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Academy Foundation Donor Reception
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As a special thank-you, the Academy Foundation invites its donors to meet Academy leaders and enjoy refreshments.

Ophthalmology® and Ophthalmology® Retina: Meet and Greet the Editors
Sunday, Nov. 12, 1 – 3 p.m.
Authors and peer reviewers are invited to visit the Resource Center to meet members of the editorial boards.

AAOE Presents: Ophthalmologists Business Summit
Sunday, Nov. 12, 2 – 3 p.m.
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EyeCare America® Volunteer Reception
Sunday, Nov. 12, 3 – 5 p.m.
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EyeCare America volunteers seldom get to meet each other. Join your colleagues as we honor you and your dedication to this vital public service.

Ophthalmology® Retina Launch Celebration
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• Ophthalmology Clinics of North America
• British Journal of Ophthalmology
• Clinical and Experimental Ophthalmology
• EyeNet Magazine
• Revista Mexicana de Oftalmología
• Indian Journal of Ophthalmology

Online Books
• Color Atlas of Gonioscopy
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Last major revision: 2015–2016, 368 pages
Print #02800017
eBook #02800017V
Print and eBook #02820017V

Section 2: Fundamentals and Principles of Ophthalmology
Section chair: Lawrence M. Levine, MD
Examines the essential scientific grounding for current ophthalmic practice. Discusses ocular anatomy, embryology, biochemistry and metabolism and the latest developments in eye-related molecular and clinical genetics studies.

Last major revision: 2014–2015, 430 pages
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Section 3: Clinical Optics
Section chair: Dimitri T. Azar, MD
Topics covered include optics of the human eye, clinical refraction and ophthalmic instruments. Provides an overview of refractive surgery. Includes numerous figures and learning exercises.

Reviewed for currency in 2016, 366 pages
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Section chair: Robert H. Rosa Jr., MD
Part I, Ophthalmic Pathology, details differential diagnosis for a specific tissue. Part II, Intraocular Tumors, discusses ocular oncology. Includes new images, four new videos and updates to the chapters on conjunctiva, cornea, melanocytic and angiomatosus tumors.

Last major revision: 2016–2017, 372 pages
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Section 5: Neuro-Ophthalmology
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428 pages
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Section 6: Pediatric Ophthalmology and Strabismus
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Contains information on congenital, inflammatory, infectious, neoplastic and traumatic conditions of the orbit and accessory structures. Includes many images and six surgical videos.

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Section 9: Intraocular Inflammation and Uveitis
Section chair: Russell W. Read, MD, PhD
Presents the clinical approach to uveitis and reviews autoimmune and infectious forms of uveitis and scleritis. Includes four videos of fundamental surgical techniques and diagnosis.

Last major revision: 2015–2016, 359 pages
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Section 10: Glaucoma
Section chair: Christopher A. Girkin, MD
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Section chair: Sharon L. Jick, MD
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Last major revision: 2015–2016, 422 pages
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   Ophthalmologists with IRIS Registry-integrated electronic health record (EHR) systems can benchmark their performance, patient outcomes and care processes against practice colleagues or national averages.

2. **Enable clinical discovery.**
   The IRIS Registry generates new clinical knowledge and advances scientific discoveries. By participating, you support data analyses that further our understanding of the natural history and treatment of disease.

3. **Simplify federal quality reporting with or without an EHR system.**
   The IRIS Registry lessens the burden of participating in the Merit-Based Incentive Payment System (MIPS).

Upcoming Deadlines for 2017 Participation

**Oct. 31**
- Sign-up deadline for the IRIS Registry web portal for 2017 MIPS reporting.

**Jan. 15**
- Consent deadline for the Academy to send data to CMS: Submit your data-release consent form to participate in the IRIS Registry and report for the 2017 MIPS reporting period.
- Web portal data-entry deadline: Complete and submit your data entries for non-EHR IRIS Registry users.
Succeed Under MIPS With the IRIS Registry

Medicare is going through its biggest changes in 20 years as a result of the 2015 Medicare Access and CHIP Reauthorization Act.

The new Merit-Based Incentive Payment System combines Physician Quality Reporting System, meaningful use and other federal reporting programs into one.

- **Quality:** The IRIS Registry supports participation in the MIPS quality category. As an example, CMS requires all providers to report on at least one patient outcome measure. The Academy has developed 21 outcome measures.

- **Advancing care information:** The IRIS Registry helps ophthalmology practices meet a requirement of the advancing care information category. CMS gives some credit under this category to physicians who participate in a specialized registry. Ophthalmologists who use the IRIS Registry receive some credit for participating in a specialized registry.

- **Improvement activities:** CMS outlined several activities physicians can choose to perform for the clinical practice improvement activities category. Physicians can receive credit for several of the activities by using a qualified clinical data registry like the IRIS Registry.

New Dashboard Makes MIPS Reporting Easier

The IRIS Registry dashboard was updated this summer with new features and improvements that will help both EHR and manual-entry participants report for MIPS and track their progress in all three categories: quality, advancing care information and improvement activities.

