



April 10 - 13, 2019 • Washington, DC

Politics. Policy.

Practice Management.



April 10-13 2019

**Renaissance Hotel** 

999 9th Street Washington, DC 20001

## American Academy of Ophthalmology Mid-Year Forum 2019 Final 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 Grand Ballroom Registration Desk
4:00 pm - 9:30 pm	Congressional Advocacy Day - Appointment Pick-up*  Grand Ballroom Registration Desk  *Appointment Pick-Up Desk Hours: 4:00 to 6:45 pm and then 8:30 to 9:30 pm.
7:00 pm - 8:30 pm	Dinner Briefing Renaissance Ballroom
	Moderator: Jeff S. Maltzman, MD - Chair, OPHTHPAC Committee American Academy of Ophthalmology
	This year's Congressional Advocacy Day builds on our successful efforts to protect sight through action at the federal level. Our efforts will highlight the regulatory burden that impacts our profession and we will be urging members of Congress to support efforts to improve our ability to care for our patients. Before we make our way to Capitol Hill, you will be fully trained on how to best represent our profession to members of Congress and their staff. All Academy members are urged to take part in this critical event to bring your voice to these important issues. Only you can protect your patients, practice and profession.
7:00 pm - 7:05 pm	Welcome  Jeff S. Maltzman, MD – Chair, OPHTHPAC Committee  American Academy of Ophthalmology
7:05 pm - 7:10 pm	Remarks from the President George A. Williams, MD – President, American Academy of Ophthalmology
7:10 pm - 7:20 pm	Recognition of the Robert A. Copeland Jr., Advocacy Fund Fellow Jeff S. Maltzman, MD – Chair, OPHTHPAC Committee American Academy of Ophthalmology
7:20 pm - 7:25 pm	OPHTHPAC  Jeff S. Maltzman, MD – Chair, OPHTHPAC Committee  American Academy of Ophthalmology



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Wednesday, April 10	Congressional Advocacy Day, continued
7:25 pm - 7:30 pm	Surgical Scope Fund Kenneth P. Cheng, MD – Chair, Surgical Scope Fund Committee American Academy of Ophthalmology
7:30 pm - 7:40 pm	Advocacy Pointers
7:40 pm - 8:25 pm	Legislative Briefing Cathy G. Cohen - Vice President, Governmental Affairs American Academy of Ophthalmology Michael X. Repka, MD, MBA - Medical Director for Governmental Affairs American Academy of Ophthalmology
	OPHTHPAC Committee
	Jeff S. Maltzman, MD, Tucson, Arizona Janet A. Betchkal, MD, Jacksonville, Florida Thomas A. Graul, MD, Lincoln, Nebraska Sohail J. Hasan, MD, Orland Park, Illinois David W. Johnson, MD, Denver, Colorado S Anna Kao, MD, Lagrange, Georgia Julie S. Lee, MD, Louisville, Kentucky Stephanie J. Marioneaux, MD, Chesapeake, Virginia
	Dorothy M. Moore, MD, Wilmington, Delaware
	Niraj Patel, MD, Mercer Island, Washington
	Michelle K. Rhee, MD, New York, New York
	John D. Roarty, MD, MBA, Dearborn, Michigan Linda A. Schumacher-Feero, MD, Waterville, Maine
	Frank A. Scotti, MD, Encinitas, California
	Jeffrianne S. Young, MD, Des Moines, Iowa
8:25 pm - 8:30 pm	Closing Jeff S. Maltzman, MD – Chair, OPHTHPAC Committee American Academy of Ophthalmology
8:30 pm	Adjourn
8:45 pm - 10:00 pm	Advocacy Ambassador Program Briefing and Reception - by invitation only

