



# Destination Chicago

GET READY FOR THE JOINT MEETING

PART TWO OF FIVE

## BEAT THE CLOCK

### Starting June 23, You Can Register and Buy Course Tickets

Registration and ticket sales open on June 23 for Academy and AAOE members; nonmembers must wait until July 7.

Register by Aug. 4 to save money. Registration fees for Subspecialty Day will increase after the Aug. 4 early registration deadline. If you are a nonmember, there also will be an increase in Joint Meeting registration fees at that time.

It is quickest to register online. When you register at [www.aao.org/2010](http://www.aao.org/2010), you will receive immediate confirmation of your registration.

### How to Book Your Room

Like registration, housing opens for members on June 23; for nonmembers on July 7. Book early to ensure you secure a room in your favorite hotel (see map on page 61).

**Book a room online.** Visit [www.aao.org/2010](http://www.aao.org/2010) to check availability and make a reservation.

**Book a room by phone.** Once registration opens, agents from Expovision, the



**START PLANNING NOW.** Identify and prioritize the events that will be most useful to you.

- **New! The Joint Meeting Scheduler (1)**—mailed to you in late May. This 20-page brochure includes a meeting overview, listings of programs for each day and a calendar that you can use to keep track of your schedule. You also can download it from the Academy Web site.
- **Virtual Advance Program (2)**—online from June 1. It features complete schedules, instructor listings, links to registration and housing, and more.
- **Program Search (3)**—online from June 1. Access full abstracts of Joint Meeting events and the most up-to-date information on event times and course instructors. Abstracts for papers, posters and videos will be added on Sept. 1.

**GO ONLINE.** You can access all three of these resources at [www.aao.org/2010](http://www.aao.org/2010).

Academy's official housing company, will take calls from Monday to Friday, 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 (from outside North America).

### Visitor Visas and New Rules on VWP Entry

If you need a visa to enter the United States, don't delay in applying for one. The process can take several months.

If you are a resident of a country that is covered by

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the Visa Waiver Program (VWP), it is now *mandatory* to obtain documentation under the Electronic System for Travel Authorization program (the ESTA document) before you travel.

*For more information, and to get a letter of invitation, visit [www.aao.org/visa](http://www.aao.org/visa).*

## PROGRAM

### New for Subspecialty Day in 2010: Friday's Oculoplastics Meeting

How does the busy practitioner stay current with the latest developments? For a series of updates, attend Subspecialty Day's first oculoplastics meeting, which is titled Oculofacial Plastic Surgery 2010: Decades of Progress . . . What's Next?

Program directors Don Kikkawa, MD, and Rob Fante, MD, were able to recruit many of the nation's leaders in oculofacial plastic surgery for this inaugural Subspecialty Day meeting. "The one-day program will feature seven sessions, covering topics such as thyroid eye disease, immunosuppression, aesthetic procedures, eyelid reconstruction and limbal stem cell grafting," said Dr. Kikkawa. "We anticipate some top-notch presentations and discussions." There will be 12 memorable case studies—each followed by a panel discussion—and four point/counterpoint debates.

"This exciting meeting will feature scientific review of the latest innovations, as well as current thinking on the thorniest of problems in oculoplastics," said Dr. Fante. "You won't want to miss it."

A highlight will be the keynote lecture—Translating Clinical Studies: How Oculoplastics Outcome Studies Result in Better Patient Care—presented by Elizabeth Bradley, MD.

**Subspecialty Day has five one-day meetings.** In addition to the oculoplastics Subspecialty Day meeting, which takes place on Friday, Oct. 15, there are four meetings that take place on Saturday, Oct. 16: Cornea, Glaucoma, Pediatric Ophthalmology and Uveitis. If you register for one of these one-day meetings, you can attend any other Subspecialty Day event that takes place on the same day.

**There are two Friday/Saturday meetings.** Refractive Surgery 2010 and Retina 2010 take place on Friday

and Saturday. If you register for either of these meetings, you will have access to all seven of the Subspecialty Day meetings.

