



# Destination New Orleans

GET READY FOR THE ANNUAL MEETING

PART FIVE OF SIX

## BEAT THE CLOCK

### Register Now! After Oct. 23 You Can Only Register Onsite

Until Oct. 23, you can still register online at [www.aa.org/registration](http://www.aa.org/registration). Your badge and materials will not be mailed to you; pick them up at the Morial Convention Center, Hall C.

Save money if you buy tickets or the course pass by Oct. 23. Tickets for Breakfast With the Experts roundtables cost \$30 in advance and \$40 onsite. (Members in Training receive a 50 percent discount on these tickets.) The Academy Plus course pass costs \$225 in advance and \$275 onsite. (For Members in Training, the price is \$100 whether the course pass is purchased in advance or onsite.)

After Oct. 23, you will only be able to register or buy tickets and a course pass onsite at the Registration area in Hall C.

### Finalize Your Travel Plans, Book Your Hotel Room

Work with the Academy's official travel and housing companies.

Buy a ticket for your flight. Arrange your flight online at [www.atcmeetings.com/aa](http://www.atcmeetings.com/aa) or e-mail [reservations@atcmeetings.com](mailto:reservations@atcmeetings.com).

Reserve your hotel room. Go to [www.aa.org/2013](http://www.aa.org/2013) and click "Hotels and Travel" from the left-hand navigation bar. Information about taxis and other ground transportation is also available there.

### WHEN AND WHERE YOU CAN

#### LEARN ABOUT THE IRIS REGISTRY.

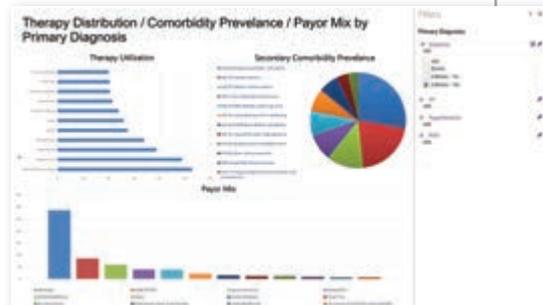
The groundbreaking IRIS Registry (Intelligent Research in Sight) is the nation's first EHR-based comprehensive eye disease registry.

#### Take part in an Oct. 7 webinar.

The focus will be regulatory and financial issues. Visit [www.aa.org/irisregistry](http://www.aa.org/irisregistry) to sign up.

#### Learn more in New Orleans:

- Get a demo at the Academy Resource Center (Hall G, Booth 3239).
- The IRIS Registry: Ophthalmology's Moon Shot? When: Sunday, Nov. 17, 9-9:30 a.m. during the Opening Session (Sym53; 8:30-10 a.m.). Where: The Great Hall. Access: Free.
- Big Data Drives Better Outcomes: The Power and Benefits of the IRIS Registry (Sym57). When: Sunday, Nov. 17, 12:45-1:45 p.m. Where: La Nouvelle Orleans C. Access: Free.
- Celebrate the IRIS Registry Launch. When: Sunday, Nov. 17, 3-5 p.m. Where: Academy Resource Center (Hall G, Booth 3239). Access: Free.
- An Ophthalmic Clinical Registry: A Pathway to Improved Quality and Outcomes. When: Monday, Nov. 18, 9:02-9:12 a.m., during Quality Measures in Ophthalmology: The Future Landscape (Sym17; 8:30-10 a.m.). Where: New Orleans Theater C. Access: Free.
- Introducing the Academy's IRIS Registry: How to Meet Regulatory Requirements for Quality Measures (Tech13). When: Monday, Nov. 18, 12:30-1:30 p.m. Where: Technology Pavilion (Hall 11, Booth 5145). Access: Free.



### Reserve a Seat Now for the Airport Shuttle Bus

Airport Shuttle is a company providing shared-ride shuttles from the airport to the hotels and to the convention center. (Note that the Academy will provide a shuttle bus service between most official Annual Meeting hotels and the Morial Convention Center during meeting hours from Fri-

day, Nov. 15, to Tuesday, Nov. 19.)

Reserve a seat in advance. Annual Meeting attendees using the online reservation portal receive a discounted price of \$35 per person, round trip. One way is \$20 per person. Make reservations online at least 24 hours prior to your flight arrival time at [www.aa.org/airport-shuttle](http://www.aa.org/airport-shuttle). To change an existing reservation, call 1-866-596-2699.

## PROGRAM

### ■ On Oct. 16, Start Downloading Course Handouts

Handouts are available online before, during, and after the meeting. Download or print handouts prior to the meeting at [www.aao.org/mobile](http://www.aao.org/mobile).

After the meeting, handouts will continue to be available online at [www.aao.org/aoa-archives](http://www.aao.org/aoa-archives).

