



Destination Orlando

GET READY FOR THE ANNUAL MEETING PART FIVE OF FIVE

ORGANIZE FOR ORLANDO

In Orlando, you will be inundated with choices: which sessions to attend, which exhibitors to visit, when to go to the video theater or to take a poster tour, etc. The more planning you do, the more productive your time at the Annual Meeting will be. These pages will provide you with tips and tools to help you get the most from the meeting.

NEW THIS YEAR

■ Mobile Meeting Guide Puts Meeting Info at Your Fingertips

Where is the AAOasis? Which shuttle bus goes to the Ritz-Carlton? What's happening at the Technology Theater? If you have questions about what to do or how to get around in Orlando, the Mobile Meeting Guide has answers. This all-in-one guide contains hotel locations and phone numbers; the shuttle bus schedule; a directory of services (e.g., CME reporting stations, ExpoCard replacement desk) and destinations (e.g., the Meditation Room, Publisher's Row) and their locations; complete program information, including course and symposium summaries; a listing of exhibitors; abstracts of videos and scientific papers and posters; and hotel, restaurant and other Orlando information. Very importantly, it also includes course handouts. Although the Mobile Meeting Guide is optimized for smartphones, it

is also easy to use with laptops, tablets and desktop computers. *When: It is available as of Oct. 5. Go to www.aao.org/2011 for instructions on accessing it.*

■ Course Handouts Are Only Available in Digital Format

Paper copies of course handouts are no longer available on site. Instead, use the Mobile Meeting Guide or the Meeting E-Services web portal on the Academy's site to browse the many available courses, consider which ones to add to your schedule, and then print your course handouts before setting out for Orlando. (Paper handouts are still available on site for Skills Transfer labs.) *When: Starting Oct. 5, go to www.aao.org/2011 for instructions on accessing the Mobile Meeting Guide and Meeting E-Services.*

■ An Academy Plus Course Pass Gives You Flexibility

The Academy Plus course pass replaces individual tickets and allows access to all Academy and AAOE instruction courses. Tickets are no longer needed for most courses, except for the following, which require the purchase of individual tickets: Skills Transfer labs, Breakfast With the Experts, AAOE roundtables, selected special events and Coding Camp. *Where: Buy an Academy Plus course pass at any of the following desks located on Level 2, Hall A1: Express Registration, Registration Services or Ticketed Events &*



■ THE MOBILE MEETING GUIDE. *This application is optimized for smartphones and serves as a meeting "tour book" with information about transportation, services and locations, symposia and courses. It even lets you download course handouts (above).*

Tour Sales. Passes cost \$225. Members in training receive a discounted price of \$100. For more information, visit www.aao.org/pass.

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BEFORE YOU ARRIVE

■ Browse the *Pocket Guide*

If you registered for the meeting by Aug. 31, you should have received a copy of the *Pocket Guide* along with your other meeting materials. (If you registered in advance, but after Aug. 31, you can pick up your *Pocket Guide* and materials on site at Express Registration on Level 2, Hall A1.)

The *Pocket Guide* is a compact booklet that contains details for navigating the meeting, including where to register, descriptions of meeting resources and activities, and hotel shuttle bus schedules. It also provides Subspecialty Day meeting agendas; an at-a-glance schedule of Annual Meeting sessions, courses, symposia and AAOE offerings; titles of papers and posters; a list of exhibitors; and more.

■ Let Meeting E-Services Link You to Content, Services

Before and during the meeting, use Meeting E-Services as your web portal to Annual Meeting content and services. Starting Oct. 5, download course handouts, access the Message Center (see “Connect With Colleagues” for more about this) and view the Virtual Exhibition. Starting Oct. 20, peruse scientific posters from both Refractive Surgery Subspecialty Day and the Annual Meeting, view scientific vid-



for getting to Meeting E-Services.

■ Connect With Colleagues

Look for these web-based opportunities to exchange meeting information with colleagues.

