

# Academy Notebook

NEWS • TIPS • RESOURCES

## WHAT'S HAPPENING

### Truhlsens Donate \$500,000 to Support Ophthalmic Education

The Academy received a \$500,000 donation from longtime Academy supporters Stanley M. Truhlsen, MD, and his wife, Dottie Truhlsen. The Dr. Stanley and Dorothy Truhlsen Simulation Education Initiative Endowment Fund will support state-of-the-art simulation and interactive learning technology for the subspecialty centers on the Ophthalmic News and Education (ONE) Network. The ONE Network is the Academy's flagship educational resource for evidence-based medicine, surgical advancements, and quality of care improvements.

"When the American Academy of Ophthalmology and Otolaryngology was formed in 1896, its primary mission was education," said Dr. Truhlsen. "Today, this continues to be its most important function. The ONE Network provides education to ophthalmologists, residents, fellows, and medical students on the national level and around the world. We are proud to support the Academy's many accomplishments and innovations in its educational pursuits."

The fund will ensure the continued development of learning tools including but not limited to the following:



**TRUHLSEN DONATION.** Dr. and Mrs. Truhlsen's gift will establish simulators and interactive learning tools on the ONE Network.

- 10+ cutting-edge simulators
- Interactive exercises
- Self-assessments
- Surgical videos with in-depth discussions of complication management
- 3D ocular anatomy models to teach complex anatomical concepts to students and residents
- Games involving virtual patients to test decision-making and cognitive abilities

These tools will serve to enhance the subspecialty education centers on the ONE Network: the Dr. Charles R. and Judith G. Munnerlyn Laser Surgery Education Center, the David E.I. Pyott Glaucoma Education Center, the Knights Templar Eye Foundation Pediatric Ophthalmology Education Center, and the future retina and cataract education centers.

"Dottie and Stan Truhlsen are remarkable for the breadth of their philanthropic interests—ophthalmic history, vision research, and education," said David W. Parke II, MD, Academy CEO. "Their commitments to both

the Academy and to the University of Nebraska Medical Center have significantly enhanced both organizations. Their latest gift will enable us to advance digital patient management simulations and are evidence of their visionary approach to education. New programs emerging from this project will facilitate learning for thousands of ophthalmologists around the world for decades to come."

## TAKE NOTICE

### EyeWiki Contest: Read the 4 Winning Articles

EyeWiki is the Academy's collaborative online encyclopedia where physicians, patients, and the public can view content written by ophthalmologists covering the spectrum of eye disease, diagnosis, and treatment. In 2016, the Academy invited U.S. residents and fellows-in-training to submit articles to EyeWiki as part of a writing contest. The 4 winning authors won free trips to this month's Mid-Year Forum in



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Washington, D.C. (April 26-29).

- **Brenton D. Finklea, MD**, Wills Eye Hospital at Thomas Jefferson University Hospital: *Zonulopathy: Evaluation and Surgical Management*
- **Helen Jiang, MD**, New York Eye and Ear Infirmary of Mount Sinai: *Frequency Doubling Technology*
- **Austin M. Pharo, MD**, Louisiana State University Health Sciences Center: *Müller's Muscle–Conjunctival Resection Blepharoptosis Repair*
- **Peter H. Tang, MD, PhD**, University of Minnesota: *Retina Prosthesis*

For a chance to win a trip to the 2018 Mid-Year Forum, U.S. residents and fellows must submit by Dec. 1. International ophthalmologists are also able to participate via the International Ophthalmologist Contest for a chance to win online Academy products—submissions are accepted until June 1.

To read the winning articles and submit to the contest, visit [aao.org/eyewiki](http://aao.org/eyewiki).

## Low Vision Initiative: New Video

Vision rehabilitation services can help lessen the impact of visual loss in low vision patients and improve their independence and quality of life. To underscore this message, **Joseph L. Fontenot, MD**, chair of the Academy's Vision Rehabilitation committee, led the production of a 6-minute video titled "There Is Something Else You Can Do." With an introduction by **David W. Parke II, MD**, Academy CEO, this video for physicians emphasizes the impact of vision loss on the individual and the responsibility of the ophthalmologist to refer or provide vision rehabilitation.

To watch the video and find resources on low vision, visit [aao.org/low-vision](http://aao.org/low-vision).

## ACADEMY STORE

### Order the Practice Productivity and Profitability Webinar

A recording of the Academy's March 14 webinar, "Proven Tactics for Running a Successful Small Practice," is available to order. This 60-minute webinar covers how to significantly improve clinic

flow, front desk and billing procedures, technician cross-training, and more by using lean management business procedures. It takes an inside look at Duke Eye Center's most successful performance improvement project—and discusses how their lessons can be applied to your practice. You'll also learn about the innovative business methodologies of lean (creating the greatest value by minimizing waste) and DMAIC (define, measure, analyze, improve, and control).

Visit [aao.org/aaowebinars](http://aao.org/aaowebinars).

## Register for the 2017 MOC Exam Review Course

Prepare for maintenance of certification (MOC) exams with the Academy's MOC Exam Review Course. In a single weekend, Academy-selected teams of ophthalmic experts guide you through an in-depth review of Core Ophthalmic Knowledge and your choice of 1 or 2 practice emphasis areas. The course will be held July 21-23 at the Loews Chicago

O'Hare Hotel in Rosemont, Ill.

To register, visit [aao.org/moc-course](http://aao.org/moc-course).

## Subscribe to *Ophthalmology Retina*

The Academy's *Ophthalmology Retina*, a new peer-reviewed journal focused exclusively on the latest advances in retina, is now available for order. During 2017, *Ophthalmology Retina* will be issued bimonthly, after which it will be issued monthly. Academy members: Subscribe for \$299/12 issues at [store.aao.org/ophthalmology-retina.html](http://store.aao.org/ophthalmology-retina.html). Nonmembers: Subscribe for \$350/12 issues at [aao.org/retinajournal](http://aao.org/retinajournal).

