



COUNCIL STATE SECTION MEETING
Saturday, April 29, 2017
8:00 am – 9:15 am
Renaissance Downtown, Grand Ballroom North/Central

Section Leader & Council Vice Chair:
Deputy Section Leader:

Lynn K. Gordon, MD, PhD
JoAnn A. Giaconi, MD

I. Welcome and Review of Agenda

- Dr. Gordon welcomed the attendees
- Dr. JoAnn Giaconi was introduced as the 2017 Deputy Section Leader.

II. Big Data Efforts and Outcomes to Date – Alan Wagner, MD – Member, Secretariat for State Affairs, AAO.

- What is Big Data and how do we use it
 - Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions
 - Successful organizations don't just automate existing processes- They treat data and information as they would any valued asset by using a focused approach to extracting and developing the value and utility of information
 - Find or confirm relationships
 - To reveal opportunities
 - To reveal risks & threats
- AAO-SSA Big Data Project
 - Purpose
 - Change the narrative and imperative by bringing to light the differences in **Safety, Cost, Access** between Ophthalmologists and non-Ophthalmologists delivered care
 - Timeline of Process
 - June 2014 project was born at AAO-SSA summer retreat
 - July 2014 team was assembled
 - August 2014 RFP created
 - November 2014 AAO BOD signed off, vendor selected
 - Samples of Key Findings
 1. Anywhere between 77% - to 81% of the population in most states are within a 30- minute drive of an EyeMD
 - Approximately 50% of Medicare enrollees who underwent co-managed cataract surgery resided in urban communities
 - Fewer than 20% resided in small rural or isolated rural communities.
 - Overwhelming majority of procedures performed by optometrists:
 - Eyelash epilation
 - Punctual procedures
 - Foreign body removals
 2. Oklahoma LTPs
 - Total of 1,384 eyes underwent LTP during 2008-2013
 - 1,150 (83%) were performed by EyeMDs and 234 (17%) by ODs
 - 258 eyes (19%) underwent >1 LTP in the same eye
 - Proportion of eyes undergoing LTP by an OD requiring ≥1 subsequent LTP session (36%) was



more than double of those who received this procedure by an EyeMD (15%)

3. North Carolina Data

- Map shows that every legislator is within 25 miles of an EyeMD
- Survey of women shows 90% would rather see a surgeon

o Key Take Aways

- Maps and Graphs are only as good as the data
- Satellite office addresses are critical! Keep AAO profiles updated so that all satellite offices will be identified as a site for clinical activity -work with your state society.
- If you have data visualization ideas for state advocacy, bring those ideas forward
- Surgical Scope Fund – Continued Funding for Big Data
 - We cannot continue this crucial research without funding. The funding will ultimately come from the Surgical Scope Fund. Your continued financial support is needed more now than ever before

III. Give to the Max Day – The Minnesota Experience – Geoffrey Emerson, MD, PhD – Councilor, Minnesota Academy of Ophthalmology

- The Minnesota Academy of Ophthalmology (MAO) participates in an annual event “Give to the Max Day” due to its strong publicity, ease of use and continued increased donations
- An annual 24-hour fundraising event, 6.9% fee charged to participate
- In 2016
 - o 8,400 nonprofit organizations and schools profited
 - o 227,00 Minnesota donors gave funds
 - o Raised \$20.1 million
- MAO gives funds to
 - o MN Eye PAC
 - o Stop Optometric Surgery (SOS) Fund
 - o Foundation of the MAO. Funds primarily used to send residents on mission trips overseas
- Give to the Max Day for MAO
 - o 2013= 1 donor and \$250 raised
 - o 2014 = 10 donors and \$3,550 raised
 - o 2015 = 7 donors and \$1,500 raised
 - o 2016 = 17 donors and \$2,712 raised
 - o Four-year fundraising total of \$8,012 with very little effort
- Similar programs exist in Texas, Colorado, and Florida. Other state societies are encouraged to investigate the Give to the Max program in their states