**Mount Vernon Square** 



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Thursday, April 11	Congressional Advocacy Day, continued
7:00 am - 8:00 am	Breakfast
8:30 am - 3:00 pm	Congressional Visits
11:30 am - 2:00 pm	Boxed Lunch
Congressional Advocacy	Day Q&A Breakfast
7:00 am - 8:00 am	Continental Breakfast - Questions and Answers  Grand Ballroom North/South
7:00 am - 7:05 am	Welcome  Jeff S. Maltzman, MD - Chair, OPHTHPAC Committee  American Academy of Ophthalmology
7:05 am - 7:10 am	Academy Foundation Remarks Christie L. Morse, MD – 2020 Chair, EyeCare America, American Academy of Ophthalmology
7:10 am - 7:25 am	Navigating an Effective Hill Meeting Bradford Fitch - President & CEO, Congressional Management Foundation
7:25 am - 7:45 am	CAD Question and Answer Session
7:45 am - 8:00 am	Remarks from Member of Congress
Metro to Capitol Hill	

### Metro to Capitol Hill

Members will be provided with Metro SmarTrip cards to accommodate their trips to and from Capitol Hill. A map of the Metro system and Capitol Hill is provided in the "Getting Around D.C." section of the Congressional Advocacy Day Legislative Briefing Book. Please allow at least 45-60 minutes to get to the Hill before your meetings.

### Meetings with Members of Congress and Staff 8:30 am - 3:00 pm

Appointments with your members of Congress have been made for you based on your home address provided at registration. Please check your schedule to ensure that you are on the Hill in time for your meetings. For questions about your appointments, contact Jacob Derzon at jderzon@aao.org or call 202.587.5809. Return from Capitol Hill to the Renaissance Downtown Hotel by Metro.

Contact Jacob Derzon immediately if you will not be available to attend your scheduled meeting. Missed appointments reflect poorly on the Academy and make scheduling future meetings more difficult.

Jacob Derzon, Jderzon@aao.org, 202.587.5809

### Boxed Lunch 11:30 am - 2:00 pm

Reserve Officers Building, One Constitution Ave. NW

See the map of Capitol Hill provided in the "Getting Around D.C." section of the Congressional Advocacy Day Legislative Briefing book



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Thursday, April 11	Preconference Activities
12:30 pm- 2:45 pm	Leadership Development Program Luncheon and Meeting - by invitation only 2103 Rayburn House Office Building 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: Opening Session
	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  Grand Ballroom Registration Desk
7:00 am- 10:00 pm	OPHTHPAC and Surgical Scope Fund Booths Open*  Grand Ballroom Foyer  *7:00 am - 9:00 am; 3:00 pm - 7:00 pm; 9:00 pm - 10:00 pm
3:30 pm	Welcome and Introduction to Mid-Year Forum 2019  Grand Ballroom North/Central  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 on how to ensure patient access to critical treatments while also controlling costs and maintaining incentives to promote pharmaceutical innovations.
3:40 pm - 4:20 pm	Perspectives from the Administration and Congress Rep. Kurt Schrader (D-OR), House Energy & Commerce Committee and other invited speakers
4:20 pm - 4:32 pm	Policy Implications for Retina Specialists Sunil Gupta, MD - Chief Medical Officer, USRetina
4:32 pm - 4:44 pm	Industry and Other Stakeholder Impact of Drug Pricing Policy Change Mark Blumenkranz, MD - H.J. Smead Professor of Ophthalmology, Emeritus
4:44 pm - 4:56 pm	Academy Advocacy and Perspective on Drug Policy David B. Glasser, MD - Secretary for Federal Affairs, American Academy of Ophthalmology



