



Destination Orlando

GET READY FOR THE ANNUAL MEETING PART TWO OF FIVE

BEAT THE CLOCK

■ Registration Opens on June 22

Starting on June 22, Academy and AAOE members can register for the Annual Meeting and Subspecialty Day, buy event tickets and the Academy Plus course pass, and book a hotel room (see page 62). Nonmembers must wait until July 6.

Register by Aug. 3 to save money. If you are registering for Subspecialty Day or AAOE Coding Camp, or are registering as a nonmember for the Annual Meeting, registration fees will increase after the Aug. 3 early registration deadline.

It is quickest to register online. Register at www.aao.org/2011.

■ Before June 22, Make Sure You Are Able to Log On

Double-check that you know your username and password. You are urged to do this before June 22, which will be the busiest day of the year for the Academy's website and phone lines.

Verify that you can log on. Go to www.aao.org/2011 and select "Login."

Forgot your username or password? Don't create a new account. From the login screen, click on either "Login help" or "Forgot Username or Password," or phone 866-561-8558.

■ Will You Be Arriving From Outside the United States?

If you need a visa to enter the United



■ NEW THIS YEAR: Use the Academy Plus course pass to access any of 350 instruction courses. Tickets will still be required for some types of events (see below).

When will you use the Academy Plus course pass? Use it for any of this year's Academy or AAOE Instruction Courses. Individual tickets will not be sold for these events.

How much is Academy Plus? For most attendees, the course pass costs \$175 if you buy it in advance and \$225 if you buy it on site. For members-in-training, the cost is \$100.

How do you buy Academy Plus? Purchase the course pass when you register, which can be done at www.aao.org/2011.

Which types of events still require tickets? Tickets are still required for certain types of events, including AAOE roundtables, Breakfast With the Experts, Coding Camp, Skills Transfer labs and some special events.

Learn more about Academy Plus at www.aao.org/pass.

States, don't delay in applying for one. Visa applications should be made at least 90 days prior to travel.

If you live in a country covered by the Visa Waiver Program, you will

need to fill out an application under the ESTA program before you travel.

For more information, and to download a letter of invitation, visit www.aao.org/visa.

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OCTOBER 22-25

PROGRAM

■ Six Subspecialty Day Meetings

This year's Subspecialty Day takes place on Friday, Oct. 21, and Saturday, Oct. 22. It includes two Friday/Saturday meetings (Refractive Surgery and Retina) and four Saturday-only meetings (Cornea, Glaucoma, Neuro-Ophthalmology and Pediatric Ophthalmology).

Explore all six meetings. If you register for a Saturday-only meeting, you can attend any of the Subspecialty Day meetings that take place on that day. If you register for a two-day meeting, you also can attend any of Friday's sessions.

Visit the Annual Meeting exhibit hall. On Saturday, your Subspecialty Day badge entitles you to enter the exhibit hall from 9 a.m. to 5 p.m. (Starting on Sunday, you will need an Annual Meeting badge to visit the exhibits.)

For more information about Subspecialty Day, visit www.aao.org/2011.

■ From Kilimanjaro to Kansas: Trends in Volunteerism, Plus How You Can Get Involved

"If you attend the 2011 International Forum, you may end up reappraising some of your thoughts on eye care in developing countries," said Zélia M. Corrêa, MD, PhD, who chairs the Academy's Global Outreach Committee. "One panel of speakers will describe the latest trends, addressing such issues as sustainability, operational issues and evidence-based programming. A second panel of speakers will focus on the next generation of volunteers—from residency training through the first mission, including discussion of opportunities to volunteer at home as well as overseas, plus tips on balancing such activities with a career in the United States." No ticket is required for the 2011 International Forum: Latest Trends and Next-Generation Developments in International Eye Care. It takes place on Monday from 8:30 to 11 a.m. For a synopsis, visit www.aao.org/2011 and enter event code "Spe31" into the Program Search.



■ PROGRAM. Three Ways to Explore This Year's Scientific Program.

Use the Meeting Scheduler. This brochure was mailed to you in late May. It includes a Meeting Overview and also Annual Meeting events chronologically, day-by-day.

Use the virtual Advance Program. Visit www.aao.org/2011 to browse this virtual booklet, which you can personalize by adding notes and inserting bookmarks. It also provides links to registration and housing, information about CME and CE credit and more.

Use the online Program Search. Visit www.aao.org/2011 to search by key word or presenter name. You also can search by event code (e.g., Sym10), event type (e.g., Symposia), event topic (e.g., Cataract) or special interest (e.g., Young Ophthalmologist). Use the calendar function to keep track of the events you plan to attend.