Twitter. Follow the Academy at @aao_ophth. For meeting-specific updates, use the official meeting hashtag, #aao11.

The Academy Online Community. Join the Annual Meeting group at www.aao.org/community before you get to Orlando and discuss which presentations to attend, get the scoop on special events, and exchange ideas about what to do in your spare time (aside from visiting theme parks).

Message Center. Use the Academy’s messaging service to leave messages

and—at the meeting—use the Resource Router to download Academy products and services brochures or to contact Academy staff with your questions. **When:** Starting Oct. 5, go to www.aao.org/2011 and follow the instructions posted there

for friends and acquaintances who are registered for the Annual Meeting. As of Oct. 5, the Message Center is available through the Meeting E-Services web portal, accessible via www.aao.org/2011. **Where:** To access the Message Center while in Orlando, bring your laptop, tablet computer or other web-enabled device and use the Wi-Fi connection at AAOasis in Booth 3081. Or use a computer provided at the AAO Connect stations located in Booth 3281 or Lobby C.

■ Chart Your Course Through the Exhibit Hall

Use the Virtual Exhibition to figure out which vendors you’d like to see before you arrive in Orlando so that you can navigate a productive path through the show floor. Find out who’s exhibiting by searching for companies by name, keyword or product type. You can review and print an exhibiting company’s profile, including business contacts and product categories, as well as its location. Then, build your “to see” list: When you log in, you can use My Expo to compile a list of companies that you would like to visit. My Expo will then map your course of selected vendors. **Where:** Go to www.aao.org/2011 and select “Exhibition.”

After Oct. 5, you can also access the Virtual Exhibition through Meeting E-Services.

ONSITE INFO

■ *Academy Live*—Check Your E-Mail for News of the Major Sessions

From Friday through Monday, look for *Academy Live*, a brief bulletin that is e-mailed in the evening to all Academy members and any nonmembers who are registered for the Annual Meeting. Each edition includes succinct reports of the clinical news that caused a buzz during this year’s major presentations.

■ Read All About It! Pick Up Both Editions of *Academy News*

Pick up the Annual Meeting tabloids from bins in the convention center



lobby and in the Resource Center. Read the first *Academy News*—available on Friday and Saturday—to look at Subspecialty Day presentations from the program directors’ perspectives. Plus, use the six-page chart for an at-a-glance view of all the talks being

presented at any one time across all the Saturday Subspecialty Day meetings.

Read the second *Academy News*—available on Sunday, Monday and Tuesday—for Annual

Meeting events. Inside this issue, you’ll find an interview of the 2011 Academy Laureate Alfred Sommer, MD, MHS; touching tributes to this year’s Guests of Honor; quick quotes from the honorary lecturers; and more.

PROGRAM

■ Opening Session

What clinical and basic research has been done to improve our understanding of the pathogenesis of tear dysfunction-related corneal disease? What therapeutic approaches can improve vision in these patients? Stephen C. Pflugfelder, MD, will address these questions during the Jackson Memorial Lecture, titled "Tear Dysfunction and the Cornea," from 9:33 to 9:58 a.m.

Other highlights of the Opening Session are the Academy Awards, including presentation of the Laureate Recognition Award to Alfred Sommer, MD, MHS, for his pioneering work in studying vitamin A deficiency and blindness prevention. You also will hear from Academy leaders, including President Richard L. Abbott, MD, Academy President-Elect Ruth Williams, MD, and Academy Executive Vice President and CEO David W. Parke II, MD. **When:** *The Opening Session takes place Sunday, 8:30 to 10 a.m., in Valencia W415. Admission is free.*

■ Polish Your Powers of Persuasion

The daily operation of an ophthalmic practice requires hundreds of interpersonal interactions per day. How well



JACKSON MEMORIAL LECTURE. Don't miss Stephen Pflugfelder's lecture, "Tear Dysfunction and the Cornea" (9:33 to 9:58 a.m.), during the Opening Session.

you are able to gain the cooperation of patients, staff, vendors and other physicians can affect the efficiency and success of your practice. In her talk, "Get People to Do What You Want Them to Do!" this year's AAOE General Session speaker, Wendy Lipton-Dibner, will offer strategies and formulas to motivate and align doctors, staff and patients. **When:**

The AAOE General Session takes place Sunday, 10 a.m. to noon, in Room W304. Admission is free.

