



Destination Orlando

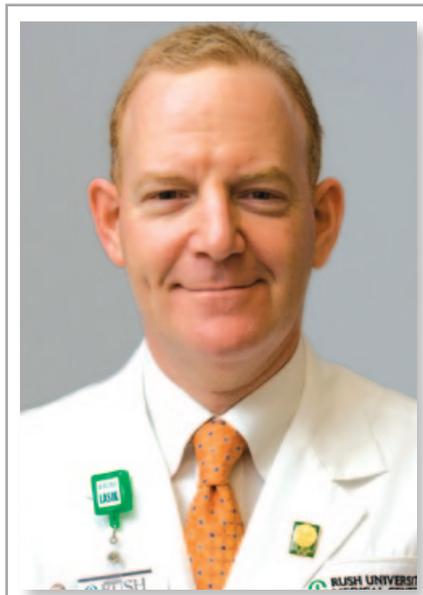
GET READY FOR THE ANNUAL MEETING PART ONE OF FIVE

WELCOME

■ Five Days in Orlando

Read *EyeNet's* newest department, Destination Orlando, to find out what's hot at this year's Subspecialty Day (Oct. 21–22) and Annual Meeting (Oct. 22–25).

Over the next few months, program directors will highlight some of this year's must-see events, with previews of the AAOE Practice Management program (June), Subspecialty Day (July/August) and the honorary lectures (September). This month, Dr. Rubenstein shares his perspective on the Annual Meeting and his plans for making it even better.



■ **DR. RUBENSTEIN.** Find out what new plans the secretary for the Annual Meeting has for interactive education (“It’s a little bit like speed dating”) and Instruction Course access (“Instead of paying per course, you would buy a badge that gets you into unlimited courses”).

MEET DR. RUBENSTEIN

■ Q&A With the Annual Meeting's New Secretary

The new secretary for the Academy's Annual Meeting is Jonathan B. Rubenstein, MD, professor and vice chairman of ophthalmology at Rush University Medical Center in Chicago.

Q. How has the Annual Meeting changed since your first one? I came to my first Academy Annual Meeting in 1983, in the first year of my ophthalmology residency. The meeting ends a day earlier in the week than it did then, but it also tends to start a little earlier. And of course one of the biggest, most obvious changes is that we've added

Subspecialty Day. I think the meeting also has become more user-friendly.

We have tried hard to add more value each year, so that we can send people away feeling that they really gained something that will help them take care of their patients more effectively, be better doctors and manage their practices better.

Q. How will the Annual Meeting evolve over the next five to 10 years?

The main movement I'm perceiving for the Annual Meeting is a push for more interactivity throughout the program—not just in Instruction Courses but also within the Symposia. This is a major focus for me.

We're trying to break away from the format of having an expert lecture to 1,000 people in a big room. We want to make the meeting a more interactive learning environment for the people who attend. We want to center our activities not on presenters but on the audience. I believe that the best way we learn is when we're interacting with each other, asking questions and discussing issues in the same way that we did during our residency and fellowship training.

The signs of this new emphasis were all around at the 2010 meeting in Chicago. Take, for instance, David Chang's Cataract Spotlight Symposium. He presented video cases with complications, then stopped the video in the middle of the case and asked, “What do you see here? What do you think we should do now?” Then he had audience members vote on what course the procedure should take next.

This format gives the audience a voice, and their answers shape the discussion afterward. But it's done anonymously so nobody needs to fear embarrassment. You come in, you see the case, and you react to it.

59
Welcome

59
Meet
Dr. Rubenstein

60
Beat
the Clock

61
Program

AAO | 2011
OCTOBER 22–25

In Chicago, we also had experts lead four walking tours of the Scientific Posters on the Exhibit Hall floor. This went over very well, so we'll add more tours in Orlando.

Q. How else will the meeting become more interactive? We plan to add a "learning lounge." This will give participants a chance to gather in small groups for a more interactive learning experience. These will be similar to the Breakfast With the Experts events, but with the content more formalized.

We're still at the planning stage, but it will work something like this—we'll divide an area into multiple "pods," with room in each pod for about 20 people. In each pod, an expert will give a short lecture or lead an interactive discussion on a topic. After spending 20 minutes to an hour with that expert, participants then will move to another pod to learn about something else. It's a little bit like speed dating.

When we ask people to tell us what they liked the least about the Annual Meeting, they often say it is that time around 3:30 or 4 p.m., when they're feeling burned out or tired and they don't know what to do as they wait for the evening seminars to begin. At our last planning meeting, we discussed the possibility that some of these learning lounges could be happy hours, with a cash bar. It would be positive reinforcement for using that time as a learning opportunity.

Q. What other innovations might we be seeing in the next several years? For Instruction Courses, we will be moving toward a flat-fee system. Instead of paying per course, you would buy a badge that gets you into unlimited courses.

Q. What about the Internet? Will online sources of information supplant the Annual Meeting? I don't think so. You get two things at the Annual Meeting that you don't get online. First, the majority of people tend to be visual learners. There's something about seeing things live, and actually being there, that makes the information more valuable. Second is the networking aspect. At the meeting you see friends and colleagues with whom you

trained and who now are spread out across the country. And networking takes place in a scientific way, too. This type of person-to-person contact at the Academy can, for example, inspire people to embrace new ways of practicing, or enthuse community ophthalmologists about getting involved in clinical research.