IV. Keeping Residents/YOs Engaged

A. Tracking Resident's Moves – Laura K. Green, MD – Residency Program Director, Member, Secretariat for State Affairs / LDP XVIII, class of 2016

- In new role on the Maryland State Society Board, Dr. Green realized the membership database needed to be cleaned up. Residents who graduated 3-7 years ago were still listed as members
- Big gap - where are they now?
 - o Residency Program Directors know! Dr. Green enlisted their support in obtaining the graduate's personal email addresses



- She emailed them personally and asked if they would like to have a direct contact within their state society
 - 80% responded, and she connected them with their state society President via email. The introduction was well received by all parties – the graduates really appreciated the direct connection and mentorship
 - Notably only 30% of their graduates remained in the state of Maryland
 - Outcomes:
 - Clean database and now able to invite YOs for full membership
 - Gearing up to do this same process with this year's graduates
 - This is big data – What are the migration habits and trends after graduation from residency and fellowship?
 - Encourages a national program to keep the residents engaged with their state society after graduation
- B. YO Mentoring Program – Illinois Society – Sohail J. Hasan, MD, PhD, Councilor, Illinois Society of Eye Physicians and Surgeons / LDP XVIII, class of 2016
 - Dr. Hasan's LDP project in 2016 was to create an interactive advocacy mentoring curriculum for Young Ophthalmologists (YOs) through the Illinois Society of Eye Physicians and Surgeons (ISEPS)
 - Methods
 - YOs mentored to participate in PAC events
 - Encouraged to donate to state PAC
 - Selected to participate in local scope battle
 - Increased engagement of YO reps on ISEPS boards
 - Lecture series on advocacy for Chicago residents
 - Advocacy curriculum added to ISEPS website
 - Results
 - YOs attended PAC fundraisers
 - YO PAC donations have increased
 - Record number of attendees in 2016 AAP at 2016 Mid-Year Forum. 8 participated in 2017 Mid-year Forum AAP
 - YOs participated in scope battles
 - Stopped Scope Creep of Scalpel Eyelid Surgery & Injections with amendments to bills HB6166/ SB2899
 - Increased engagement of YO representation on ISEPS Board of Directors
 - Increased curriculum and information on ISEPS website
 - Going Forward
 - Advocacy does work and it's worth spending time on your YOs
 - Proven to be beneficial in many ways to their society
 - YOs can make a big difference and become impactful leaders; the earlier they get involved, the better
- V. Section Elections

JoAnn A. Giaconi, MD, conducted section elections for the following positions and noted that the results would be announced during the Council General session.

 - Council Chair for 2018-2019
 - Deputy Section Leader for 2018
 - Section Representative to Academy Nominating Committee for 2018
 - Section Nominating Committee for 2018



VI. An Unprecedented Legislative Year

A. All Hands on Deck – Kurt. F. Heitman, MD – Secretary for State Affairs, AAO

- Over the course of nearly 20 years, we have been involved in hundreds of legislative battles in over 40 states. We have a winning percentage of 89%
- Six states have won varying degrees of optometric surgical authority, with three of those states allowing for scalpel and laser
- Our number one priority as the Secretariat for State Affairs is to make sure no more states gain this authority
- Optometrists have been successful in blurring the difference between an optometric education and ophthalmology residency, and the general public does not understand the difference
- 2017 has been quite UNLIKE any other year. Why?
 - Unprecedented OD spending and involvement
 - Florida ODs raised \$2.1 million
 - North Carolina – ODs have contributed nearly a Half-Million dollars to NC lawmakers in the 2016 election cycle
 - ODs have established key relationships with legislators and extreme grassroots lobbying
 - In Florida and North Carolina we are employing an aggressive, full scale media and public relations offensive
 - Social media has proven once again to be an extremely effective tool in expanding our message to the public
 - Patient victories have been achieved in Iowa, Maryland and Florida
 - Current battles exist in Alaska, Massachusetts and Nebraska
 - Pending legislation currently exists in California, Illinois and Pennsylvania
- Stand up for Surgery by Surgeons! Are you committed to:
 - Surgical standards
 - Patient safety
- Commitment requires:
 - MD contributions to the Surgical Scope Fund
- Surgery by Surgeons Teamwork- Working together for patient surgical safety
 - Need your commitment and contribution. At least a \$500.00 contribution to the SSF is recommended
 - Contact your state legislator – get involved
 - We can't win without you