*For more information on Subspecialty Day, visit [www.aao.org/2010](http://www.aao.org/2010).*

### Attention Physicians: Ensure Your Practice Is a Successful Business

The American Academy of Ophthalmic Executives has scheduled an extensive program for physicians and their staff. Here are some highlights.

- **A Physician's Guide to Avoiding Embezzlement.** Dishonest employees have fooled even the most experienced physicians, but you can limit opportunities for embezzlement by adopting some simple procedures.

(Monday, from 9 to 10 a.m.; event code "332"; tickets cost \$25.)

- **Physicians Under Siege: Navigating the Legal Hurdles.** Learn about three areas where physicians can find themselves in jeopardy: Disciplining of physicians by state licensing agencies; medical malpractice; and audit recovery by both private insurance companies and the federal government. The instructors will stress the importance of aggressive and rapid proactive defense.

(Sunday, from 12:15 to 1:15 p.m.; "189"; \$25.)

- **Why and How to Have an Effective Owners' Retreat.** The instructors will explain when it is appropriate to hold an owners' retreat, what you can reasonably expect it to achieve and how you should prepare, implement and follow-up on the event. (Sunday, from 12:15 to 1:15 p.m.; "191";



**CAFFEINATE THE DEBATE AT THE ACADEMY CAFÉ.** Enjoy a complimentary cup of coffee and take a seat for a series of expert panels at the Academy Café. The moderators encourage you to bring your cell phone, PDA or laptop and text or e-mail any questions that you have for the panelists. No ticket is required for these free events.

**What's cooking?** On Saturday, panels discuss sports trauma (1 to 2:15 p.m.; event code "Sym38") and cataract (2:30 to 3:45 p.m.; "Sym39").

On Sunday, panels discuss refractive surgery (10:30 to 11:45 a.m.; "Sym40"), oculoplastics (1 to 2:15 p.m.; "Sym41") and retina (2:30 to 3:45 p.m.; "Sym42").

On Monday, panels discuss glaucoma (9 to 10:15 a.m.; "Sym43") and cornea (10:30 to 11:45 a.m.; "Sym44").

On Tuesday, the final panel discusses cataract (9 to 10:15 a.m.; "Sym45").

\$25.)

- **Traits of Market Leaders.** Why do some practices flourish as successful businesses, while others struggle? After observing more than 500 practices, the instructor of this course believes ophthalmology's market leaders have certain traits in common that can be assimilated into any practice, regardless of size or location. (Monday, from 9 to 10 a.m.; "337"; \$25.)

- **Mission Possible: Transitioning From a Small to a Large Practice.** As your practice expands and adds physicians, its organizational culture, governance and procedures for decision-making will all need to change. From insurance and shareholder issues to the problem of disruptive physicians, learn how to manage this transition. (Monday, from 10:15 a.m. to 12:30 p.m.; "353"; \$50.)

- **Cashing In on the Stimulus Program: Getting to Meaningful Use in an Ophthalmic EMR System.** You can earn up to \$44,000 in incentive payments for adopting electronic medical records (EMRs). This course will teach you how to select and implement a cost-effective EMR system in a way that meets the requirements of the government's incentive program. (Monday, from 11:30 a.m. to 12:30 p.m.; "384"; \$25.)
- **Using Financial Data in Ophthalmic Practice Management.** Did you go into medicine because you wanted to analyze accounts receivables and interpret financial statements? Probably not. But the way you use your financial data can underpin, or undermine, the future success of your practice. Learn how to

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# Official Joint Meeting Hotels

Reserve your room. Housing opens on the same day as registration: June 23 for members; July 7 for nonmembers. You can register online or by phone (see page 59).

Explore Chicago. For a quick overview of the city—including a video and a guide to some of the best restaurants—go to [www.aao.org/2010](http://www.aao.org/2010) and select “Chicago City Highlights.”