# AMERICAN ACADEMY OF OPHTHALMOLOGY® MId-Year Forum

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Thursday, April 11	Politics. Policy. Practice Management: Opening Session, continued
5:30 pm 5:30 pm - 6:00 pm	End of Session  Council Regional Chair Orientation - by invitation only  Meeting Room 2  Moderators: Lynn K. Gordon, MD, PhD, Council Chair Sarwat Salim, MD, Council Vice Chair American Academy of Ophthalmology  Council Regional Meeting 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 Grand Ballroom Keynote Speaker: Commander Kirk Lippold USN (Ret.), an authority on leadership and former commander of the USS Cole.
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 David Overy at dovery@aao.org or call 202.737.6662.
	Delities Delite Destina Management Frants
Friday, April 12	Politics. Policy. Practice Management Events
Friday, April 12	Commercial support provided in part by <b>Genentech</b> and HORIZON - Gold Level
7:00 am- 5:00 pm	
	Commercial support provided in part by Genentech  A Member of the Roche Group  Registration/Information
7:00 am- 5:00 pm	Commercial support provided in part by Genentech  A Member of the Roche Group  Registration/Information  Grand Ballroom Registration Desk  OPHTHPAC and Surgical Scope Fund Booths Open*  Grand Ballroom Foyer
7:00 am- 5:00 pm 7:00 am- 6:30 pm	Commercial support provided in part by Genentech  Registration/Information  Grand Ballroom Registration Desk  OPHTHPAC and Surgical Scope Fund Booths Open*  Grand Ballroom Foyer  *7:00 am - 4:00 pm; 5:00 pm - 6:30 pm (contributions only)  Continental Breakfast



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8:00 am - 11:45 am

Advocacy Ambassador Program:

Congressional Ballroom A/B

Meeting

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: **L**eadership, **E**ngagement, **A**dvocacy, and **P**ractice Management (including pearls on private equity).

### Panel Leaders:

**Leadership:** Tamara R. Fountain, MD, Immediate Past President, American Society of Ophthalmic Plastic & Reconstructive Surgery and Graduate, LDP 1, Class of 1999, American Academy of Ophthalmology

**Engagement:** Aaron M. Miller, MD, MBA - Secretary for Member Services and Graduate, Leadership Development Program XI, Class of 2009, American Academy of Ophthalmology

**Advocacy:** Paul Sternberg Jr., MD - Past President and Co-Founder Leadership Development Program, American Academy of Ophthalmology / G.W. Hale Professor and Chair, Vanderbilt Eye Institute

**Practice Management:** Ruth D. Williams, MD - Chief Medical Editor for *EyeNet* magazine, Member, Committee of Secretaries and Past President, American Academy of Ophthalmology / Consultant and Partner, Wheaton Eye Clinic

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 Grand Ballroom North/Central

Moderator: Andrea A. Tooley, MD - Member, Young Ophthalmologist Editorial Board
American Academy of Ophthalmology; Fellow, Oculofacial Plastic Surgery,

New York Presbyterian

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



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Social Media for Ophthalmologists  Andrea A. Tooley, MD – Member, Young Ophthalmologist Editorial Board,  American Academy of Ophthalmology; Fellow, Oculofacial Plastic Surgery,  New York Presbyterian
Why You Should "Like" Facebook, Google Reviews and Healthgrades for Your Practice Ravi D. Goel, MD - Comprehensive Ophthalmologist/Cataract & Refractive Surgeon, Regional Eye Associates, Cherry Hill, NJ; Instructor, Cataract & Refractive Eye Service, Wills Eye Hospital, Philadelphia, PA
A Picture (or Video) Can Truly Be Worth a Thousand Words with Instagram Sidney K. Gicheru, MD – Comprehensive Ophthalmologist & Refractive Surgeon/Founder, LaserCare Eye Center, Irving, TX
Professor or Student? You Can Be Both at "YouTube University"  Andrea A. Tooley, MD – Member, Young Ophthalmologist Editorial Board,  American Academy of Ophthalmology; Fellow, Oculofacial Plastic Surgery,  New York Presbyterian
Big on Ideas, Short on Time? Tweet it in 280 Characters Usiwoma E. Abugo, MD – Ophthalmic, Facial and Plastic Surgeon, Carolina Eye Associates, Greensboro, NC
Case Study 1: Growing a Practice Through Social Media Ravi D. Goel, MD – Comprehensive Ophthalmologist/Cataract & Refractive Surgeon, Regional Eye Associates, Cherry Hill, NJ; Instructor, Cataract & Refractive Eye Service, Wills Eye Hospital, Philadelphia, PA Sidney K. Gicheru, MD – Comprehensive Ophthalmologist & Refractive Surgeon/Founder, LaserCare Eye Center, Irving, TX
Case Study 2: Promoting Ophthalmic Knowledge and Professional Networking Usiwoma E. Abugo, MD - Ophthalmic, Facial and Plastic Surgeon, Carolina Eye Associates, Greensboro, NC Andrea A. Tooley, MD - Member, Young Ophthalmologist Editorial Board, American Academy of Ophthalmology; Fellow, Oculofacial Plastic Surgery, New York Presbyterian
Hands-On Workshops
Q&A
Closing Remarks Andrea A. Tooley, MD - Member, Young Ophthalmologist Editorial Board, American Academy of Ophthalmology; Fellow, Oculofacial Plastic Surgery, New York Presbyterian
End of Session



