



American Academy of Ophthalmology Mid-Year Forum 2019 Preliminary Program

The Mid-Year Forum is one of the American Academy of Ophthalmology's most significant yearly meetings, bringing the ophthalmology community together to instigate change and shape our profession's future.

Wednesday, April 10

Congressional Advocacy Day

4:00 pm – 8:30 pm

Registration/Information

4:00 pm – 9:30 pm

Congressional Advocacy Day

Appointment Pick-Up Desk Hours: 4:00 pm to 6:45 pm and 8:30pm to 9:30 pm

7:00 pm – 8:30 pm

Dinner Briefing

Moderator: Jeff S. Maltzman, MD – Associate Secretary for Federal Affairs
Chair, OPHTHPAC Committee, American Academy of Ophthalmology

Join the ophthalmology community as we descend on Washington to lobby Congress on key issues that protect sight and are important to our profession. Before you make your way to Capitol Hill, you will be fully trained on how to best represent our profession in front of members of Congress and their staff. All Academy members are urged to take part in this critical event to bring their voices to these important issues. Only you can protect your patients, practice and profession.

8:45 pm – 10:00 pm

Advocacy Ambassador Program Briefing and Reception – *by invitation only*

Thursday, April 11

Congressional Advocacy Day (Continued)

6:30 am – 10:00 am

Congressional Advocacy Day Appointment Pick-Up

7:00 am – 8:00 am

Continental Breakfast – Questions and Answers

8:00 am – 3:00 pm

Scheduled Visits with Members of Congress and Staff

Appointments with your members of Congress will be made for you based on your zip code on file at the Academy. For questions or concerns about your appointments, contact

Megan Tweed at mtweed@aao.org or call 202.737.6662.

11:30 am – 2:00 pm

Luncheon

Reserve Officers Association, One Constitution Ave., NE, Washington, D.C.

A boxed lunch for Academy members visiting Capitol Hill will be available during these hours.



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April 10-13
2019

Renaissance Hotel

999 9th Street Washington, DC 20001

Thursday, April 11

Preconference Activities

12:30 pm- 2:45 pm

Leadership Development Program Luncheon and Meeting - *by invitation only*

Participants in the Academy's Leadership Development Program XXI, class of 2019, who have been selected through a competitive nomination process, meet in the leadership program which addresses a variety of leadership, advocacy and association management topics.

Thursday, April 11

Politics. Policy. Practice Management.

Learn about changes that impact how you practice, and develop key strategies for successfully implementing new programs into your patient-care approach.

Commercial support provided in part by ALLERGAN and **REGENERON** - Platinum Level

7:00 am- 6:00 pm

Registration/Information

3:30 pm

Welcome and Introduction to the Mid-Year Forum 2019

**David W. Parke, II, MD - CEO, American Academy of Ophthalmology and
George A. Williams, MD - President, American Academy of Ophthalmology**

3:40 pm- 5:30 pm

Reigning in Drug Spending

Moderator: George A. Williams, MD - President, American Academy of Ophthalmology

As American consumers call for lower cost pharmaceutical drugs, federal policymakers are committed to identifying solutions to slow rising drug spending. The Administration and Congress are considering new policies that could have substantial impacts for ophthalmology, with expensive Medicare Part B drugs a top target. This session will focus on drug policy changes coming out of the Administration, as well as congressional initiatives to address challenges in this arena. Important perspectives will be shared, by FDA, CMS, ophthalmology, and the broader stakeholder community, on how to ensure patient access to critical treatments while also controlling costs and maintaining incentives to promote pharmaceutical innovations.

5:30 pm - 6:00 pm

Council Regional Chair and Co-Chair Orientation - *by invitation only*

**Moderators: Lynn K. Gordon, MD, PhD - Council Chair
Sarwat Salim, MD - Council Vice Chair**

Council Regional Meeting chairs and co-chairs are invited to attend a special orientation including a review of the agenda for the regional meetings and responsibilities of facilitating the meetings.

6:00 pm - 9:00 pm



Welcome Reception and Awards Banquet

Keynote Speaker: Commander Kirk Lippold USN (Ret.), an authority on leadership and commander of the USS Cole.



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9:15 pm – 11:15 pm

Surgical Scope Fund Reception – *by invitation only*

Fig & Olive, 934 Palmer Aly NW, Washington, D.C.

In appreciation for your support of Surgery by Surgeons in 2019, we invite you to join us to attend this special event. If you have any questions or need to check your giving history, contact **Bob Palmer** at bpalmer@aao.org or call **202.737.6662**.

Friday, April 12

Politics. Policy. Practice Management. (Continued)

Commercial support provided in part by **Genentech** – Gold Level
A Member of the Roche Group

7:00 am- 5:00 pm

Registration/Information

7:00 am – 8:00 am

Continental Breakfast

7:00 am – 8:00 am

Orientation for New Councilors – *by invitation only*

Moderators: Lynn K. Gordon, MD, PhD - Council Chair
Sarwat Salim, MD - Council Vice Chair

New Councilors are invited to attend a special orientation including an overview of Council operational procedures and responsibilities of Councilors.

8:15 am – 9:45 am

Hearings (Concurrent Hearings)

1. Social Media Training: Why You Need it and How it's Done
2. Private Equity-Round Two

Hearing #1. Social Media Training: Why You Need it and How it's Done

Moderator: Andrea A. Tooley, MD - Member, Young Ophthalmologist Editorial Board

Social media is comprised of various forms of electronic communication through which users create online communities to share information, ideas, personal messages and digital content. Originally created as tools to facilitate personal relationships, they have advanced to become as ubiquitous within a business context as the telephone and email, enhanced by their ability to extend the reach of communication like never before. The power of social media is increasingly being deployed within medicine to market physician services to the public as well as to provide a platform for physicians and medical organizations to advance their educational objectives. This session is a social media grand rounds, providing an overview of the major platforms and practical hands-on experience that will prepare participants to immediately enhance their ability to effectively engage with patients, the public and their fellow ophthalmologists.