### ■ Most Important Meal of the Day—Purchase Your Tickets for Breakfast With the Experts

For a great start to your day, attend a Breakfast With the Experts roundtable. Seating is limited, so register early for best selection. Find a listing of Breakfasts online at [www.aao.org/programsearch](http://www.aao.org/programsearch) or, from Oct. 16, through the Mobile Meeting Guide, [www.aao.org/mobile](http://www.aao.org/mobile). When: Sunday, Nov. 17, through Tuesday, Nov. 19, at 7:30 a.m. Where: Hall C. Access: Ticket required.

### ■ Two New Named Lectures

Michael F. Marmor, MD, Lecture in Ophthalmology and the Arts. Art historian Richard Kendall will present the inaugural Marmor Lecture: Degas, New Orleans, and “Eyes Greatly in Need of Care.” Mr. Kendall is one of the foremost Degas scholars in the world. The goal of the Marmor Lecture is to provide an interdisciplinary—and entertaining—look at the intersection between culture, history, and medicine and to examine the relevance of history and the arts to the practice of ophthalmology. When: Sunday, Nov. 17, 11:30 a.m.-noon. Where: Room 255. Access: Free.

Bruce Spivey, MD, Lecture in Risk Management and Patient Safety. Susan H. Day, MD, will present On the Shoulders of Giants, which will examine some of the less-talked-about aspects of risk management. When: Sunday, Nov. 17, in conjunction with the OMIC Forum (Spe17, 2-4 p.m.). Where: New Orleans Theater C. Access: Free.

For a listing of all the honorary lectures, visit [www.aao.org/2013](http://www.aao.org/2013),

### ■ ON OCT. 16, YOU CAN START USING THE MOBILE MEETING GUIDE.

Go to [www.aao.org/mobile](http://www.aao.org/mobile) for the Mobile Meeting Guide, an easy-to-use app for any Web-enabled mobile device.

Use this app to view the following:

- Complete program content, including abstracts and course handouts
- Schedules for the Learning Lounge and Technology Pavilion
- Floor plans for the course rooms and exhibit hall
- Exhibitor list
- Hotel information
- Shuttle bus schedules
- New Orleans restaurant information

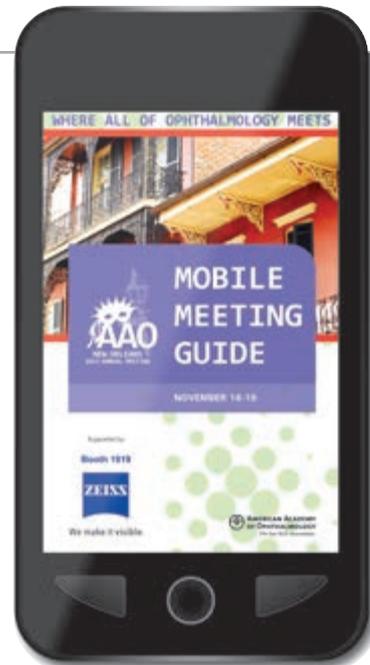
#### Get tips at the Technology Pavilion

(Hall 11, Booth 5145). Attend a half-hour tutorial on the Mobile Meeting Guide on

Saturday, Nov. 16, 11:30 a.m.-noon, and Sunday, Nov. 17, 11:30 a.m.-noon.

Get help at the Tech Bar (at Rest Stop Hall 11, Booth 5444). If you need assistance with downloading the guide, visit the Tech Bar.

(The Mobile Meeting Guide is supported by Carl Zeiss Meditec.)



click “Inside the Program” and then “Named Lectures.”

### ■ Coding on Saturday

The AAOE is augmenting its Annual Meeting program with two intensive, half-day meetings that require separate registration. Both take place on Saturday, Nov. 16.

- **Conquering ICD-10-CM for Ophthalmology.** This interactive course addresses what practices must know in order to get timely and correct payment starting Oct. 1, 2014. Topics include: ICD-10 terminology and guidelines for usage, what administrators must know, what technicians must do, what coders and billers must know and implement, and what physicians cannot delegate. The 2014 ICD-10 for Ophthalmology book is included with registration. When: 8-11 a.m. Where: Room 293. Access: Registration required.

- **Coding Camp.** Discover the hot coding issues, coding challenges, and new procedures for each subspecialty in ophthalmology. This meeting is offered in collaboration with the Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO).

When: 12:30-3:30 p.m. Where: Room 293. Access: Registration required.

To register, go to [www.aao.org/registration](http://www.aao.org/registration), click “Register online,” scroll down to AAOE Coding Sessions, and then select “Add to Cart.” Registration fees increase after Oct. 23.

### ■ Annual Meeting Features 24 Events on Saturday

There will be plenty of sessions to choose from on Saturday, Nov. 16. In addition to the two coding meetings and seven Subspecialty Day meetings, the Annual Meeting will feature 45 hours of programming that day. For a full list, go to [www.aao.org/programsearch](http://www.aao.org/programsearch) and search by day. Here are some highlights.

**Four AAOE events.** These extended sessions take an in-depth look at four key practice management topics.

- **The Profitable Practice: Managing Your Billing Operations (Spe06).** When: 8 a.m.-noon. Where: Room 286. Access: Ticket required.
- **Whiz Through Excel—Your Data Management Wizard (Spe03).** When: 8:30 a.m.-12:30 p.m. Where: Room 290. Access: Ticket required.