■ Spotlight on Femtosecond-Assisted Cataract Surgery

The use of femtosecond laser for cataract surgery has sparked much interest and provoked many questions. This Spotlight session provides answers to the following: "What are the significant differences among the current

systems?" "When and how should I get involved?" "How much is the cost and return?" and "How will it change my practice?" **When:** *Spotlight on Femtosecond-Assisted Cataract Surgery takes place Sunday, 3:45 to 5:15 p.m., in Valencia W415. Admission is free.*

■ A Brief History of Imaging in Ophthalmology

The Museum of Vision explores imaging and the eye, from ophthalmic illustration to the discovery of photography and its application to ophthalmology, continuing through the development of fluorescein angiography and modern imaging techniques. Cosponsored by the Ophthalmic Photographers' Society, the symposium is titled "Our Ophthalmic Heritage: The Evolution of Ophthalmic Imaging." **When:** *Our Ophthalmic Heritage: The Evolution of Ophthalmic Imaging takes place Monday, 12:15 to 1:45 p.m., in Room W414ab. Admission is free.*

■ Get Late-Breaking News

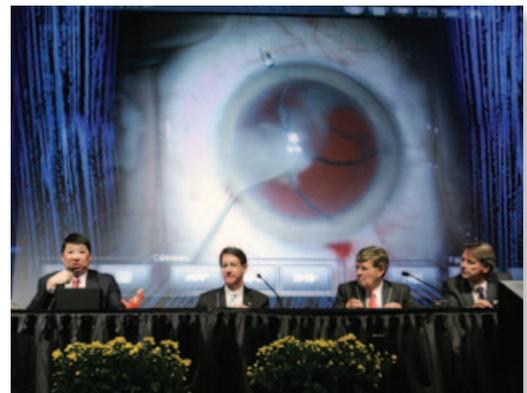
What new therapies and technologies have emerged in recent months, and what controversies are at the boiling point? Find out at the Late Breakers Symposium. **When:** *Late Breakers takes place Sunday, 2 to 3:30 p.m., in Valencia W415d. Admission is free.*

■ SPOTLIGHT ON CATARACT SESSION 10TH ANNIVERSARY.

The first Academy Spotlight on Cataract session took place in Orlando in 2002. Former Annual Meeting Program Committee Chairman David F. Chang, MD, has organized the symposium for 10 consecutive years with the help of several different comoderators. He and program cochairman, R. Bruce Wallace, MD, report that, for this 10th anniversary Spotlight session (which, fittingly, is back in Orlando), they are introducing a new format to focus on cataract complications. Titled "Cataract Complications: M&M Rounds—Learning From My Mistakes," the symposium will use a video case-based approach

to the management of intraoperative complications. "Every cataract surgeon makes mistakes and suffers complications, but it is how and what we learn from them that make us better ophthalmologists," said Dr. Chang. Eighteen invited experts will present videos of complications that taught them valuable lessons.

Expert panelists and the audience, using keypads, will have a chance to weigh in. The symposium will conclude with the 7th annual Charles D. Kelman Lecture, "Conquering Complicated Cataracts (Featuring My Most Challenging Case



Ever)," presented by Dr. Chang from 11:45 a.m. to 12:15 p.m. **When:** *The Spotlight on Cataract session takes place Monday, 8:15 a.m. to 12:15 p.m., in Valencia W415. Admission is free.*

HALL HIGHLIGHTS

■ New Exhibition Hours

This year, there will be new hours for the exhibit hall: Saturday through Monday, 9 a.m. to 5 p.m., and Tuesday, 9 a.m. to 3 p.m.