**All practices participating in the IRIS Registry — whether or not they have an EHR system — have the opportunity to avoid MIPS penalties for the 2017 reporting year.**

Access the step-by-step user guide for the new dashboard. Go to [aao.org/irisregistry](aao.org/irisregistry) and click on “User Guide” in the menu bar.

**All IRIS Registry participants**

- View estimates for your scores in each MIPS category and your composite MIPS score
- Review your performance on key quality measures and compare your performance to your practice colleagues or national averages
- Earn credit for the advancing care information and improvement activities categories by entering data

**Participants with an integrated EHR system**

- Qualify for multiple improvement activities
- Earn MOC Part IV credit

Weighting of MIPS Categories

<table>
<thead>
<tr>
<th>Previous program</th>
<th>Current MIPS category</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>PQRS</td>
<td>Quality</td>
<td>&gt;60%</td>
</tr>
<tr>
<td>EHR meaningful use</td>
<td>Advancing care information</td>
<td>25%</td>
</tr>
<tr>
<td>Value-based modifier</td>
<td>Resource use</td>
<td>0%</td>
</tr>
<tr>
<td>N/A</td>
<td>Clinical practice improvement activities</td>
<td>15%</td>
</tr>
</tbody>
</table>

Participants using the web portal

- Receive credit for the quality category by manually entering data

More information is available at [aao.org/irisregistry](aao.org/irisregistry).

For questions, send an email to irisregistry@aao.org.

DEMystify MIPS WITH ACADEMY RESOURCES

Get the MIPS information you need in one place: [aao.org/mips](aao.org/mips).

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**What is diabetic retinopathy?**

People with diabetes can have an eye disease called diabetic retinopathy. This is when high blood sugar levels cause damage to blood vessels in the retina. These blood vessels can swell and leak. Or they can close, stopping blood from passing through. Sometimes abnormal new blood vessels grow on the retina. All of these changes can steal your vision.

### Eye Words to Know

- **Vitreous**: Jelly-like substance that fills the middle of the eye.
- **Flashes**: Tiny clumps of cells or other material inside the vitreous. These look like small specks, strings or clouds moving in your field of vision.
- **Macular edema**: Swelling of the macula from leaking blood vessels. Macular edema causes vision loss.
- **NPDR (non-proliferative diabetic retinopathy)**: This is the early stage of diabetic eye disease. Many people with diabetes have it.
- **PDR (proliferative diabetic retinopathy)**: PDR is the more advanced stage of diabetic eye disease. It happens when the retina starts growing new blood vessels. This is called neovascularization. These fragile new vessels often bleed into the vitreous. If they only bleed a little, you might see a few dark floaters. If they bleed a lot, it might block all vision.
- **Retina**: Layer of nerve cells lining the back wall inside the eye. This layer receives light and sends signals to the brain so you can see.

### Stages of diabetic eye disease

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPDR</td>
<td>Early stage of diabetic eye disease. Many people have it.</td>
</tr>
<tr>
<td>PDR</td>
<td>More advanced stage. New blood vessels grow.</td>
</tr>
</tbody>
</table>

### Diabetic Retinopathy

<table>
<thead>
<tr>
<th>Image</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floaters</td>
<td>Shadowy specks or dots in the field of vision.</td>
</tr>
<tr>
<td>Flashes</td>
<td>Flashes of light that look like lightning streaks.</td>
</tr>
</tbody>
</table>

Also with NPDR, blood vessels in the retina can close off. This is called macular ischemia. When that happens, blood cannot reach the macula. Sometimes tiny particles called exudates can form in the retina. These can affect your vision.

### Floaters and Flashes

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Flutters and Flashes

- Most floaters and flashes are not a problem. However, there are times when they can be signs of a serious condition.

- **Here is when you should call an ophthalmologist right away:**
  - You notice a lot of new floaters
  - You have a lot of flashes
  - A shadow appears in your peripheral vision
  - A gray curtain covers part of your vision

These floaters and flashes could be symptoms of a torn or detached retina. This is when the retina pulls away from the back of your eye. This is a serious condition that needs to be treated.

### Summary

- **Floaters** are dark specks or dots in your field of vision. They are shadows you see from clumps of vitreous gel in your eye.
- **Flashes** are flashes of light that look like lightning streaks in your field of vision. They occur when the vitreous gel rubs or pulls on your retina.

- Floaters and flashes are quite common as people age. However, they can be signs of a retinal detachment, which is a serious problem. If you suddenly have a lot of floaters and see flashes, and you notice changes in your vision, call your ophthalmologist right away.

- If you have NPDR, your vision will be blurry. If you have PDR, you may lose some of your vision.

- **PDR (proliferative diabetic retinopathy):** PDR is the more advanced stage of diabetic eye disease. It happens when the retina starts growing new blood vessels. This is called neovascularization. These fragile new vessels often bleed into the vitreous. If they only bleed a little, you might see a few dark floaters. If they bleed a lot, it might block all vision.