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Hearing #2. Private Equity-Round Two

**Grand Ballroom South** 

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.

8:15 am - 8:28 am Private Equity-Round One: The 1990's

Robert E. Wiggins, MD, MHA - Senior Secretary for Ophthalmic Practice, American

Academy of Ophthalmology

8:28 am - 8:40 am Private Equity: Round Two: Is This Time Different?

Gary Markowitz, MD - Consultant, Delaware Eye Care Center; Founder and Medical Director

Emeritus, Blue Hen Ambulatory Surgical Center

8:40 am - 8:52 am Administrator Perspective

Dustin C. Carter - Director of Clinics, M&M Eye Institute

8:52 am - 9:04 am Private Equity: Expectations and Preparations for Change

K. David Epley, MD - Physician, Children's Eye Care Pediatrix Medical Group; Graduate,

Leadership Development Program VII, Class of 2005,

American Academy of Ophthalmology

9:04 am - 9:16 am How a Practice Should Manage Due Diligence

Kimberly Drenser, MD, PhD - Physician, Associate Retinal Consultants; Director, Pediatric

Retinal Disease Molecular Genetics Laboratory

9:16 am- 9:28 am Practice Impact for the Young Ophthalmologist

Arvind Saini, MD, MBA - Physician and Practice Owner, Hidden Valley Eye Associates;

Member, Young Ophthalmologists Committee and Graduate, Leadership Development

Program XV, Class of 2013, American Academy of Ophthalmology

9:28 am - 9:45 am Q&A

9:45 am End of Session

9:45 am - 10:15 am Break

**Grand Ballroom Foyer** 



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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 **Grand Ballroom South** 

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

Big data analyses in medicine have implications for clinical practice as well as for public health. 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.

10:15 am - 10:20 am

Introduction to the IRIS® Registry

Michael F. Chiang, MD - Trustee at Large, American Academy of Ophthalmology; Associate Director, Department of Ophthalmology, Oregon Health and Sciences University

10:20 am - 10:40 am

Demonstration of Tools to Enhance Patient Recruitment in Clinical Trials Aaron Y. Lee, MD - Assistant Professor of Ophthalmology, University of Washington

10:40 am - 11:00 am

Real-World Big Data: From Claims to the IRIS® Registry

Anne L. Coleman, MD, PhD - President-Elect, American Academy of Ophthalmology; Fran and Ray Stark Professor of Ophthalmology at the Jules Stein Institute, David Geffen School of Medicine, and Professor of Epidemiology at the Fielding School of Public Health

11:00 am - 11:20 am

**Demonstration of Tools to Strengthen Quality Improvement** 

Michael F. Chiang, MD - Trustee at Large, American Academy of Ophthalmology; Associate Director, Department of Ophthalmology, Oregon Health and Sciences University