Look for this year's "star" sessions. If a listing includes a star icon, the event received an overall course grade within the top 10 percent of its subject area (based on last year's attendee feedback). Other icons indicate that an Instruction Course is new this year, is endorsed by the Young Ophthalmologist or Senior Ophthalmologist committees, is only available to residents, or is eligible for education credits for pain management, JCAHPO, ASOA or the American Academy of Professional Coders.

■ ICD-10, EHRs, Health Reform: Get Up to Speed on the Latest Practice Management Issues

The AAOE's program, which runs from Saturday, Oct. 22, to Tuesday, Oct. 25, was developed to meet the needs of physicians and administrators alike. Here are 10 highlights.

- **ICD-10-CM: The Future Is Now.** Explore all aspects of ICD-10, including how it is different from ICD-9, changes in diagnostic codes, nomenclature, guidelines, resources and how AAOE can help you with the transition, which is due to take place on Oct. 1, 2013. (Sunday, 2 to 4:15 p.m., event code "219," and Monday, 10:15 a.m. to 12:30 p.m., event code "359.")
- **Applying the Science of Quality Improvement to the Ophthalmology Practice.** Learn why and how your practice should implement the Contin-

uous Quality Improvement methodology, which has its roots in the theory of Total Quality Management used by industry. (Monday, 9 to 10 a.m., event code "321.")

- **Financial Management Made Easy.** Understand the key financial parameters of your practice, and how you can use those metrics to analyze your practice's performance. (Monday, 2 to 3 p.m., "395.")
- **Analyzing and Maximizing Return on Investment for Electronic Health Records.** Learn how to use return on investment (ROI) analysis and techniques to evaluate major capital investments, with a special focus on EHRs. (Tuesday, 9 to 10 a.m., "517.")
- **EHR Adoption: Making EHR Implementation a Success.** Study a successful EHR implementation project, and learn how to identify and ef-

fectively manage the various phases of EHR implementation. (Monday, 11:30 a.m. to 12:30 p.m., “372.”)

- **EHR Search and Negotiation: Keys to Finding the Right EHR for the Right Price With the Right Terms.** Receive critical guidance on the search and negotiation phases of the EHR adoption process. You will develop knowledge of how to choose the right EHR and ensure that the necessary elements are present in agreements made between your practice and vendors. (Monday, 9 to 10 a.m., “322.”)
- **Audits—It’s Not a Matter of If, But When.** Using real-life audit scenarios, learn to recognize various types of audits, hear about the steps to take when you receive a request for documentation, and gain an understanding of the new RAC initiative recently announced by President Obama. (Sun-

day, 4:30 to 5:30 p.m., “257.”)

- **I Bought/Own the Equipment. How/Do I Receive Payment for Using It?** Testing services constitute a significant percentage of ophthalmology’s work. Learn how to identify the proper code for each test performed; recognize documentation requirements (including what is meant by interpretation and report); understand the impact of the Correct Coding Initiative; realize that common sense doesn’t always equal a covered diagnosis; and identify situations where an Advance Beneficiary Notice should be used. (Monday, 9 to 11:15 a.m., “335.”)
- **Legal Update for 2011–2012: Key Issues for Ophthalmology.** Tentative topics include key features and developments of the EHR incentive and “meaningful use” regulations; provisions of the health care reform law that

are triggered in 2011 and 2012; new regulations relating to HIPAA confidentiality for cash-paying patients; regulations relating to interpreters for deaf patients; OIG enforcement initiatives; and other late-breaking issues of interest to ophthalmic practices. (Sunday, 4:30 to 5:30 p.m., “254.”)

- **Compliance FAQs after Health Reform (and NSFAQs ... Not So Frequently Asked Questions).** Last year’s Affordable Care Act (“ACA,” aka Health Reform) made one thing certain—the compliance landscape has permanently changed. Review the basic areas of concern. (Monday, 10:15 a.m. to 12:30 p.m., “360.”)

AFTER HOURS

■ Relax With Your Colleagues

The Annual Meeting provides many social occasions where you can meet new colleagues and refresh old friendships. Here are six of them.