- These new blood vessels can form scar tissue. Scar tissue can cause problems with the macula or lead to a detached retina.

- PDR is very serious, and can steal both your central and peripheral (side) vision.

- **Floaters and migraines:** Sometimes people have light flashes that look like jagged lines or heat waves. These can appear in one or both eyes and may last up to 20 minutes. This type of flash may be caused by a migraine. A migraine is a spasm of blood vessels in the brain. When you get a headache after these flashes, it is called a “migraine headache.” But sometimes you only see the light flash without having a headache. This is called an “ophthalmic migraine” or “migraine without headache.”

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**(Floaters and Flashes) Page 24**

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revised
2018 ICD-10-CM for Ophthalmology: The Complete Reference
This book is the ultimate reference for coding ophthalmic diagnoses using the ICD-10-CM code set.

Features include:
• Diagnosis codes listed alphabetically and alphanumerically
• New codes for five stages of myopic degeneration and low vision categories
• Online access to quick reference guides and decision trees by subspecialty
• Coding clues

Spiral bound, 223 pages
Print  #0120412
$99 member / $163 nonmember

always up to date
ICD-10-CM for Ophthalmology: The Complete Online Reference
Quickly and easily search for diagnosis codes with this online tool. Access via computer or smartphone.

Features include:
• Code or keyword search
• Coding clues
• Bookmarking for ease of use
• Customizable and consolidated notes
• Printable content
• ICD-9 to ICD-10 crosswalks

12-month subscription
Online  #ICDMULTI
$135 member / $220 nonmember

revised
2018 Retina Coding:
Complete Reference Guide
Increase your retina coding competency, reduce claim denials and avoid audit triggers with this unique book. It explains the nuances of coding retinal conditions and procedures and provides best practices to properly document services and submit claims.

Spiral bound
Print  #0120411
$175 member / $288 nonmember

Expected to ship Jan. 29, 2018

SPECIAL OFFER
Save 10% when you buy four or more coding products.

Save up to 40% when you buy the Coding Coach Online and ICD-10-CM Online for two or more users.

CPT is a trademark of the American Medical Association.
**2018 CPT®: The Complete Pocket Ophthalmic Reference**

This handy pocket-sized book contains only what you want and nothing you don't. Ophthalmic-specific CPT codes and descriptions easily allow you to find the codes you need in seconds. Plus, it has a chart audit tool to help you select the correct level of service.

Find codes for:
- Cardiovascular system
- Category III
- Digestive system
- Evaluation and Management (E/M)
- Eye and ocular adnexa
- General and special ophthalmic services
- HCPCS Level II
- Integumentary system
- Musculoskeletal system
- Nervous system
- Neurology procedures
- Radiology
- Respiratory system
- Services and reports
- Spectacle services

Spiral bound
Print  #0120410
$55 member / $92 nonmember

Expected to ship Jan. 3, 2018

CPT is a trademark of the American Medical Association.

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**2018 CPT® Professional Edition**

Published by the AMA

This book helps you code procedures for all of medicine, not just ophthalmology.

Features include:
- A comprehensive index
- Anatomical and procedural illustrations
- Summary of additions, deletions and revisions
- Multiple appendices
- Coding tips and additional citations
- Section-specific tables for content

Spiral bound
Print  #0120421
$110 member / $149 nonmember

Expected to ship Nov. 5, 2017

**E/M Internal Chart Auditor for Ophthalmology**

This online tool helps you quickly and easily conduct internal audits—just like third-party auditors. After you enter the appropriate responses, the tool automatically calculates the correct level of E/M code. Print the results, and file them in your practice’s compliance file. The tool comes with chart auditing examples and a discussion of the key E/M documentation components: history, examination and medical decision-making.

Online  #012397V
$165 member / $275 nonmember

Expected to ship Jan. 17, 2018

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**2018 HCPCS Level II Professional Edition**

Published by the AMA

This spiral-bound book provides the most current coding specifics not currently found in the CPT and diagnosis coding books, such as codes for drugs/injections and ambulance services as well as durable medical equipment, prosthetics, orthotics and supplies (DMEPOS) when used outside a physician’s office.

Features include:
- Access to a companion website for the latest HCPCS code changes
- Table of drugs with method of administration and HCPCS codes
- Color photographs and illustrations

Spiral bound
Print  #0120422
$95 member / $128 nonmember

Expected to ship Jan. 17, 2018
2018 Ophthalmic Coding: Learn to Code the Essentials
This book covers topics that every coder, beginner to intermediate, should know. It’s also an excellent study guide for the Ophthalmic Coding Specialist™ exam (aao.org/ocs).