Hearing #2. Private Equity-Round Two

Moderators: Robert E. Wiggins, MD, MHA - Senior Secretary for Ophthalmic Practice, American Academy of Ophthalmology and
Arvind Saini, MD, MBA - Member, Young Ophthalmologist Committee, American Academy of Ophthalmology

There has been recent publicity regarding the purchase of ophthalmology practices by private equity firms. An earlier round of practice purchases by physician practice management companies in the 1990's did not fare well for physicians. Is this time different? Hear from physicians who have explored or sold their practices to private equity firms and gain insights from their experience-whether you are considering selling your practice or joining one owned by a private equity firm.



7:30 am – 8:00 am

Breakfast/Networking

8:00 am – 11:30 am
Meeting

Advocacy Ambassador Program:

L.E.A.P. Forward

(Leadership, Engagement, Advocacy and Practice Management) – *by invitation only*

Moderators: Steven M. Christiansen, MD - Member, Young Ophthalmologist Committee, American Academy of Ophthalmology and
Grace Sun, MD - Member, Young Ophthalmologist Committee, Councilor, New York State Ophthalmological Society, American Academy of Ophthalmology

Advocacy Ambassadors will be **inspired** and **engaged** to be successful **leaders** in their practice setting, community, state and subspecialty society as well as national and international organizations. Young members will network with active leaders in ophthalmology as they interact with panelists discussing four major areas: **Leadership, Engagement, Advocacy, and Practice Management** (including pearls on private equity).

9:45 am – 10:15 am

Break

10:15 am – 11:45 am

Hearings (Concurrent Hearings)

#1. IRIS® Registry - What's New

#2. Emergency Planning and Disaster Preparedness for Everyone

Hearing #1. IRIS® Registry - What's New

Moderators: Aaron Y. Lee, MD – Member, Committee for State Governmental Affairs, Member, Task Force on IRIS® Registry Analytics and Research, American Academy of Ophthalmology and
Michael F. Chiang, MD – Trustee-at-Large, American Academy of Ophthalmology

The IRIS® Registry is the largest specialty clinical database in medicine, featuring over 220 million patient encounters and 50 million unique patients. The value of the IRIS Registry to the profession is over \$186 million collectively in avoided penalties in 2019 and bonuses on top of this for the vast majority of participants. Now, there are technology solutions to benefit Academy members and to bring value to their practice in other ways, including tools for more efficient clinical trial recruitment, and for benchmarking metrics for effective practice management.

Hearing #2. Emergency Planning and Disaster Preparedness for Everyone

Moderator: Daniel J. Briceland, MD – Senior Secretary for Advocacy, American Academy of Ophthalmology

Fires, hackers, hurricanes, and shooters are in current events and ingrained in today's lexicon. Learn how to prepare and protect yourself, your family, and your practice from real and virtual threats by employing emergency preparedness strategies. At the end of this interactive, fast-paced session, you will receive access to a toolkit containing incident management resources, covering common natural disasters to man-made events such as cybersecurity and active shooter scenarios—real tools that you can put into practice when you return home.



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12:00 pm – 2:00 pm

Cross Cultural Challenges: Creating an Inclusive Practice

Moderators: Lynn K. Gordon, MD, PhD – Council Chair, American Academy of Ophthalmology and
Keith D. Carter, MD, FACS – Past President, American Academy of Ophthalmology

Today, and even more so in the future, our patients are from diverse backgrounds. How do we ensure that our patients feel welcomed and at ease in our practices? This session will explore the cross-cultural challenges we all face and offer ways to ensure that our patients feel well cared for and that their needs are effectively met.

2:00 pm – 2:30 pm

Break

Friday, April 12

Post Conference Events

2:30 pm – 3:30 pm

Advocacy Ambassador Program: Post-Hill Visits Debriefing – *by invitation only*

2:30 pm – 3:45 pm

Council Opening Session

Unite with your colleagues from ophthalmic subspecialty and state societies to discuss key issues facing our profession.

4:00 pm – 6:00 pm

Council Regional Meetings

6:30 pm – 8:30 pm

OPHTHPAC Reception – *by invitation only*

Potomac View Terrace at the American Pharmacists Association building, 2215 Constitution Avenue, NW, Washington D.C.

Note: All attendees will be required to present a valid photo ID to enter this building.

OPHTHPAC members who contribute to OPHTHPAC in 2019 are invited to attend this lively cocktail reception with a full open bar and hors d'oeuvres. To check your giving history or to make an investment, contact **Desta Wallace at dwallace@aao.org or call 202.737.6662.**

Saturday, April 13

Post Conference Events

7:00 am – 1:00 pm

Meeting Information

7:00 am – 8:00 am

Continental Breakfast

8:00 am – 9:15 am

Council State Section Meeting

8:00 am – 9:15 am

Council Subspecialty/Specialized Interest Section Meeting

9:15 am – 9:30 am

Break

9:30 am – 11:30 am

Council Elections and Hearing on Council Advisory Recommendations

11:45 am – 1:00 pm

Council Luncheon and Closing Session Entertainment: “The Capitol Steps”



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Save the Date

Mid-Year Forum 2020:
April 22-25
Renaissance Downtown, Washington, DC