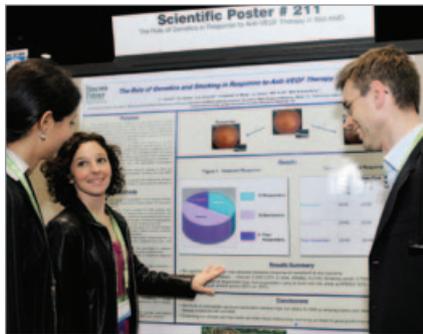
■ See the Scientific Posters

There are a few ways to see the scientific posters.

View the posters at your leisure. The poster gallery opens at 9 a.m. on Saturday and at 7:30 a.m. from Sunday to Tuesday. On Saturday, Sunday and Monday, the scientific poster gallery is open until 5 p.m.; on Tuesday, it is open until 3 p.m.

Two sessions of scientific posters in Hall A. More than 500 posters will be displayed during two sessions. Session one is Saturday, 9 a.m. to 5 p.m., and Sunday, 7:30 a.m. to 5 p.m. Session two is Monday, 7:30 a.m. to 5 p.m., and Tuesday, 7:30 a.m. to 3 p.m.

Talk to the presenters. Presenters will be at their displays during appointed times throughout the Annual Meeting. To view this year's poster titles, as well as the times that presenters will be at their posters, see the *Pocket Guide*. In



POSTER TOURS. Let a guide help you get the most from the posters.

addition, the Mobile Meeting Guide and *Final Program* provide the poster abstracts, as well as the display and presenter schedules.

View posters online. Use the Scientific Posters Online terminals at Booth 171. This service also will be available through the Meeting E-Services web portal at www.ao.org/2011.

Guided tours. Take a guided tour of highly rated posters. Meet the guides below in Booth 171.

- **CATARACT.** Tour leaders: Kevin M. Miller, MD, and Mitchell P. Weikert, MD; Monday, 12:30 to 1:30 p.m.
- **CORNEA, EXTERNAL DISEASE.** Tour

leaders: Jules L. Baum, MD, and Peter R. Laibson, MD; Monday, 12:30 to 1:30 p.m.

- **GLAUCOMA.** Tour leaders: Dale K. Heuer, MD, and George L. Spaeth, MD; Sunday, 12:30 to 1:30 p.m.

- **PEDIATRIC OPHTHALMOLOGY, STRABISMUS.** Tour leaders: Kelly A. Hutcheson, MD, and Michael F. Chiang, MD; Monday, 12:30 to 1:30 p.m.

- **REFRACTIVE SURGERY.** Tour leaders: A. John Kanellopoulos, MD, and George D. Kymionis, MD; Sunday, 12:30 to 1:30 p.m.

- **RETINA, VITREOUS.** Tour leaders: Colin A. McCannel, MD, and Richard S. Kaiser, MD; Monday, 12:30 to 1:30 p.m.

■ Bistro AAO—Buy Your Ticket Now for Lunch

Meet, network and eat—you'll save time and relax, too—by reserving a table at Bistro AAO, a lunch option located in the exhibit hall. When you purchase your ticket in advance, you and your guests will be immediately seated, and you can skip the cashier line at the end of your meal. Choose from among salads, soups, entrees, seasonal vegetables, beverages and des-

■ 13 REASONS TO VISIT THE RESOURCE CENTER

See the latest from the Academy at the Resource Center. Stop by to:

1. **BROWSE DOZENS OF PRODUCTS.** From clinical education to patient education, from reimbursement to business development—the Academy and AAOE offer a rich range of resources. Most products will be available for pickup, or you can have them shipped back to your office. Visit the "New From the Academy" display for the latest releases. Enjoy a 10 percent discount if you spend \$250 or more on products at the Academy Store.
2. **GET ADVICE ON CODING, E-PRESCRIBING AND PQRS.** Visit the Coding desk if you have questions about reimbursement or would like to demo the new Ophthalmic Coding Coach Online or ICD-9 for Ophthalmology Online subscriptions.
3. **REPORT YOUR CME.** Use the CME Reporting/Proof-of-Attendance kiosk or drop off your Final Program's CME form at the Member Services kiosk.
4. **LEARN ABOUT ADVOCACY EFFORTS.** Visit the Advocacy desk to learn about state and federal advocacy issues and donate to OphthPAC or the Surgical Scope Fund.
5. **SHOOT A VIDEO.** Film your own on-camera introduction, re-

cord a voice-over or add foreign-language subtitles to any of the Academy's patient education DVDs. You also can film a health service message or advertisement.

6. **UPDATE YOUR PROFILE.** Changed your address? Need to update your biographical information? Visit the Member Services kiosk.

7. **JOIN THE ACADEMY, AAOE OR ISRS.** Pick up an application form at the Member Services kiosk. There is a \$100 discount on the Academy application fee if you return that form during the Annual Meeting.

8. **GET YOUR PATIENTS EYEMART.** View the recently expanded and updated GetEyeSmart.org, an eye health information resource for patients. It includes eye disease and condition information in both English and Spanish and offers a host of videos on eye health topics. While there, you can also order free EyeSmart disease posters and info cards to display in your office.

9. **DEMO ACADEMY WEBSITES.** The **EyeWiki** is a Wikipedia-style eye encyclopedia written by ophthalmologists; find out how you can contribute content. **The Academy Online Community** allows you to connect with colleagues around the world; learn how to share interesting cases, discuss the latest is-

sert for \$23. *Where:* Tickets are available at www.bistroaao.com or on site at Booth 2383.

Technology Pavilion

The Technology Pavilion is the place to discuss electronic health records, mobile computing, social networking and more. Academy members and independent consultants offer user-friendly presentations in the Technology Pavilion Theater, which showcases technology trends that can benefit medical practices. All talks are free. Of special note are the presentations by:

- **Jonathon Santilli**, senior network engineer at Digital Acumen. Mr. Santilli has had experience setting up the computer systems in the Senate. He will talk about best practices for securing your network connections. *When:* Sunday, 9 to 10 a.m.
- **Sue Vicchilli**, the Academy's coding executive, will discuss the transition from ICD-9 to ICD-10 that will take place within the next two years. She will cover what the ophthalmologist and support staff will need to do differently, deadlines for claims systems updates, and paper versus EHR charting implications. *When:* Sunday,

10:30 to 11:30 a.m.

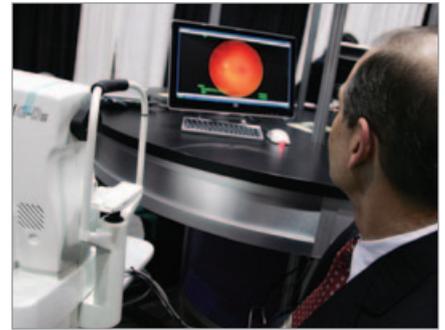
- **David Silverstone, MD**, with The Eye Care Group, New Haven, Conn., will address cloud computing and how it can help your practice. He will explain what cloud computing is and discuss software as a service, security issues and what to ask a vendor. *When:* Tuesday, 12:30 to 1:30 p.m.

See the *Pocket Guide*, Mobile Meeting Guide or *Final Program* for a full schedule. *Where:* Booth 3379.

Visit The Electronic Office—IHE Eye Care

In order to receive the maximum incentive payments from the government for meaningful use of a qualifying EHR system, physicians need to start in 2011 or 2012. Pick up fact sheets about the incentive payments and view presentations on meaningful use at The Electronic Office—IHE Eye Care exhibit.

