

Academy Notebook

NEWS • TIPS • RESOURCES

WHAT'S HAPPENING

■ This Year's Laureate: Jerry A. Shields, MD

The Board of Trustees of the Academy is proud to announce **Jerry A. Shields, MD**, as the recipient of the Laureate Recognition Award for 2014.

Dr. Shields is director of the Wills Eye Hospital Ocular Oncology Service (which he established in 1974) and professor of ophthalmology at Thomas Jefferson University in Philadelphia. His main research focus is on choroidal melanoma and retinoblastoma, and he has devoted more than 40 years to advancing the early diagnosis and treatment of ocular cancer. In the treatment of these cancers, Dr. Shields and his team have improved local irradiation, local surgical resection, laser photocoagulation, thermotherapy, and chemotherapy. His work on these procedures has saved many eyes that otherwise would have been removed. Dr. Shields has served on editorial boards for the *American Journal of Ophthalmology*, *British Journal of Ophthalmology*, *Cancer*, *Retina*, *Journal of Pediatric Ophthalmology*, and numerous others. He has authored or coauthored more than 1,300 original articles in scientific journals, 550 textbook chapters, and 13 textbooks, including the *Atlas of Intraocular Tumors* and *Atlas of Eyelid, Conjunctival, and Orbital Tumors*.

Dr. Shields was an organizer and first president of the International

Society of Ocular Oncology, president of the Ophthalmic Club of Philadelphia, treasurer and president of the Macula Society, and president of the medical staff of Wills Eye Hospital. He has received more than 40 awards for his contributions to the field, including the National Physician of the Year Award for Clinical Excellence from Castle Connolly in 2013. Additionally, in 2012, the Asia-Pacific Academy of Ophthalmology established the Jerry Shields Lecture, which will be presented at its annual meetings.

In recognition of Dr. Shields' contributions to ophthalmology, the Academy will honor him as the 2014 Laureate during the Opening Session at AAO 2014.

At AAO 2014 in Chicago, read EyeNet's in-depth profile of Dr. Shields in Academy News, the meeting tabloid that is distributed onsite at the convention center.



ACADEMY LAUREATE: JERRY A. SHIELDS, MD. The Laureate Recognition Award honors physicians who have made the most significant contributions to ophthalmology leading to the prevention of blindness and restoration of sight worldwide.

TAKE NOTICE

■ Visit the Academy

View new Academy products or learn about membership at the Academy's booth during the following meetings:

- **American Society of Retina Specialists:** 32nd Annual Meeting. Aug. 9-13, San Diego. Booth 1100.
- **European Society of Cataract and Refractive Surgeons:** XXXII Congress. Sept. 13-17, London. Booth H04.

■ New Chart Auditing Service

Don't get caught off guard by a payer's audit of your charts. To avoid penalties, ensure that your records are in the best shape possible. Sign up for the American Academy of Ophthalmic Executives' new Ophthalmology Chart Auditing Service for a thorough review of your chart documentation by the Academy's coding experts.

For more information, visit www.aao.org/audit.

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SUPPORT OPHTHALMOLOGY: Meet with
your representatives or senators.

MEMBERS AT LARGE

■ Jose Rizal Medal and International Medal

At the 2014 World Ophthalmology Congress in Tokyo on April 2, the Asia-Pacific Academy of Ophthalmology (APAO) awarded **David F. Chang, MD**, the Jose Rizal International Medal, and **Dennis S.C. Lam, MD**, the Jose Rizal Medal. These medals commemorate Dr. Jose Rizal, an ophthalmologist who became a national hero of the Philippines. They are awarded annually to an international ophthalmologist and an Asian-Pacific ophthalmologist respectively for exceptional contributions to ophthalmology in the Asia-Pacific region.

■ Texas Distinguished Service Award

The Texas Medical Association (TMA)

ACADEMY STORE

■ Try Focal Points With a Free Digital Issue

Focal Points provides concise guidance from the experts on specific clinical topics. In 16 pages or less, each module walks you through diagnosis, treatment, and the latest standards of care for each condition.

presented **Alan C. Baum, MD**, with the TMA Distinguished Service Award—the association’s highest honor—at TexMed 2014 in May for his work as a leader in TexPAC and TMA’s legislative activities.

