



AMERICAN ACADEMY™
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

Ophthalmic Business Council

2017 - 2018

Connecting Academy and industry
leaders for more than 20 years





AMERICAN ACADEMY™
OF OPHTHALMOLOGY

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
- Have timely conversations about critical issues facing ophthalmology
- Navigate reimbursement and policy issues

2017 Symposia

OBC Spring Symposium April 27 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 7 - 8 San Francisco

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



Cynthia A. Bradford, MD
2017 Academy President

“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 CARE, INC.



OBC Member Benefits

Membership in the categories below is available for companies who will not be exhibiting at AAO 2017 in New Orleans.

\$2,500 – Member

Benefits include:

- Invitation for one representative to attend the 2017 Spring and Fall Symposia
- OBC member recognition and website link 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 2017 *Meeting Guide*
- Complimentary annual subscription to *EyeNet® Magazine*
- Complimentary subscription to the 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 for AAO 2017*
- One complimentary corporate representative registration to attend a Subspecialty Day** meeting at AAO 2017
- Special mailing of the Academy's product catalog

\$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 for AAO 2017*
- Two complimentary corporate representative registrations to attend a Subspecialty Day** meeting at AAO 2017
- 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 for AAO 2017*
- 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 2017 Spring and Fall Symposia
- Invitation for two seats on the OBC Steering Committee, chaired by the Academy's CEO

\$35,000 – Platinum Benefactor

All Crown Benefactor-level benefits, plus:

- Invitation for five representatives to attend the 2017 Spring and Fall Symposia

*AAO 2017: \$1,600 value per registrant

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

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



2016 – 2017 Members

Crown Benefactors (\$25,000)

Alcon, Inc.
Allergan, Inc.
Genentech, Inc.
Optos, Inc.
Regeneron Pharmaceuticals, Inc.
Shire

Benefactors (\$15,000)

Abbott Medical Optics, Inc.
Bausch + Lomb
Janssen Global Services, LLC
Sun Ophthalmics

Patrons (\$7,500)

Carl Zeiss Meditec, Inc.
Clearside Biomedical, Inc.
Notal Vision, Inc.
Omeros Corporation

Subscribers (\$5,000)

AcuFocus, Inc.
Aerie Pharmaceuticals, Inc.
Inotek Pharmaceuticals
Oculus, Inc.
Ophthotech Corporation
Optovue, Inc.
Spark Therapeutics, Inc.
VISTAKON, Johnson & Johnson
Vision Care, Inc.

Members (\$2,500)

Akorn, Inc.
Alimera Sciences, Inc.
Bio-Tissue, Inc.
NeoMedix Corporation
New World Medical, Inc.
Topcon Medical Systems, Inc.

Membership year:

April 2016 – March 2017

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 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.