This functioning exhibit not only demonstrates how the electronic office enhances efficiency and improves access to clinical information but also shows how interoperability and global



THE ELECTRONIC OFFICE. See firsthand how interoperability can improve efficiency and quality of care.

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 your vendor to do custom programming each time you buy a new device or new software. And patient demographics are entered just once and then passed along to the other systems. *Where:* Booth 3345.

The Museum Celebrates Ophthalmic Photography

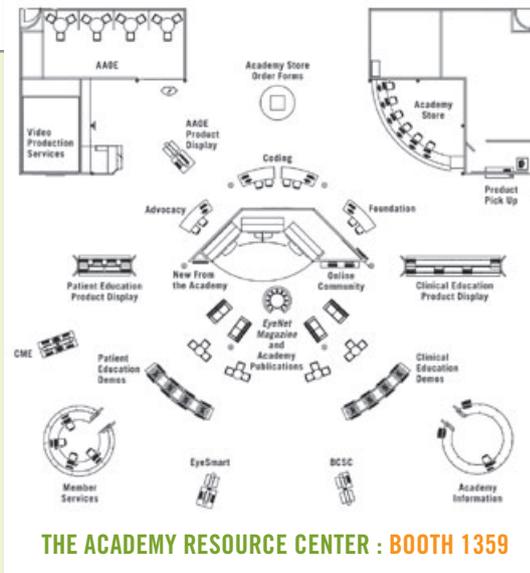
The Museum of Vision's exhibit, "Picturing the Eye:

sues, upload videos and more. **The ONE Network** offers a wide array of news and educational resources for ophthalmologists; take a tour of this extensive site. **EHR Central** has been updated recently; see how it can help you through the EHR selection and implementation processes.

10. USE THE RESOURCE ROUTER. Don't want to carry a stack of flyers? Use the Resource Router terminal to e-mail yourself handouts about Academy products and services. Or use the Resource Router to contact Academy departments.

11. GET A FREE PRACTICE MANAGEMENT CONSULTATION. Got an HR headache? Unsure about a marketing strategy? Schedule a free 20-minute consultation with a practice management expert. (Or contact Peggy Coakley at 415-561-8561 in advance of the meeting to make an appointment.)

12. FIND A JOB. The brand-new Ophthalmology Job Center website is open for business. It is designed to help job



THE ACADEMY RESOURCE CENTER : BOOTH 1359

seekers and hiring practices find each other. Come by and take a tour of the site. (Practices registered in the Ophthalmology Job Center can reserve interview booths in Room W206a, or contact Janine Barth at 415-447-0335 to reserve booth space in advance of the meeting.)

13. BECOME A VOLUNTEER. Get information about EyeCare America, whose mission is to reduce avoidable blindness and severe visual impairment,

and learn how you can participate as a volunteer ophthalmologist or as a promotional volunteer. All EyeCare America volunteers are encouraged to stop by to pick a special appreciation gift. *Where:* Academy Resource Center, Hall A4, Booth 1359.

OSCAR EINZIG

Ophthalmic Photography and Film,” recognizes and celebrates the long history of imaging in ophthalmology—from simple illustration to the high-tech methods available today. The Museum will display camera equipment, period photographs, stereographs and atlases. Four screens will also show selections from the Academy archives film collection containing early footage of cataract, retinal and other surgeries. *Where: Booth 1266.*

■ Got Insurance Queries?

Visit the OMIC Insurance Center. Experts from the Ophthalmic Mutual Insurance Company will be on hand to answer your questions about OMIC’s professional liability program and other sponsored insurance programs for Academy members. *Where: Booth 1258.*

■ Find a Seat, Rest Your Feet

Got spare time between sessions? There are several places to relax.