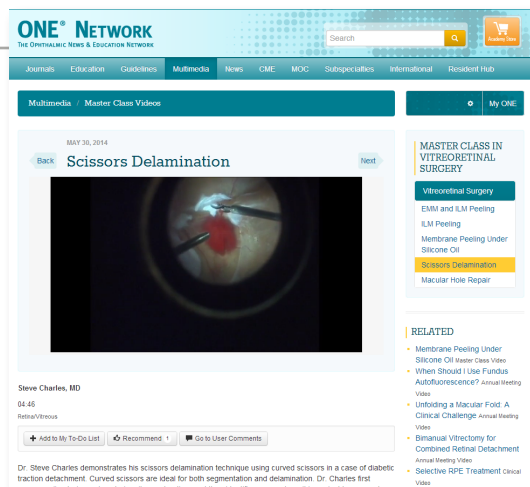
“Calling on legislators can make such a difference when they see that you’re willing to share what’s important to your patients and your practice,” he said.

■ 2014 Artemis Award Winner

The Academy awarded **John M. Cropsey, MD**, its inaugural Artemis Award. The award was established to honor a young ophthalmologist Academy member who has demonstrated caring and service of an exemplary degree to his or her patients. Dr. Cropsey was nominated by Wills Eye Hospital.

■ **ONE SPOTLIGHT: Watch Steve T. Charles, MD, demonstrate his vitreoretinal surgery techniques.** Refine your approach to epiretinal and internal limiting membranes with the new video series Master Class in Vitreoretinal Surgery. In this ONE Network exclusive, Dr. Charles walks you through membrane peeling, scissors delamination, macular hole repair, and more.

To view the series, visit www.aaopt.org/one, select “Multimedia,” then “Videos.”



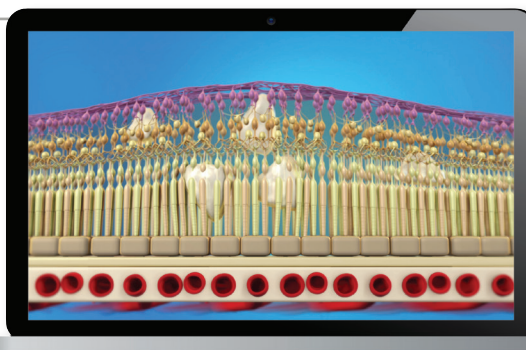
You can read the issue online or download it to your Apple iPad or Android tablet. Be sure to try the search, highlighting, and note-taking tools. Subscribers to the print or digital versions of *Focal Points* will receive a new

issue each month and will have access to more than 100 issues in the digital archive.

Try *Focal Points: Entropion and Ectropion for free* at www.aaopt.org/focalpointsfree.

■ RETINA INFORMED CONSENT VIDEOS: Save time, mitigate risk.

Video is one of the most effective and versatile tools in today’s informed consent process. Retina Informed Consent videos save you time, increase practice efficiency, and bolster patient understanding. Now, with iPads, tablets, laptops, and patient portals, video is easier than ever to incorporate into your practice. The Academy’s Retina Informed Consent Video Collection (#057162V) contains 21 five-minute videos on common retinal conditions and explains risks and benefits to enhance patient understanding, encourage consent, improve compliance, and set realistic expectations to mitigate malpractice risk. The collection is OMIC-reviewed and has videos in both English and Spanish.



“These are professionally produced videos that clearly explain a variety of retinal in-office and surgical procedures. I use these extensively on a daily basis for my patients,” said Academy member and retina specialist

Hardeep S. Dhindsa, MD. “For surgical

patients, I have found these videos so beneficial that I instituted a separate preop clinic visit to ensure that patients watch the relevant video in an unhurried manner. This is one of the most useful products that the Academy has produced.”

To see a video clip and order, visit www.aaopt.org/retina/videos.

D.C. REPORT: Take Advantage of Congress' August Recess

This month, Congress departs Capitol Hill for an extended break from legislating. Lawmakers will use the time to meet with constituents, hold town hall meetings, and visit local organizations and businesses. The recess serves as an opportunity for ophthalmologists to advocate for the Academy's legislative agenda, promoting change in Washington, D.C., that will benefit patients and the profession.