Chapters include:
- Code This Chart
- Coding Compliance
- CPT and ICD-10 Diagnosis Coding
- Evaluation and Management (E/M) and Eye Visit Code Documentation
- Introduction to Ophthalmic Coding
- Major and Minor Surgical Procedures
- Modifiers
- Testing Services

Spiral bound
Print #0120413
$290 member / $483 nonmember

Expected to ship Jan. 29, 2018

2018 Ophthalmic Coding: Learn to Code the Subspecialties
This collection includes the most up-to-date educational resources for the most commonly performed ophthalmic services unique to each subspecialty. Each module contains appropriate coding and documenting guidelines for exams, tests, minor and major surgeries, including modifier application and frequently asked questions. It is also used as a study guide for the Ophthalmic Coding Specialist exam (aao.org/ocs).

2018 Learn to Code Cataract & Anterior Segment #0120415V

2018 Learn to Code Cornea #0120416V

2018 Learn to Code Glaucoma #0120417V

2018 Learn to Code Oculofacial #0120418V

2018 Learn to Code Optical Dispensing #0120419V

2018 Learn to Code Pediatrics/Strabismus #0120420V

For retina coding, see page 31.

PRICE PER DOWNLOADABLE PDF MODULE
$45 member / $75 nonmember

Available to download Nov. 15, 2017

SPECIAL OFFER
Save 10% when you buy four or more coding products.

Save up to 40% when you buy the Coding Coach Online and ICD-10 Online for two or more users.
Codequest™ In-Person Coding Seminars

Attend Codequest: ophthalmology’s premier coding event in a city near you

The American Academy of Ophthalmology Codequest is a four-hour, in-depth coding event that covers the most important coding topics of the year. No matter what your level of coding experience, Codequest helps you tackle coding scenarios for all subspecialties in ophthalmology.

Attend Codequest 2018 to:
- Stay up to date with the constantly changing landscape of coding and documentation rules.
- Identify the top ICD-10 denials.
- Ensure you meet documentation requirements regardless of payer.
- Respond confidently to, or successfully appeal, every audit.

Topics covered include:
- Critical updates such as new CPT codes, new Category III codes, the impact of the new fee schedule, the correct coding initiative, medically unlikely edits and more.
- Solutions to top coding conundrums that negatively impact reimbursements and trigger audits for all subspecialties.
- Examples of coding best practices across different-sized practice settings, including universities.
- Payers’ policies and how to reduce federal and commercial payer claim denials.
- Answers to your specific questions (registrants can email questions ahead of time to codequest@aao.org).

Who should attend Codequest:
Ophthalmologists, practice managers and administrators, billers, coders and technicians are all encouraged to attend.

Visit aao.org/codequest for details.

CME information
The American Academy of Ophthalmology designates this live activity for a maximum of 4 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

IJCAHPO CE Credits
Ophthalmic allied health professionals receive 4.0 IJCAHPO “A” CE Credits for completion of this course.

NBCOE CE Credits
This American Academy of Ophthalmology Codequest course has been approved for Certified Ophthalmic Executive (COE) credits by the National Board for the Certification of Ophthalmic Executives (NBCOE). The COE credential is the property of the American Society of Ophthalmic Administrators (ASOA) and is administered by the NBCOE.
Each course is packed with vetted, trusted information. Learn about the whole collection at aao.org/1hourcoding.

Instructors: Sue Vicchrilli, COT, OCS, Academy director of coding and reimbursement; and Jenny Edgar, COT, CPCO, OCS, Academy coding specialist

**new**

**Coding Surgical Complications**
This course addresses surgical complications for every subspecialty in ophthalmology and will help you understand what is and is not billable. After the course, you’ll code with complete confidence each exam, test, minor procedure or major surgery that is performed within the global period.

**new**

**E/M Documentation Guidelines for All Subspecialties**
Fact: Exams are the primary target of pre- and post-payment audits. Protect your revenue by accurately coding all necessary components of the history, exam and medical decision-making, no matter your subspecialty. This is required information for physicians, technicians, scribes, coders, billers and compliance staff.

**new**

**Lesion Removal Documentation and Claim Submission Requirements**
Get answers to the most important questions about lesion removal. Find out if payment is per lesion, lid, eye or session; when you should code from the integumentary versus eye and ocular adnexa section of CPT; if you should submit for a biopsy and excision on the same day; and more.

**new**

**Modifiers Made Easy — Your Guide to Correct Coverage**
Inappropriate or lack of modifier use is among the top reasons for claim denials and can be the financial make-or-break of your reimbursements. Take this essential course to learn everything about CPT and HCPCS modifiers.

**Testing Services Documentation Requirements**
Testing services are among the most billed in ophthalmology. Because many tests are delegated, be sure your documentation meets the payer’s requirements. Learn what you need to know to audit-proof your charts.

**Complete Guide to Documenting and Coding Cataract Surgery**
Feel confident in submitting your procedures the first time and learn how to avoid the pitfalls of billing refractive procedures. This course provides you with in-depth knowledge on coding cataract and other anterior segment procedures.

