



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Ophthalmic Business Council

2019 – 2020 | Connecting Academy and industry leaders for more than 25 years



Protecting Sight. Empowering Lives.®

Lead the conversation

The Ophthalmic Business Council (OBC) is an excellent way for leaders in the ophthalmic community to connect and share ideas. Membership in the OBC gives you the opportunity to:

- Collaborate with key stakeholders on ways to **improve patient care**
- **Network face-to-face** with Academy leaders, physicians and industry experts
- Engage in timely conversations about **critical issues facing ophthalmology**
- Successfully navigate **reimbursement and policy issues**

2019 Symposia

OBC Spring Symposium April 11, 2019 Washington, D.C.

Hear the latest first-hand from experts on FDA, Medicare and reimbursement issues. As the speed of innovation grows, this event helps you navigate the complexities of introducing new technologies and treatments to patients.

OBC Fall Symposium September 5-6, 2019 San Diego

Held in conjunction with the Academy's Board of Trustees meeting, this event covers the timeliest and most relevant issues facing ophthalmology today. In-depth presentations and open-forum discussions allow you to hear from all perspectives: physician, industry, health policy and government. The Fall Symposium is the perfect way to gain meaningful insights from key players.



To learn more, contact
Todd Lyckberg at
tlyckberg@aao.org
or 415.447.0361



OBC Member Benefits

Membership in the categories below is available for companies who will be exhibiting at AAO 2019 in San Francisco.

\$2,500 – Member

Benefits include:

- Invitation for one representative to attend the 2019 Spring and Fall Symposia
- OBC member recognition with a link to your company's website on the Academy's website
- Advance notification of Academy sponsorship opportunities via the Spring and Fall Prospectuses
- Enhanced visibility to 32,000 Academy members worldwide
- Company recognition on the Foundation donor wall and in the AAO 2019 *Meeting Guide*
- Complimentary annual subscription to *EyeNet® Magazine*
- Complimentary subscription to the weekly Academy member e-newsletter, *Academy Express*

\$5,000 – Subscriber

All Member-level benefits, plus:

- Invitation for **two** representatives to attend the 2019 Spring and Fall Symposia
- **One** complimentary corporate representative registration to attend a Subspecialty Day* meeting at AAO 2019

\$7,500 – Patron

All Subscriber-level benefits, plus:

- Invitation for **three** representatives to attend the 2019 Spring and Fall Symposia
- **Two** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2019
- Special bulk discounts on Academy products

\$15,000 – Benefactor

All Patron-level benefits, plus:

- Invitation for one representative to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- **Three** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2019

\$25,000 – Crown Benefactor

All Benefactor-level benefits, plus:

- Invitation for **four** representatives to attend the 2019 Spring and Fall Symposia
- **Four** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2019
- Invitation for **two** representatives to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- Invitation for **one** representative to attend the President's Reception at AAO 2019
- Annual IRIS® Registry industry report

\$35,000 – Platinum Benefactor

All Crown Benefactor-level benefits, plus:

- Invitation for **five** representatives to attend the 2019 Spring and Fall Symposia
- **Five** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2019
- Invitation for **two** representatives to attend the President's Reception at AAO 2019



*Subspecialty Day: \$625 - \$1,350 value per registrant

2018 – 2019 Members

Crown Benefactors (\$25,000)

Alcon, Inc.
Allergan, Inc.
Genentech, Inc.
Johnson & Johnson Vision
Novartis Pharmaceuticals
Optos, Inc.
Regeneron Pharmaceuticals, Inc.
Shire
Verana Health

Benefactors (\$15,000)

Bausch + Lomb

Patrons (\$7,500)

Boehringer Ingelheim
Horizon Pharma
Mallinckrodt Pharmaceuticals
Sun Ophthalmics

Subscribers (\$5,000)

Aerie Pharmaceuticals, Inc.
Akorn, Inc.
Bio-Tissue, Inc.
Carl Zeiss Meditec, Inc.
Clearside Biomedical, Inc.
Glaukos Corporation
Notal Vision, Inc.
REGENXBIO, Inc.
Santen, Inc.
Spark Therapeutics, Inc.

Members (\$2,500)

Apellis Pharmaceuticals
ASICO, LLC
Aura Biosciences, Inc.
Heidelberg Engineering
MicroOptix
NeoMedix Corporation
New World Medical, Inc.
Ocunexus Therapeutics
Omeros Corporation
Oxurion
Topcon Medical Systems, Inc.
Zydoc Medical Transcription

*Membership year:
April 2018 – March 2019*

About the American Academy of Ophthalmology **aao.org**

The American Academy of Ophthalmology is the world's largest association of eye physicians and surgeons. A global community of 32,000 medical doctors, we protect sight and empower lives by setting the standards for ophthalmic education and advocating for our patients and the public. We innovate to advance our profession and to ensure the delivery of the highest-quality eye care.

About the American Academy of Ophthalmology Foundation **aao.org/foundation**

For more than 35 years, the Foundation of the American Academy of Ophthalmology has raised funds to support the Academy's educational, quality of care research and service programs. These include the Ophthalmic News and Education (ONE®) Network, the Hoskins Center for Quality Eye Care, Museum of Vision®, and the award-winning public service program, EyeCare America®.

"The OBC fosters collaboration, generates ideas and raises awareness about a wide range of topics impacting both the clinical and business sides of ophthalmology."

JULIE VU, PHARM.D.
HEAD OF SCIENTIFIC COLLABORATIONS
IMMUNOLOGY AND OPHTHALMOLOGY
U.S. MEDICAL AFFAIRS
GENENTECH, INC.