AAO x MEACO  
**CHICAGO**  
**2010**  
OCTOBER 16-19  
[www.aao.org/2010](http://www.aao.org/2010)



## Official Hotels

- 1 Allerton Chicago 701 N Michigan Ave
- 2 Avenue Crowne Plaza Chicago Downtown 160 E Huron St
- 3 Chicago Marriott Downtown Magnificent Mile 540 N Michigan Ave
- 4 Chicago's Essex Inn 800 S Michigan Ave
- 5 Comfort Inn & Suites Downtown 15 East Ohio St
- 6 Courtyard by Marriott Downtown River North 30 E Hubbard St
- 7 Courtyard by Marriott Magnificent Mile 165 E Ontario St
- 8 Dana Hotel & Spa 660 N State St
- 9 Doubletree Hotel Chicago Magnificent Mile 300 E Ohio St
- 10 Drake Chicago Hotel 140 E Walton Pl
- 11 Embassy Suites Chicago Downtown 600 N State St
- 12 Embassy Suites Chicago Lakefront 511 N Columbus Dr
- 13 Fairfield Inn & Suites Chicago Downtown 216 E Ontario St
- 14 Fairmont Chicago, Millennium Park 200 N Columbus Dr
- 15 Four Points by Sheraton Chicago Downtown Magnificent Mile 630 N Rush St
- 16 Four Seasons Hotel Chicago 120 E Delaware Pl
- 17 Hard Rock Hotel Chicago 230 N Michigan Ave
- 18 Hilton Chicago 720 S Michigan Ave
- 19 Hilton Garden Inn Chicago Downtown Magnificent Mile 10 E Grand Ave
- 20 Hilton Suites Chicago Magnificent Mile 198 E Delaware Pl
- 21 Hotel 71 71 E Wacker Dr
- 22 Hotel Cass - A Holiday Inn Express 640 N Wabash Ave
- 23 Hotel Felix 111 W Huron St
- 24 Hyatt Regency Chicago 151 E Wacker Dr
- 25 Hyatt Regency McCormick Place 2233 S Martin Luther King Dr
- 26 InterContinental Chicago 505 N Michigan Ave
- 27 James Hotel 55 E Ontario St
- 28 JW Marriott Chicago Hotel 151 W Adams St
- 29 Millennium Knickerbocker Hotel Chicago 163 E Walton Pl
- 30 Omni Chicago Hotel 676 N Michigan Ave
- 31 Palmer House Hilton 17 E Monroe St
- 32 Peninsula Chicago 108 E Superior St
- 33 Renaissance Blackstone Chicago Hotel 636 S Michigan Ave
- 34 Renaissance Chicago Downtown Hotel 1 W Wacker Dr
- 35 Residence Inn by Marriott Chicago Magnificent Mile 201 E Walton Pl
- 36 Residence Inn by Marriott Chicago River North 410 N Dearborn St
- 37 Ritz Carlton Chicago 160 E Pearson St
- 38 Sheraton Chicago Hotel & Towers 301 E North Water St
- 39 Silversmith Chicago Hotel & Suites 10 S Wabash Ave
- 40 Sofitel Chicago Water Tower 20 E Chestnut St
- 41 Springhill Suites by Marriott Chicago River North 410 N Dearborn St
- 42 Sutton Place Chicago 21 E Bellevue Pl
- 43 Swisshotel Chicago 323 E Wacker Dr
- 44 Trump International Hotel & Tower 401 N Wabash Ave
- 45 W Chicago City Center 172 W Adams St
- 46 W Chicago Lakeshore Hotel 644 N Lake Shore Dr
- 47 Westin Chicago River North 320 N Dearborn Ave
- 48 Westin Michigan Avenue 909 N Michigan Ave

## 2010-2011 Basic and Clinical Science Course

An essential resource for practicing ophthalmologists and residents



The Academy's BCSC is the gold standard of ophthalmic references and provides up-to-date clinical knowledge. It includes more than 5,000 pages and 3,000 full-color images. Each of the 13 sections features self-assessment questions, concise tables, and the latest references.