Q. Each year, more than one-third of physician attendees are from outside the United States. What does this high level of international involvement mean for the Annual Meeting? We still want to consider ourselves the premier ophthalmology meeting around the world, and welcoming the contributions of our international colleagues is an important part of that. Ophthalmology is practiced very differently from one continent to another. The more involvement we have with international ophthalmologists, the more we can learn from one another.

Q: Through the years, your predecessor as secretary for the Annual Meeting, Ed Holland, appeared at the

Opening Session in costume—as a Mardi Gras king, a salsa dancer, a magician and, last year, a Blues Brother.

How do you intend to fill those dancing shoes? (laughing) That will be impossible! To try to fill Ed's shoes in a dramatic sense will be extremely difficult. I don't know that I could ever do that. But Dr. Holland always took his inspiration from the host city, and I am thinking that Orlando gives me some possibilities for my debut at the Opening Session, and not just with Disney. There's a Universal Studios theme park there, you know, with a new Harry Potter attraction . . .

Dr. Rubenstein was interviewed by Linda Roach.



above), a 20-page booklet that complements the program information that will be posted online next month.

The *Scheduler* offers an early preview of both the Academy's scientific program and the AAOE's practice management program. Events are listed chronologically, day-by-day and are formatted so you can quickly scan through them. More detailed information on these events will be posted online on June 1 (see next page).

■ Visiting From Outside the United States?

If you need a visa, apply early. The process can take up to six months in some countries.

To obtain a letter of invitation or to read about visa procedures, the requirements for machine-readable passports and more—visit www.aaopt.org/visa.

BEAT THE CLOCK

■ Mark Your Calendar With These Key Dates

Ensure you're ahead of the game by making a note of these dates:

- **June 1:** *Advance Program* and searchable Online Program database available on the Academy's website.
- **June 22:** Registration and housing open to Academy and AAOE members. (For registration, hotel and travel information, visit www.aaopt.org/2011.)
- **July 6:** Registration and housing open to nonmembers.
- **Aug. 3:** Early Registration fee deadline.
- **Aug. 31:** Last day to register and have your badge and meeting materials mailed to you before the meeting.
- **Oct. 21–22:** Subspecialty Day.
- **Oct. 22–25:** Annual Meeting.

■ Start Your Planning Early With the Meeting Scheduler

This month, check your mailbox for the *Meeting Scheduler* (pictured



■ **WHAT'S NEW? MORE HOTEL ROOMS, LESS TRAFFIC.** Since the Academy was last in Orlando, in 2002, the city has added 2,400 new hotel rooms within five minutes of the convention center, including those at a new Westin, a new Hilton and the expanded Peabody Orlando. Also, traveling to and from the convention center is now much easier, as a new road has dramatically reduced traffic on International Drive.

A quick walk from the convention center. Choose from 15 restaurants—ranging from casual to haute cuisine—at Pointe Orlando, which also is home to a music hall, a performing arts center, an IMAX theater and an eclectic selection of stores.

To learn more about Orlando, visit www.aa.org/2011.

PROGRAM

■ Explore Six Different Meetings During Subspecialty Day

Subspecialty Day takes place on Friday, Oct. 21, and Saturday, Oct. 22. It includes four Saturday-only meetings and a pair of two-day meetings.

- Cornea 2011—Controversies and Consensus (Saturday)
- Glaucoma 2011—State-of-the-Art Glaucoma Care for Today and Tomorrow (Saturday)
- Neuro-Ophthalmology 2011—What Is Wrong With This Picture? Recognizing the Neuro-Ophthalmic Red Flags (Saturday)
- Pediatric Ophthalmology 2011—A Child's View From Here . . . and There! (Saturday)
- Refractive Surgery 2011—Precision in Vision: The Latest in Cornea- and Lens-Based Refractive Surgery (Friday and Saturday)
- Retina 2011—The Magical World of Retina (Friday and Saturday)

Explore all six meetings. Register for a one-day meeting and you can attend any of the other meetings that take place on that day. Register for a two-day meeting and you will have ac-

cess to all six meetings.

If any Subspecialty Day meeting reaches seating capacity, priority is given to attendees who are registered for that particular meeting. Those “floating” between meetings will be admitted on a first-come, space-available basis.

Visit the Exhibit Hall. If you register for one of the six Subspecialty Day programs, you can use your Subspecialty Day badge to visit the Annual Meeting Exhibit Hall on Saturday from 9 a.m. to 5 p.m. (Starting on Sunday, you will need an Annual Meeting badge to visit the exhibits.)

■ Program Information Will Be Online on June 1

Both the *Advance Program* and the *Social Program* (for spouses and guests) will only be published online as virtual booklets. You will be able to flip through pages and personalize these documents with notes and bookmarks.

You also can use a searchable Online Program database where you'll find abstracts for Annual Meeting events.

All three resources will be available on June 1 at www.aa.org/2011.

FIVE DAYS IN ORLANDO



Pick up each of *EyeNet's* meeting publications for a quick heads-up on key meeting-related information, news and events.

EyeNet Magazine, October :

includes the final installment of Destination Orlando.

EyeNet's Academy News : a two-issue convention hall tabloid available October 21 and 23.

EyeNet's Guide to Academy Exhibitors : comprehensive exhibitor listings, map and contact information.

EyeNet Selections : best articles from the last year—from surgical innovations to analysis of study results.

EyeNet's Academy Live : a series of four daily e-newsletters reported on site that provide clinical highlights from the meeting.

EyeNet
MAGAZINE