



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

# Ophthalmic Business Council

2018 – 2019 | Connecting Academy and industry leaders for more than 20 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**

## 2018 Symposia

### **OBC Fall Symposium September 20-21, 2018 San Diego**

Held in conjunction with the Academy's Board of Trustees meeting, this event covers the timeliest and most prelevant 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.

### **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.



Cynthia A. Bradford, MD  
2017 Academy President

To learn more, contact  
Todd Lyckberg at  
[tlyckberg@aao.org](mailto: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 2018 in Chicago.

## **\$2,500 – Member**

Benefits include:

- Invitation for one representative to attend the 2018 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 2018 *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 2017 Spring and Fall Symposia
- **One** complimentary corporate representative registration to attend a Subspecialty Day\* meeting at AAO 2018
- Priority hotel booking for AAO 2018

## **\$7,500 – Patron**

All Subscriber-level benefits, plus:

- Invitation for **three** representatives to attend the 2017 Spring and Fall Symposia
- **Two** complimentary corporate representative registrations to attend a Subspecialty Day\* meeting at AAO 2018
- Special bulk discounts on Academy products

## **\$15,000 – Benefactor**

All Patron-level benefits, plus:

- Invitation for one seat on the OBC Steering Committee, chaired by the Academy's CEO
- Opportunity to attend a special meeting of the OBC Steering Committee
- **Three** complimentary corporate representative registrations to attend a Subspecialty Day\* meeting at AAO 2017

## **\$25,000 – Crown Benefactor**

All Benefactor-level benefits, plus:

- Invitation for **four** representatives to attend the 2018 Spring and Fall Symposia

## **\$35,000 – Platinum Benefactor**

All Crown Benefactor-level benefits, plus:

- Invitation for **five** representatives to attend the 2018 Spring and Fall Symposia
- Invitation for two seats on the OBC Steering Committee, chaired by the Academy's CEO

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

"The OBC helps me gain a perspective on how the competitive landscape of health care is changing. It has been a source of collaboration and inspiration."

ARTHUR SHEDDEN, MD, MBA  
DIRECTOR OF GLOBAL MEDICAL AFFAIRS  
VISTAKON®, JOHNSON & JOHNSON  
VISION



## 2017 – 2018 Members

### **Crown Benefactors** (\$25,000)

Alcon, Inc.  
Allergan, Inc.  
Genentech, Inc.  
Glaukos Corporation  
Johnson & Johnson Vision  
Optos, Inc.  
Regeneron Pharmaceuticals, Inc.  
Shire

### **Benefactors** (\$15,000)

Bausch + Lomb  
Paragon BioTeck, Inc.  
Sun Ophthalmics

### **Patrons** (\$7,500)

Carl Zeiss Meditec, Inc.  
Omeros Corporation

### **Subscribers** (\$5,000)

Aerie Pharmaceuticals, Inc.  
Akorn, Inc.  
Heidelberg Engineering  
Mallinckrodt Pharmaceuticals  
Notal Vision, Inc.  
Spark Therapeutics, Inc.

### **Members** (\$2,500)

Alimera Sciences, Inc.  
Apellis Pharmaceuticals  
ASICO, LLC  
Bio-Tissue, Inc.  
Clearside Biomedical, Inc.  
MicroOptix  
NeoMedix Corporation  
New World Medical, Inc.  
ThromboGenics, Inc.  
Topcon Medical Systems, Inc.

*Membership year:*

*April 2017 – March 2018*

### **About the American Academy of Ophthalmology** **[aao.org](http://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.

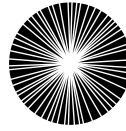
### **About the American Academy of Ophthalmology Foundation** **[aao.org/foundation](http://aao.org/foundation)**

For more than 35 years, the Foundation has raised funds to support the Academy's educational, quality of care 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.





AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

# Ophthalmic Business Council

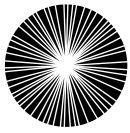
**2018 - 2019  
Membership Application**

## **Ophthalmic Business Council**

American Academy of Ophthalmology  
655 Beach St.  
San Francisco, CA 94109-1336

For more information,  
contact Todd Lyckberg at:  
Tel: 415.447.0361  
Fax: 415.561.8567  
Email: [tlyckberg@aao.org](mailto:tlyckberg@aao.org)

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## Ophthalmic Business Council

### Membership Categories

Please select a level:

- ☐ Platinum Benefactor [ \$35,000 ]
- ☐ Crown Benefactor [ \$25,000 ]
- ☐ Benefactor [ \$15,000 ]
- ☐ Patron [ \$7,500 ]
- ☐ Subscriber [ \$5,000 ]
- ☐ Member [ \$2,500 ]

Membership Year: April 2018–March 2019

Please make check payable to FAAO and mail to:

**American Academy of Ophthalmology Foundation**  
**P.O. Box 7309**  
**San Francisco, CA 94120-9833**  
**Tel: 415.447.0361**  
**Fax: 415.561.8567**  
**Email: tlyckberg@aaao.org**

The Foundation of the American Academy of Ophthalmology (FAAO) is a 501(c)(3) not-for-profit organization. Charitable donations to the FA AO are deductible as provided by law. It is the policy of the FA AO that a portion of the gifts and/or income there from is used to defray the costs of raising and administering the funds. Certain benefits have a fair market value that will be deducted from your gift for tax purposes.

### Membership Information

Yes, my company wants to become an OBC member.

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Company Name

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Address

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City

State

Zip

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Contact Name

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Title

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Telephone

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Email

Please list any other company representatives that you would like notified of OBC events.

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Name

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Title

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Telephone

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Email

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Name

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Title

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Telephone

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Email