**SPECIAL OFFER**
Save 10% when you buy four or more coding products.

**IJC/CAHP credit information**
A certificate of completion will be available for ophthalmic allied health professionals who wish to claim Category “B” credits.
Physician leaders: get powerful tools to manage a successful modern practice

exclusively for members

Ophthalmologists Business Summit
March 24 – 25, 2018
Dallas, TX

The Academy’s first physician-oriented, business-focused summit addresses the key financial and operational challenges that your practice is facing right now. In a day and a half, you’ll gain key insights and actionable strategies that positively impact the revenue and growth of your practice.

Don’t miss this rare opportunity to exchange knowledge with respected peers in an intimate and focused setting.

Topics include:
• Advanced financial analysis for physicians
• Growing your practice’s profitability
• Succession planning and wealth management
• How lean management can transform your practice
• Can cyber criminals bankrupt your practice?
• Concrete steps for moving from concept to implementation

Who Should Attend?
Academy members who are physician leaders and interested in their practice’s high-level business concerns.

Register today at aao.org/business-summit.

SPECIAL INTRODUCTORY PRICE

$799 member
(Early Registration: Nov. 1 – Dec. 14)

$849 member
(Advanced Registration: Dec. 15 – Feb. 28)

$899
(Registration: March 1 – 25)
Do more with less.
The Academy’s transformative lean management program offers the most complete set of tools to ensure that your practice competes and thrives. Using kaizen, a cycle of continuous improvement defined as Plan > Do > Check > Act, lean management creates the greatest value to:

- Increase profitability
- Deliver exceptional patient satisfaction
- Streamline clinic flow

Get started today: aao.org/leantools.

“After three months [using lean], our practice saw 23 percent growth in a tranquil and calm clinic environment.”

José Agustin Martínez, MD
Austin Retina Associates

Transform your clinic with “The Lean Practice”

**new**

**The Lean Practice: A Step-by-Step Guide to Running an Efficient and Profitable Ophthalmic Practice**

This brand-new eBook features clear instructions, case studies, downloadable worksheets and other tools developed specifically for ophthalmology. Use it to increase practice efficiency, reduce patient wait times and empower front line staff.

**eBook #0121002V**

$150 member / $250 nonmember

**The Lean Practice: Mastering the Art of Lean On-Demand Class**

This two-hour online master class and 24-page companion e-course book present a set of innovative lean principles and implementation steps to help you improve your office’s efficiency, increase your bottom line and improve your patients’ satisfaction.

**Online #0121001V**

$225 member / $375 nonmember

**SPECIAL OFFER**

Save 10% when you order both together.
Alt includes more than 30 courses

AAOE: PRACTICE MANAGEMENT
AAO 2017 AAOE Practice Management Program Meetings on Demand

Access expert-led courses from AAO 2017

includes more than 30 courses

This package features audio and screen capture from courses by ophthalmology’s practice management experts.

Alternative Revenue Sources
• Optical Shops and Retail Revenues
• Twenty-Five Ways to Market Your Optical Dispensary Inexpensively

Business Operations and Finance
• Current Practice Models for Small Ophthalmology Practices
• Financial Analysis and Reporting
• Managing Practice Finances for Ophthalmologists
• Merging Practices — Strategies to Remain Independent
• Private Equity and Other Integration Models
• Private Equity Sales of Ophthalmology Practices
• Starting a New Retina Practice
• Strategic Management of Ophthalmology Practices
• Strategic Partnerships in Health Care

• Top 20 Tips for Optimal Billing
• Transitioning from an Appointment Line to a Call Center

Coding and Reimbursement
• Code This Superbill: Modifiers
• How the IRIS® Registry Helps You Participate in MIPS
• Steps to Successful Surgical Coding

Electronic Health Records, Information Technology
• Advancing Care Information: Panel + Q&A
• MIPS in 2018
• MIPS/ACI FAQs

Human Resources
• Communication Skills to Resolve Tough Conversations
• Employment Law Basics for the Small Ophthalmology Practice
• Group Interviews: Streamlining Your Hiring Process
• Human Resources and Your Practice: A Consultant’s Guide
• Leadership Is a Choice: Save Your Drama for Your Mama

• Using Staffing Department Scorecards to Maximize Operational Efficiency

Marketing
• Social Media: The Good, the Bad, and the Brand Continued

Lean and Practice Quality Improvement
• Changing the Culture of the Practice
• Going Lean: Eliminating Waste in a Multi-Specialty Practice
• Lean Flow Simulation for Solo and Small Practices
• Lean for Retina Practices
• Overcoming the Challenges of Clinical Flow
• Rethink Your Space: Lean Strategies to Optimize Patient Experience and Physician Efficiency

Professional Growth, Leadership
• Do You Know Your Cornea From Your Retina? Ocular Anatomy and Physiology for Beginners

Online #030274V
$145 member / $255 nonmember

Access available starting Nov. 12, 2017 through Dec. 31, 2020
Not eligible for CME credit.

Topics subject to change.

SPECIAL OFFER
Save when you buy the AAO 2017 Complete Meetings on Demand package.