## MEMBERS AT LARGE

### Himalayan Cataract Project

Academy members **Sanduk Ruit, MD**, and **Geoffrey C. Tabin, MD**, began the Himalayan Cataract Project (HCP) to eradicate as much unnecessary blindness as possible in their lifetimes. On Feb. 15, the HCP was named one of 8



**COMMITMENT TO ADVOCACY AWARD.** University of Iowa Hospitals and Clinics' department of ophthalmology received the Academy's Secretariat for State Affairs 3rd annual Commitment to Advocacy Award during the January Association of University Professors of Ophthalmology (AUPO) annual meeting in San Diego. Academy Secretary for State Affairs **Kurt F. Heitman, MD**, presented the honor to the department's leadership: **Keith D. Carter, MD**, and **Thomas A. Oetting, MD**. This award recognizes a training department and its leadership for ongoing commitment and support of the Academy's Advocacy Ambassador Program. This program is a collaboration with state and subspecialty societies, along with training programs, to support attendance by members in training at the Mid-Year Forum. "Drs. Carter and Oetting have demonstrated outstanding leadership and an ongoing commitment to promote the important role of advocating for patients and the profession to their residents," said Dr. Heitman. From left to right: **David W. Parke II, MD**, Academy CEO; Dr. Carter; Dr. Oetting; and Dr. Heitman.

semifinalists in 100&Change, a competition for a \$100 million grant to fund a project that makes measurable progress toward solving a significant global problem. The winner will be announced later this year.

Drs. Ruit and Tabin have proved that hospital-quality standards can be applied in areas that lack electricity and clean water. The HCP now funds and facilitates education and training, and it purchases equipment for local eye care professionals across Asia and sub-Saharan Africa. With its partners, it has screened and examined more than 7.2 million patients from 18 countries and performed more than 600,000 surgeries from 1995 to 2016. “The 100&Change grant could enable the Himalayan Cataract Project to reach the tipping point to eliminate needless blindness on a global scale,” said Dr. Tabin.

## Passages

**Gunter K. von Noorden, MD**, distinguished emeritus professor of ophthalmology at Baylor College of Medicine and one of the foremost leaders in strabismus surgery, passed away on Feb. 11. He was 88.

Dr. von Noorden’s experience of growing up in Nazi Germany had a profound effect on him, spurring him to attend medical school so that he could dedicate his life to helping others. He is

best known for his classic textbook *Binocular Vision and Ocular Motility: Theory and Management of Strabismus*, regarded as the gold-standard text for ocular motility dis-



Gunter K. von Noorden, MD

orders for the past 30 years. In 2007, he published a memoir, *From Berlin To Texas: Forging a Life from the Devastation of War*. He served as president of the Association for Research in Vision and Ophthalmology, published 310 scientific papers, and authored 4 books. Dr. von Noorden presented 21 named lectures worldwide and received the

## D.C. REPORT

# Academy’s Federal Legislative Agenda Takes Shape

For the benefit of patients and the profession, the Academy seeks to leverage changes that will be made by the Trump administration to regulations and other health policies. The Academy’s priorities include the following:

- Defending ophthalmology’s codes to preserve fair reimbursement to physicians
- Positioning the Academy’s IRIS Registry to facilitate and improve quality patient care
- Reducing regulatory burdens that interfere with the physician-patient relationship
- Increasing federal and defense vision research funding

The Academy is also working to maintain a strong line of communication with the new Health and Human Services Secretary, Thomas E. Price, MD. During his time in Congress (as one of its few physicians), Dr. Price was an asset to and strong supporter of ophthalmology. The Academy believes that his new role in overseeing the nation’s health system will be strongly informed by his core belief in physician-led health care.

The Academy is also strengthening relationships with congressional leaders on committees in Congress, especially those with oversight of the Medicare program. By solidifying these bonds and providing unbiased, patient-centered expertise, ophthalmology is poised for action when issues affecting the profession arise.

**Stay up-to-date on the Academy’s stances** at [aao.org/advocacy](http://aao.org/advocacy).

Academy’s Jackson Memorial Lecture Award, the Franceschetti Prize, the Proctor Award, and the Bowman Medal.

## MEETING MATTERS

### AAO 2017: Sneak Peek

Although AAO 2017 in New Orleans is still 7 months away, several key events are confirmed. For the Opening Session, **Daniel F. Martin, MD**, has been selected as the speaker for the Jackson Memorial Lecture. Dr. Martin, a renowned retina specialist, is chairman of the Cleveland Clinic Cole Eye Institute and the Barbara and A. Malachi Mixon III Institute Chair in Ophthalmology.

In addition, several symposia are on the schedule:

- Management of Chronic and Recurrent Anterior Segment Disorders
- Hot Topics for Minimizing Infections in Cataract Surgery
- Medicare Access and CHIP Reauthorization Act (MACRA): What the New

Changes Mean to Your Patients and Your Practice

- Recent Advances in Diabetic Retinopathy
- Current and Emerging Imaging Tools for Macular and Retinal Diseases

Visit [aao.org/2017](http://aao.org/2017).

### International Attendees

Foreign travelers coming to the United States to attend conferences need a visitor visa, unless they qualify for entry under the Visa Waiver Program. For scientific conferences, visa applications should be made no later than 90 days prior to travel.

Visit [aao.org/visa](http://aao.org/visa).

### Organizing a Meeting in New Orleans?

Would you like to hold an alumni, exhibitor, or ophthalmic society event during AAO 2017? The Academy can help you secure hotel meeting spaces.

Visit [aao.org/meetingspace](http://aao.org/meetingspace).