### This year's major revisions:

Section 11: **Update on General Medicine**

#2280000

Section 6: **Pediatric Ophthalmology and Strabismus**

#2280040

Section 8: **External Disease and Cornea**

#2280000

### Individual print sections

#45 member / #79 nonmember

For a complete list of section titles and pricing, visit [www.aao.org/BCSC](http://www.aao.org/BCSC).

### Complete print set

Includes all 13 sections, plus the Master Index

#790 member / #1045 nonmember #22800750

### BCSC Online and DVD-ROM

Consistent electronic versions of the BCSC feature complete content, an interactive self-assessment program, search, reference links, and note-taking tools.

### BCSC Online

Access from any computer with an Internet connection.

#720 member / #945 nonmember #22800000

### SAVE! BCSC Online and Complete Print Set

#1025 member / #1270 nonmember #22800950

### BCSC DVD-ROM

#720 member / #945 nonmember #22800000

### SAVE! BCSC DVD-ROM and Complete Print Set

#1025 member / #1270 nonmember #22800950

For more information or to order, visit [www.aao.org/BCSC](http://www.aao.org/BCSC) or call 415.561.8540.

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identify the information in financial statements that is critical for practice analysis, benchmarking and decision-making. (Monday, from 2 to 4:15 p.m.; "421"; \$50.)

- **How to Avoid Joining the Wrong Practice: Factors to Consider Before Accepting an Associate Position.**

Knowing the right questions to ask—both of yourself and of a practice—will help you to understand what your expectations are and what expectations a prospective practice might have. (Monday, from 2 to 3 p.m.; "408"; \$25.)

- **Your Legal Toolbox: How to Protect Yourself Against a Malpractice Suit.**

A discussion of legal principles and examples of past cases will highlight common causes of litigation. Learn how to minimize your risk by adopting some well-established strategies, which may involve changes to how you communicate with patients and document care. (Monday, from 11:30 a.m. to 12:30 p.m.; "388"; \$25.)

- **Optimizing Physician-Administrator Relationships for Maximum Success.** What factors make it difficult for physicians and administrators to work together, and what are the prerequisites for an effective working relationship? There are key actions that doctors can take to maximize the value that their administrator provides. (Sunday, from 3:15 to 4:15 p.m.; "Spe48"—free event.)

To read the full abstracts for these events, go to the Program Search at [www.aao.org/programsearch10](http://www.aao.org/programsearch10).

## SOCIAL EVENTS

### Make a Date With Like-Minded Doctors

From alumni groups to subspecialty associations, scores of ophthalmic groups will be hosting lectures, dinners and cocktail receptions in Chicago. A list of these events is available on the Academy's website. Go to [www.aao.org/2010](http://www.aao.org/2010) and click "Special Events." (You also can stay connected with your colleagues throughout the year by joining the online Academy Community—go to [www.aao.org](http://www.aao.org) and select the "Community" link.)

## CHICAGO

### Fun for All the Family—Sign Up for Spouse & Guest Tours

Chicago is an eclectic city with lots to offer for all ages and interests—a perfect place to bring the family.

Visit the "homes" of the Bulls, Bears, White Sox and Cubs on the Chicago Sports Spectacular tour (event code "S06"). On the ¡Viva Chicago! tour (S10), you can enjoy Mexican art, homemade tortillas and a salsa dancing lesson. And through the Obama's Chicago tour (S16), you can explore Chicago's illustrious presidential past, including the site where Abraham Lincoln was nominated, the school where President Obama taught law, and Manny's Cafeteria and Deli, a famous lunching hot spot for politicians.

Tour descriptions are available online at [www.aao.org/2010](http://www.aao.org/2010). Tour tickets will go on sale on June 23.