See page 43 for complete details.
AAOE: PRACTICE MANAGEMENT
One-Hour Webinars

Learn to lead your practice to success

From compliance to coding, the Academy and AAOE’s hour-long webinars offer expert instruction on a wide array of topics you care about most. Register for upcoming webinars or order recordings of past presentations at aao.org/store.

Upcoming live webinars include:
• Dec. 7: Effectively Manage Your Millennial Physicians and Staff
  Live #0125034W
  Recording #0125034V
• Jan. 5, 2018: 2018 Ophthalmology Coding Update
  Live #0125036W
  Recording #0125036V

Recorded webinars include:
• Audit Preparation and Survival Guide #0125019V
• Build a Culture of Superior Customer Service #0125030V
• Essential Data Tools for Leading a High-Performance Practice #0125026V
• HIPAA Enforcement Rules — Protect Your Patients and Your Practice #0125027V
• Hone Your Retina Clinic Flow With the Lean Pre-game Plan #0125029V
• Ransomware and Emerging Security Risks — Is Your Data Protected? #0125024V
• Recruit, Train and Retain Qualified Technicians #0125033V
• Remedies for Successfully Managing Noncompliant Patients #0125028V
• Streamlining Your Physician Onboarding Process #0125020V
• Succession Planning Essentials: Hiring Your Next Administrator #0125031V
• Use RVUs to Quantify the Value of Your Clinic’s Services #0125032V

LIVE / RECORDED WEBINAR
$185 member / $236 nonmember
Note: Registrants of live webinar receive the recording at no extra charge.

SPECIAL OFFER
Save up to 40% when you buy two or more practice management webinars.

now in ebook format
The Dispensing Ophthalmologist: What MDs and Administrators Need to Know to Operate a Profitable Dispensary
Learn to establish your optical dispensary efficiently and operate it at peak profitability.

2008, 280 pages
eBook #012179V
$135 member / $165 nonmember
Enjoy exclusive Academy benefits that enable you to provide the highest standard of care.

When you join the Academy, you become part of a community of 32,000 ophthalmologists from around the world who are passionate about protecting vision and fighting preventable blindness. Membership also gives you:

**Access to the IRIS® Registry**
The world’s largest eye disease and condition registry helps members meet requirements for MIPS reporting and improve patient outcomes. Visit aao.org/irisregistry or see page 22 for more information.

**Unrestricted access to the ONE® Network**
The world’s largest online resource for ophthalmic clinical education provides thousands of videos, self-assessment quizzes, practice guidelines and CME activities. Visit aao.org/onenetwork or see page 4 for more information.

**Online journal access**
Members also get free access to peer-reviewed journals via the Academy’s ONE® Network. See page 5 for complete list.

**Your profile in the Find an Ophthalmologist directory**
Be included in the Academy’s online directory, Find an Ophthalmologist, to promote your practice and expand your professional network. Only Academy members can be featured in this listing.

**Subscription to Ophthalmology®, the Academy’s flagship journal**
Ophthalmology publishes the best peer-reviewed research papers from around the world. Each month, you will read articles on surgical techniques, treatment methods, drug studies, pathophysiology, genetics and clinical trials. Members can access the full text of Ophthalmology at aao.org/journals.

For nonmember rates in the United States, visit elsevier.com. Outside the United States, email elspcs@elsevier.com.

**CME reporting and transcripts**
Easily claim and track your continuing medical education credits. Visit aao.org/cme or see page 48 for more information.

**American Academy of Ophthalmology buying program**
Formerly known as SimplifEye™, this program, developed exclusively for Academy and AAOE members by Henry Schein, Inc., offers cost savings on a wide selection of medical and surgical supplies. Visit aao.org/buyingprogram.

**Subscription to EyeNet®, the Academy’s top-ranked monthly magazine**
EyeNet Magazine delivers practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including ophthalmic business, news and editorials, all in a concise, highly readable format.

International members can order a print subscription to EyeNet at a discounted rate. For more information, call the Academy’s customer service department at +1 415.561.8540 or visit aao.org/eyenet.

**Complimentary registration for AAO 2017**
Enhance your clinical education, visit more than 500 commercial exhibitors and network with colleagues from around the world at the largest, most extensive scientific meeting in ophthalmology. Visit aao.org/2017 for updates.

**Discounts on products, programs and services**
From clinical education to practice management and patient education materials, the Academy is renowned for the excellence of its products and services. All are developed by dedicated volunteer ophthalmologists and reviewed for currency and accuracy. As an Academy member, you receive special pricing on these products and services.

For a complete list of benefits, visit aao.org/member-services.
Join AAOE for expert coding and practice management resources

Keeping up with the rapidly changing and complex regulatory landscape in health care can be daunting. That’s why the American Academy of Ophthalmic Executives (AAOE), the practice management affiliate of the Academy, provides its members with up-to-date information to help them keep practices compliant and profitable. By being the one-stop practice management resource in ophthalmology, AAOE helps members avoid penalties and increase the success of their practice.

