage by Andrew G. Lee, MD, and 2) Seismology for Ophthalmologists by Peggy Hellweg, PhD. All are welcome.

For more information about the Academy Seniors, visit www.aae.org/careers/seniors.

Sunday's Fun Run

Bausch & Lomb and the Eye Bank Association of America (EBAA) host Run for Vision. It starts at 6:30 a.m., but please arrive by 6 a.m.

To register, visit www.active.com and search for "Run for Vision."