The Academy provides support. The Academy is taking advantage of lawmakers' visits to their home districts. Its Congressional Advocates—Academy members who have relationships with members of Congress—are meeting with lawmakers throughout the month. The Academy is providing Congressional Advocates with background materials, one-on-one support, and assistance in arranging the meetings. According to a study by the nonpartisan, nonprofit Congressional Management Foundation, such meetings are one of the most influential ways to interact with members of Congress.

Influencing legislation. During tours of ophthalmology practices and town hall meetings, ophthalmologists and lawmak-

ers are having open dialogues about the need to permanently repeal the sustainable growth rate formula used to calculate Medicare physician payments. Academy members are also urging representatives to cosponsor legislation requiring all health care providers to disclose their professional credentials in their advertising and to their patients during office visits, with the intent of mitigating and ending patient confusion over who is providing their medical care.

Get involved. The Academy's goal is to have at least one Congressional Advocate in every legislative district. Support ophthalmology's legislative agenda during the August recess—attend a town hall meeting with your representative or senators, or schedule a meeting with them either at your practice or in their district office.

To arrange a meeting with members of Congress, contact Sage Bauer at sbauer@aaodc.org or 202-737-6622.

Find more information about the Congressional Advocacy program and the Academy's federal legislative agenda at www.aaodc.org/advocacy/ophthpac/.

2014 AWARDS

■ Announcing the 2014 Academy Awards

It is with great pleasure and pride that the Academy Board of Trustees and the Awards Committee announce this year's award recipients.

SPECIAL AWARDS

Individuals who are honored with the Special Awards are invited to attend AAO 2014 in Chicago as guests of the Academy President, **Gregory L. Skuta, MD.**

■ GUEST OF HONOR AWARD

This recognition honors individuals selected by the president for their contributions to ophthalmology and the Academy.

Richard K. Parrish II, MD
M. Bruce Shields, MD
Richard Zorab

■ DISTINGUISHED SERVICE AWARD

This award honors individuals or organizations for ongoing notable service to both ophthalmology and the Academy.

European Society of Ophthalmology

■ SPECIAL RECOGNITION AWARD

This award recognizes individuals for their lifetime commitment to and support of ophthalmology.

Richard P. Mills, MD, MPH



DR. SKUTA.

■ OUTSTANDING HUMANITARIAN SERVICE AWARD

This award recognizes Academy members for their outstanding contribution to humanitarian efforts, such as participation in charitable activities, care of

the indigent, involvement in community service, and other forms of ophthalmological care performed above and beyond the typical duties of an

ophthalmologist.

Donald L. Budenz, MD, MPH
Alan S. Crandall, MD

■ OUTSTANDING ADVOCATE AWARD

This award recognizes Academy members for their participation in advocacy-related efforts at the state and/or federal levels.

Cynthia Mattox, MD, FACS
Kenneth D. Tuck, MD, FACS

■ INTERNATIONAL BLINDNESS PREVENTION AWARD

This award honors individuals who have made a significant contribution to the prevention of blindness or the restoration of sight around the world.

Rubens Belfort Jr., MD, PhD

ACHIEVEMENT AWARDS PROGRAM

This program recognizes individuals (members and nonmembers) for their time and contribution to the scientific programs of the annual meeting and those who serve as Academy committee members, representatives,

trustees, councilors, authors, coauthors, and reviewers of educational material.

■ LIFE ACHIEVEMENT AWARD

Individuals who have cumulatively earned 60 Achievement Award points and have made significant contributions to ophthalmology as determined by the Awards Committee are nominated for this award.

Eduardo C. Alfonso, MD
Neil M. Bressler, MD
Devron H. Char, MD
Anne Louise Coleman, MD, PhD
Donald J. D'Amico, MD
David A. Durfee, MD
David R. Hardten, MD
Richard A. Lewis, MD
James P. McCulley, MD, FACS, FRCOphth
Dale R. Meyer, MD, FACS
Stephen A. Obstbaum, MD
Andrew J. Packer, MD
Jose S. Pulido, MD, MS

EXTRA *To see the recipients of the Senior Achievement Award, Achievement Award, and Secretariat Awards, see this article at www.eyenet.org.*