Benefits include:

- **Free registration and priority housing for AAO 2017** — the largest convention of ophthalmic professionals in the world
- **Access to the Ophthalmic News and Education (ONE®) Network** for the latest clinical advances and industry news
- **Exclusive access to advice, tips and guidelines** on all aspects of practice management
- **Convenient email list** to communicate with peers
- **Personalized answers** to challenging coding and compliance questions
- **Networking opportunities** at AAO 2017 and beyond
- **Participation in the AcadeMetrics™ benchmarking and salary surveys**

Sign up your staff or join at [aao.org/joinaaoe](http://aao.org/joinaaoe).

**Free AAOE Membership for Young Ophthalmologists**

Academy members who are currently in training or in their first year of practice are automatically enrolled in AAOE at no charge. If you qualify, take advantage of AAOE’s valuable benefits to prepare for the practice management challenges ahead. Visit [aao.org/aaoe](http://aao.org/aaoe).

“In this age of instantaneous communications, AAOE provides the ophthalmic practice administrator the only true place to receive updated and compelling information on how to perform our duties at a much higher level.”

HARLAN EPSTEIN, PRACTICE ADMINISTRATOR
AAOE MEMBER SINCE 2003
Opthalmology Job Center

Post positions on the #1 job site in ophthalmology

**Post a job**
- Access the most qualified and talented pool of ophthalmologists in the country.
- Save money with flexible posting options.
- Get maximum exposure.

**Post your CV**
- Get automated email alerts.
- Quickly upload cover letters and other documents.
- Save search criteria and job listings.

Visit [aao.org/jobcenter](http://aao.org/jobcenter).
Enjoy AAO 2017 all year-round with Meetings on Demand

View your favorite presentations again or see what you missed with AAO 2017 Meetings on Demand.

Choose from individual Subspecialty Day meetings or the AAOE Practice Management Program—or save when you buy the complete package, which includes highlights from AAO 2017:

- This product is online only (no thumb drive). Internet access is required.
- Presentations will be available starting Nov. 12, 2017.
- Access to this product is available through Dec. 31, 2020.

**new**

**AAO 2017 Complete Meetings on Demand**

Save when you buy the complete package, which includes content from all seven Subspecialty Day meetings and the AAOE Practice Management Program, plus highlights from AAO 2017:

- Nearly 200 hours of synchronized presentation slides with audio
- More than 1,000 presentations total

$499 member / $599 nonmember  
#030273V

Note: Some content may not be available, or may be audio only, due to permissions not granted by the original presenter. AAO 2017 Meetings on Demand is not eligible for CME credit.

**new**

**Individual Subspecialty Day Meetings on Demand**

Choose just the Subspecialty Day meetings you’re most interested in. Includes select presentations with synchronized slides and audio.

- **2017 Cornea Subspecialty Day on Demand**  
  #030275V

- **2017 Glaucoma Subspecialty Day on Demand**  
  #030276V

- **2017 Neuro-Ophthalmology Subspecialty Day on Demand**  
  #030277V

- **2017 Oculofacial Plastic Surgery Subspecialty Day on Demand**  
  #030278V

- **2017 Pediatric Ophthalmology Subspecialty Day on Demand**  
  #030279V

- **2017 Refractive Surgery Subspecialty Day on Demand**  
  #030280V

- **2017 Retina Subspecialty Day on Demand**  
  #030281V

**new**

**AAO 2017 AAOE Practice Management Program Meetings on Demand**

Includes 36 hours of presentations from the American Academy of Ophthalmic Executives Program. See page 38 for details.

$145 member / $255 nonmember  
#030274V

Watch your favorite presentations, featuring audio and screen capture (includes animation, mouse pointer and embedded video).

View the full list of presentations at aao.org/store.
RESOURCES

EyeWiki™

Access free, quality ophthalmic content with EyeWiki™ — the Academy’s collaborative online encyclopedia. Only ophthalmologists can contribute articles to EyeWiki, but anyone from around the globe, including other physicians, patients and researchers, can view this growing ophthalmic educational resource.

With EyeWiki, you can:

• Provide your expertise on new topics or expand on existing ones
• Ensure other ophthalmologists, medical students, patients and researchers around the world receive high-quality, accurate ophthalmic information
• Access a wealth of ophthalmic information written by your peers
• Build your online reputation by contributing to a proven, popular resource

More than 675 articles have already been created. In addition, more than 3 million readers visited EyeWiki last year and read more than 6 million pages.

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  Vinay A. Shah, MD
• Uveitis:
  Russell W. Read, MD, PhD

EyeWiki Partners
• American Academy of Pediatrics Section on Ophthalmology
• American Association for Pediatric Ophthalmology and Strabismus
• American Association of Ophthalmic Oncologists and Pathologists
• American Glaucoma Society
• American Society of Cataract and Refractive Surgery
• American Society of Ophthalmic Plastic and Reconstructive Surgery
• American Society of Retina Specialists
• American Uveitis Society
• Contact Lens Association of Ophthalmologists
• The Cornea Society
• International Society for Clinical Electrophysiology of Vision
• International Society of Refractive Surgery
• The Macula Society
• North American Neuro-Ophthalmology Society
• The Retina Society
• Women in Ophthalmology

How to Contribute
If you are an ophthalmologist or ophthalmologist in training, we invite you to contribute articles in your areas of expertise. No special software or skills are required. Just register, write, save and post.