AAOasis Wi-Fi and Laptop Lounge—Sit down and connect to free Wi-Fi on your laptop. *Where: Booth 3081.*

AAOE Member Lounge—AAOE members are invited to relax between courses, enjoy refreshments and network with their peers. *Where: Room W304e.*



■ VIEW OPHTHALMIC IMAGES FROM

2011. *The Ophthalmic Photographers’ Society (OPS) presents its annual scientific exhibit. Images are selected for both their strong visual interest and clinical significance. The images fall into two divisions—Stereo Slide and Print—each of which comprises a wide array of categories, ranging from “The Eye as Art” and “Surgical Photography” to “Gonio Photography” and “ICG Angiogram.”* **Where: Booth 211.**

Academy Café—Come for the free coffee; stay for the lively conversation and expert panels. Topics range from cataract and other subspecialties to military ophthalmology and combined procedures. Bring your mobile device or laptop and text your questions to the panel. Dates and times vary; refer to the *Pocket Guide, Final Program* or *Mobile Meeting Guide* for details. *Where: Room W315ab.*

International Center and Outreach—International attendees can relax and mingle, receive assistance with Annual Meeting details or hear a presentation about available Academy resources. An interpreter who speaks Spanish and Portuguese will be available, and light refreshments will be served. *Where: Booth 3301.*

Relaxation Station—Relieve stress with a complimentary massage provided by a certified massage therapist. *Where: Booth 2979.*

Senior Ophthalmologist Lounge—Academy members aged 60 and older can enjoy free coffee, tea, light snacks, Internet access. *Where: Room W208c.*

Young Ophthalmologist Lounge—Members in training and ophthalmologists in their first five years in practice are invited to relax and enjoy free Wi-Fi access and refreshments, meet Young Ophthalmologist (YO) Committee members, participate in scheduled roundtables, enjoy happy hours, take advantage of a networking event, and learn how to navigate the Annual Meeting. *Where: Room W208a.*

AT YOUR LEISURE

■ 26th Annual Run for Vision

Get your day off to a running start on Sunday, Oct. 23. Participate in the 26th annual Run for Vision, a 5K event sponsored by Bausch + Lomb and the Eye Bank Association of America. This year’s run/walk starts at 6:30 a.m. in front of the Orange County Convention Center. The \$50 registration fee is tax deductible as a charitable contribution and benefits the Eye Bank Association of America. Participants receive a race T-shirt and a link to order a commemorative photograph of their participation. Online registration is open until Oct. 21 at 5 p.m. PST at www.active.com/running/orlando-fl/26th-annual-run-for-vision-2011.

Or you can register on Oct. 22 at the Bausch + Lomb Booth (1821). The run is limited to 400 participants.

■ Social Events

From alumni groups to subspecialty associations, more than 100 organizations have arranged their own breakfast meetings, cocktail receptions and soirees to coincide with the Annual Meeting. A list of these happenings is available at www.aao.org/2011 under “Special Events.” Lists will also be available at the Bags & Programs area, Level 2, Hall A1, and at the Meeting Information booths, located in Lobby C and Level 1 Lobby.

The Academy also hosts social events, including the ISRS Award Reception, Friday, 5:30 to 7:30 p.m.; free;

ISRS members and spouses only; www.isrs.org. **OphthPAC reception**, Saturday, 6 to 7:30 p.m.; free; OphthPAC members and Academy Congressional Advocates only; www.opthtpac.org. **Global YO Reception**, Sunday, 9 to 11 p.m.; free; those in training or in their first five years of practice only; www.aao.org/yo/annual_meeting.cfm. **AAOE Reception**, Sunday, 6 to 7:30 p.m.; free; AAOE members only; www.aao.org/aaoe2011. **The Academy Foundation’s Orbital Gala**, Sunday, 6 to 10 p.m.; tickets required; open to all Academy members; www.faa.org. **Senior Ophthalmologist Special Program and Reception**, Monday, 2:30 to 5 p.m.; free; open to all Academy members, not just seniors; www.aao.org/careers/seniors.