11:20 am - 11:45 am

Q&A

11:45 am

**End of Session** 

Hearing #2. Emergency Planning and Disaster Preparedness for Everyone **Grand Ballroom North/Central** 

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, fastpaced 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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10:15 am - 10:20 am Introduction

Daniel J. Briceland, MD - Senior Secretary for Advocacy,

American Academy of Ophthalmology

10:20 am - 10:40 am Real-Life Experiences with Disaster Management

Natalio J. Izquierdo, MD - Former President, Puerto Rico Medical Association

10:40 am - 10:45 am Table Exercise

10:45 am - 11:05 am Cybersecurity: Your Exposure Risks, Example Scenarios to Consider,

and Best Practices to Guard You and Your Practice

Susan Doucette - Assistant Vice President of Underwriting, NAS Insurance Services

11:05 am - 11:10 am Table Exercise

11:10 am - 11:30 am Active Shooter Planning and Response in a Healthcare Setting: Learn how to Survive a

Shooting Event, While Dealing with the Unique Challenges Associated with a Healthcare

**Facility** 

Scott Cormier, Vice President of Emergency Management, Environment of Care and Safety,

Medxcel Facilities Management, Ascension Holdings

11:30 am - 11:35 am Table Exercise

11:35 am - 11:45 am Q&A

11:45 am End of Session

12:15 pm - 2:00 pm Luncheon and Closing Session

**Grand Ballroom North/Central** 

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 create real patient-centered care in which our patients and their families feel welcomed and at ease in our practices? This session will explore the cross-cultural challenges we all face in order to

improve outcomes and maximize patient satisfaction.

12:45 pm - 12:48 pm Introduction

Keith D. Carter, MD, FACS - Past President, American Academy of Ophthalmology

12:48 pm - 1:18 pm Delivering Culturally Competent Care in Clinical Practices

Denice Cora-Bramble, MD, MBA - CMO & EVP Ambulatory & Community Health Services,

Children's National Health System

1:18 pm - 1:30 pm How to Maximize Communications with Millennials and Baby Boomers

Robert F. Melendez, MD, MBA - Secretary for Online Education, American Academy of

Ophthalmology

1:30 pm - 1:42 pm Why Is This Important in Your Everyday Practice?

Tamara R. Fountain, MD - Professor, Rush University Medical Center



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8:00 am - 9:15 am

9:15 am - 9:30 am

9:30 am - 11:30 am

11:45 am - 1:00 pm

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1:42 pm - 1:45 pm	Closing Remarks Lynn K. Gordon, MD, PhD – Council Chair, American Academy of Ophthalmology
1:45 pm - 2:00 pm	Q&A
2:00 pm	End of Session
Friday, April 12	Post Conference Events
2:30 pm - 3:30 pm	Advocacy Ambassador Program: Capitol Hill Wrap Up - by invitation only Congressional Ballroom A/B
2:30 pm - 3:45 pm	Council Opening Session Grand Ballroom North/Central 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 Refer to meeting room list
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 <b>Desta Wallace at dwallace@aao.org or call 202.737.6662</b> .
Saturday, April 13	Post Conference Events
7:00 am - 1:00 pm	Meeting Information  Grand Ballroom Registration Desk
7:00 am - 8:00 am	Continental Breakfast Grand Ballroom Foyer
8:00 am - 9:15 am	Council State Section Meeting

Council Subspecialty/Specialized Interest Section Meeting

Council Elections and Hearing on Council Advisory Recommendations

Council Luncheon and Closing Session Entertainment: "The Capitol Steps"

**Grand Ballroom North/Central** 

**Grand Ballroom North/Central** 

**Grand Ballroom South** 

**Grand Ballroom Foyer** 

**Grand Ballroom South** 

**Break** 

# Save the Date Mid-Year Forum 2020

April 22 - 25 • Washington, DC