Access EyeWiki at aao.org/eyewiki. For more information, contact eyewiki@aaao.org.

WIN A TRIP TO THE MID-YEAR FORUM
Enter to win an all-expenses-paid trip to the Academy’s Mid-Year Forum in Washington, D.C., in April 2018. If you are a resident or in a fellowship in the United States, you are invited to submit high-quality articles to EyeWiki before Dec. 1, 2017. Four winning entries will be chosen. Visit aao.org/eyewiki.
Ophthalmology’s Public Voice

The Academy’s EyeSmart® program informs the public about the importance of eye health and empowers them to preserve their healthy vision by providing the most trustworthy and medically accurate information about eye diseases, conditions and injuries. The Academy developed EyeSmart as a service to its member ophthalmologists and their practices.

EyeSmart (aao.org/eyesmart) contains comprehensive, ophthalmologist-reviewed information, supplemented by animations, videos and vision simulators, to help people understand how to keep their eyes healthy and when to see an ophthalmologist.

The EyeSmart website features:

- **Extensive descriptions of eye conditions** — symptoms, diagnoses, treatment options, surgical risks and benefits, and definitions of common eye anatomy terms
- **Dynamic videos** — delivering information the way today’s audience expects it
- **Ask an Ophthalmologist** — Academy members answer the public’s questions
- **Find an Ophthalmologist** — search for ophthalmologists by last name, city, state, country or ZIP/postal code
- **Tips and resources** — articles for maintaining healthy vision and resources available through EyeSmart, EyeCare America® and other partners
- **EyeSmart in Spanish: OjosSanos™** — The high-quality English content, including videos, has been translated into Spanish and is available at aao.org/salud-ocular.

EyeSmart Newsletter

A free monthly e-newsletter with information about eye diseases, risk factors, treatments and other eye health topics, plus the latest news about EyeSmart initiatives at the community level. Sign up at aao.org/eye-health/newsletter-signup.

How to Use EyeSmart for Your Practice

Link your website

Connect your patients directly with EyeSmart and give them 24/7 access to Academy-vetted eye health information. Find out how at aao.org/eye-health/resources.

Get social

Share or retweet EyeSmart’s social media posts or place an EyeSmart social media feed on your practice website. EyeSmart’s resources also include text you can use to highlight monthly eye health observances and important health and safety messages in your practice newsletter or social media messages.

Supplement patient education materials

Resources can be used to supplement Academy patient education materials, which can help with informed consent and managing malpractice risk. See pages 24 to 29 for more information.
The Foundation is proud to support innovative programs like the IRIS Registry and state-of-the-art education centers on the ONE Network. An investment in these resources elevates our profession and provides the tools we need to better care for our patients.

As a donor, you make an impact that goes far beyond your own community by ensuring the continued success of these valuable programs:

- **Ophthalmic Education/ONE Network** provides state-of-the-art learning tools to help us keep up with clinical advancements. Access is free for members because of donor support.
- The **H. Dunbar Hoskins Jr., MD Center for Quality Eye Care** facilitates the groundbreaking IRIS Registry, conducts quality-of-care research and develops patient care guidelines.
- **Global Outreach** programs provide critical educational resources free of charge to ophthalmologists in developing nations.
- **EyeCare America** helps provide sight-saving care to seniors and at-risk individuals across the United States.
- The **Museum of Vision** shares ophthalmology’s history, science and visionaries with the world.
- The **Michael R. Redmond, MD Professionalism and Ethics Education Center** promotes the value of ethics in our profession through comprehensive educational resources.
- The **Bruce E. Spivey, MD Fund for Risk Management Studies** helps ophthalmologists reduce risk while administering high-quality patient care.
- The **Robert A. Copeland Jr., MD Advocacy Education Fund** enables residents to attend the Academy’s Mid-Year Forum in Washington, D.C. to see advocacy in action for our profession.

It’s easy to make a tax-deductible gift today:

- Cash, check or credit card
- A pledge to make a larger contribution over time
- Securities or real estate
- Planned giving, including bequests, living trusts and annuities

To learn more or make a gift, visit [aao.org/foundation](http://aao.org/foundation) or contact Karen Duke at kduke@aao.org or +1 415.447.0356.

“Academy educational programs like the ONE Network promote a high level of clinical and surgical standards and innovation. It’s incredible to be able to refer to videos, evidence-based cases, journal articles and other resources to more effectively treat patients. These resources benefit all of us, and I’m privileged to support them as a Partners for Sight donor.”

GREGORY L. SKUTA, MD
OKLAHOMA CITY, OK

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