- Keeping Your Practice out of Legal Hot Water: An HR and Compliance Workshop (Spe04). When: 9 a.m.-4 p.m. Where: Room 283. Access: Ticket required.
- Bending the ASC Performance Curve (Spe07). When: Noon-4 p.m. Where: Room 288. Access: Free, but you must register.

Two Academy Café sessions. Bring your mobile device to text questions to the moderator.

- Maintenance of Certification Update (Sym45). When: 1-2:15 p.m. Where: Room 271. Access: Free.
- Cataract (Sym44). When: 2:30-3:45 p.m. Where: Room 271. Access: Free.

A Global Ophthalmology event. What Are the Opportunities and Resources for Working in Developing Countries? (Sym01). When: 2-3:30 p.m. Where: Room 255. Access: Free.

- Events endorsed by the Senior Ophthalmologists (SO) committee. The SO committee represents ophthalmologists aged 60 and over.
- Selling and Purchasing on eBay,

Craigslist, and Other Mediums: How to Clean Your Office With Profit (Spe05). When: 9 a.m.-noon. Where: Room 350. Access: Free, but registration is required.

- Use Blogging and Social Networking to Super Charge Your Website and Internet Marketing (Spe08). When: 1-4 p.m. Where: Room 350. Access: Free.

### ■ Enjoy Cataract Monday

This year, Cataract Monday will feature more than 60 instruction courses, symposia, Skills Transfer labs, scientific posters, Learning Lounge sessions, Breakfast With the Experts Roundtables, and a Spotlight Session.

**Spotlight on Cataracts: M&M Rounds: Learning From My Mistakes (Spo2).** One of the major draws of Cataract Monday will be the morning Spotlight Session, which will feature 18 different experts who will each present a case where something went wrong and a complication occurred that taught them a valuable lesson. The

symposium will conclude with the ninth annual Kelman Lecture given by Samuel Masket, MD.

“The four-hour Cataract Spotlight symposium is that rare opportunity to gather nearly 40 of the foremost international cataract experts all within a single interactive educational program,” explained David F. Chang, MD. “The video case-based format features audience response polling and rapid-fire panel discussion—all designed to highlight intraoperative dilemmas and decision making.” When: Monday, Nov. 18, 8:15 a.m.-12:15 p.m. Where: The Great Hall. Access: Free.



**KELMAN LECTURE.** Dr. Masket will present 25 Years of the JCRS Consultation Section during Monday's Spotlight on Cataracts.

## HALL HIGHLIGHTS

### ■ Bistro AAO Café: Buy Your Ticket for Lunch

Eat, meet, and network! Purchase a lunch ticket at Bistro AAO, which will be conveniently located in the exhibit hall. This dining area will be open from Saturday, Nov. 16 through Monday, Nov. 18.

To learn about each day's menu options, and to buy lunch tickets, go to [www.bistroaao1.com](http://www.bistroaao1.com).

### ■ My Expo: Create a Personalized Account Today, Save Yourself Time in the Exhibit Hall in November

Visit [www.aao.org/2013](http://www.aao.org/2013), click on “Exhibition,” and find the link to the Virtual Exhibition to search for exhibitors by company name, booth number, product categories, medical subspecialty, common equipment terms, and basic ophthalmic conditions. Review and print an exhibiting company's profile, including business contacts

and product categories, as well as a map showing its location in the exhibit hall.

Create a MyExpo account. By logging in, you can use MyExpo to tag exhibitors of interest and create a personalized list of companies for your visit to the exhibition.

In New Orleans, get help at the Exhibitor Locator Booth (Hall G, Booth

3105). Staff members will help you locate specific exhibitors on large-scale computer monitors.

### ■ New Exhibition Hours

There are new Exhibition hours in 2013.

From Saturday, Nov. 16, through Monday, Nov. 18: 9 a.m.-5 p.m.

On Tuesday, Nov. 19: 9 a.m.-1 p.m.

## AFTER HOURS

### ■ Celebrate 10 Years of the Orbital Gala

Join the Academy Foundation at the National World War II Museum on Sunday, Nov. 17, for a historic night of flight, philanthropy, and authentic New Orleans fun.

The silent auction promises to be the Foundation's biggest ever—bid on an Optos OCT SLO system, a Lumenis Selecta II SLT laser, a Galápagos Islands cruise, fine wine, and more. Event proceeds support the Academy's

educational, quality of care research, and service programs.

Purchase your tickets at [www.faaoo.org](http://www.faaoo.org) by Nov. 4. Tickets will not be sold at the door.

### ■ Renew Old Friendships, Forge New Ones

From alumni groups to subspecialty associations, more than 100 organizations arrange events to coincide with the Annual Meeting. For listings, go to [www.aao.org/2013](http://www.aao.org/2013), click on “Inside the Program” and then “Special Meetings & Events.”