- **ISRS Reception and Awards Ceremony**—Friday, Oct. 21, 5 to 7:30 p.m. at the Peabody Orlando. Drinks and hors d’oeuvres will be served. No ticket is required.
- **OphthPAC 25th Anniversary Reception**—Saturday, Oct. 22, 6 to 7:30 p.m. at the Peabody Orlando Hotel. All OphthPAC members are invited to this exclusive event to celebrate 25 years of achievements in advancing ophthalmology’s interests in Congress. No ticket is required.
- **AAOE Reception**—Sunday, Oct. 23, from 6 to 7:30 p.m. at the Orlando Peabody. Free for AAOE members.
- **The Academy Foundation’s Orbital Gala**—Sunday, Oct. 23 from 6 to 10 p.m. at the Hilton Orlando. Enjoy a cocktail reception, dinner, dancing and silent auction, and help support the Academy’s educational, quality of care research and service programs. This year’s “come as you are” policy means no tuxedo or gown is required.

Buy tickets at www.faa.org.

- **Global YO (Young Ophthalmologist) Reception**—Sunday, Oct. 23, from 9 to 11 p.m. If you are a medical student, a resident or are in your first five years of practice, you are invited to this free reception. For more details, see www.aao.org/yo.
- **Senior Ophthalmologist (SO) Reception**—Monday, Oct. 24, from 4 to 5 p.m. at the convention center, immediately following the SO Special Program (2:30 to 4 p.m.). Both events are free to all Annual Meeting attendees and their spouses.

■ Are You Organizing an Event?

The Academy is still accepting requests for hotel meeting space for alumni, exhibitor and related group events. Book by Aug. 26 in order to: 1) get the early rate for meeting space assignment and 2) have your event included in the Academy’s Alumni and Related Group Event listings.

For more information—including hotel options, approved meeting times and processing fees—visit www.aao.org/meeting_space. A list of these events will be available on the Academy’s website starting in July (go to www.aao.org/2011 and click on “Special Events”).



■ Orlando Is Home to Many Cultural Treasures, Such as the Morse Museum of American Art

Explore the world’s most comprehensive collection of Louis Comfort Tiffany stained glass at The Charles Hosmer Morse Museum of American Art. The collection includes jewelry, pottery, paintings, art glass, leaded-glass windows and lamps. In addition the museum houses Tiffany’s chapel interior designed for the 1893 World’s Columbian Exposition in Chicago, as well as a newly opened wing dedicated to the art and architecture from Tiffany’s celebrated Long Island home, Laurelton Hall (including the Living Room Gallery, pictured above).

For links to the Morse Museum and other sites of interest—including the Harry P. Leu Gardens, the Polasek Albin Museum & Sculpture Garden and Orlando Art Museum—visit www.aao.org/2011 and click on “Orlando 2011.”

Official Annual Meeting Hotels

HOW TO BOOK YOUR HOTEL. Like registration, housing opens for members on June 22; for nonmembers on July 6. Book early to secure a room in your first-choice hotel.

BOOK A ROOM ONLINE. Visit www.aa.org/2011 to check availability and make a reservation.

BOOK A ROOM BY PHONE. Once hotel booking opens, agents at Expovision, the 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.)

ANNUAL MEETING OFFICIAL HOTELS

- 1 Courtyard Intl. Drive
- 2 Crowne Plaza Universal
- 3 DoubleTree Resort SeaWorld
- 4 Embassy Suites Convention Center
- 5 Embassy Suites Jamaican Court
- 6 Four Points by Sheraton Studio City
- 7 Hampton Inn Intl. Drive
- 8 Hard Rock Hotel
- 9 Hawthorn Suites Convention Center
- 10 Hilton Garden Inn Intl. Drive
- 11 Hilton Garden Inn SeaWorld
- 12 Hilton Grand Vacations Suites SeaWorld
- 13 Hilton Orlando
- 14 Holiday Inn Hotel & Suites Convention Center
- 15 Holiday Inn Resort—The Castle
- 16 Homewood Suites Intl. Drive
- 17 Hyatt Place Convention Center
- 18 JW Marriott Grande Lakes
- 19 Loews Portofino Bay
- 20 Loews Royal Pacific
- 21 Peabody Orlando
- 22 Renaissance SeaWorld
- 23 Residence Inn Convention Center
- 24 Residence Inn International Drive
- 25 Residence Inn SeaWorld
- 26 Ritz-Carlton Grande Lakes
- 27 Rosen Centre Hotel
- 28 Rosen Inn at Pointe Orlando
- 29 Rosen Plaza Hotel
- 30 Rosen Shingle Creek
- 31 SpringHill Suites Convention Center
- 32 Staybridge Suites
- 33 Vista Cay Resort
- 34 Westin Imagine
- 35 Wyndham Resort