B. Advocacy in the Peach State – S. Anna Kao, MD – Councilor, Georgia Society of Ophthalmology

- Georgia Society of Ophthalmology has been battling four bills since January, 2017
- HB 36
 - The broad language in HB 36 would have allowed optometrists to perform a variety of extraocular injections; expanded the therapeutic authority of optometrists to prescribe any pharmaceutical agent “related to” diseases or conditions of the eye and adnexa.
 - The House Health Committee, held a two-and-a-half-hour hearing for HB 36; including extensive testimony from GSO leadership. The committee holds a voice vote and HB 36 failed 14 to 12.
- HB 416
 - Otherwise identical to HB 36, HB 416 adds a provision **requiring either the completion of or enrollment in a 30-hour certification course.**



- HB 416 is assigned to House Health, the same committee where HB 36 met its demise.
- HB 416 failed to pass the House Health Committee.
- HB 221
 - SB 221 is identical to HB 416: authorizing OD injections with the completion of/enrollment in a 30-hour training course
 - The bill sponsor gave SB 221 an *extremely abbreviated* hearing in the Senate Health Committee, after two hours' notice on the committee agenda and only allowing GSO members a few minutes to testify against the bill
 - SB 221 passed the committee, and a few days later passed the Senate floor
 - SB 221 was assigned to the House Health Committee
 - This is the same committee where HB 36 and HB 416 were rejected, and the Committee Chairman declined to give SB 221 a hearing.
 - One week later, first threat was heard that an existing Senate Bill assigned to a different committee will be gutted and filled with OD injection language.
- SB 153
 - Language from SB 221 was inserted into SB 153, a bill originally about hearing aids
 - SB 153 was presented to the House Regulated Industries Committee by the sponsors of HB 36 & HB 416, and after only one hour of testimony SB 153 passed a committee vote.
 - SB 153 went to the House floor. Despite passionate and convincing testimony from Rep. Betty Price, MD, it passed by a vote of 121 to 36.
 - SB 153 was put before the Senate. The sponsor of SB 153 made misleading statements while presenting the bill, saying certain amendments were made *on behalf of* the Medical Association of Georgia.
 - At 11:45 pm SB 153 received final passage by a vote of 30 to 21.
 - GSO is now organizing an effort requesting Governor Nathan Deal to veto SB 153
- Advocacy Media Coverage
 - *ATLANTA — With The Walking Dead based here, Georgia could claim to be the zombie capital of the world. What you may not know is that zombies walk at the state Capitol, in the form of bills that die, yet won't stay dead. This year, the apparent "Zombie Bill" granddaddy is touted as a health bill – and is opposed by people who say it would threaten the health of Georgians. Its ability to not stay dead is a wonder to behold.*
- Ongoing commitment
 - Advocacy: Communicating with the Legislature
 - Testimonies:
 - Brian Kim, MD, *GSO President*
 - Baker Hubbard, MD, *AAO Secretariat for State Affairs*
 - Sid Moore, MD, *GSO Legislative Chair*
 - Steve Walsh, MD, *President of MAG*
 - AAO: Bob Palmer
 - Medical Association of Georgia
 - Grass root efforts by GSO & AAO members calling and emailing their state representatives and members of the various committees
 - Advocacy: GSO Capitol Day- February 19



- Advocacy: Patient Education
 - Throughout the session, GSO made printable handouts available for members to distribute to their patients
- Donate to SSF and write the Governor of Georgia
 - Comments were shared at the conclusion encouraging everyone to meet the \$500.00 SSF commitment level and to send a letter to the Georgia Governor ASAP, as the volume of comments does work

VII. Adjournment
Meeting adjourned at 9:15 am.