



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Get a head start on business practice management at AAO 2022.

AAOE Instruction Courses

(Included with registration)

Saturday, Oct. 1

- 202 | *Building and Protecting Wealth Through Your Practice: In Operation and Through Merger/Acquisition*, 8:00 – 9:15 a.m.
- 218 | *YOs: How to Find Your Dream Job?*, 8:00 – 9:15 a.m.
- 238 | *Successful Lean Implementation: The Physician-Administrator Dyad*, 11:30 a.m. - 12:45 p.m.
- 234 | *How to Eliminate Flow Logjams From Your Practice*, 11:30 a.m. – 12:45 p.m.
- 236 | *Top Ten Ways to Reduce Overhead*, 11:30 a.m. – 12:45 p.m.
- 253 | *Buying/Selling a Practice: Creating Win-Win Transactions*, 2:00 – 3:15 p.m.
- 255 | *The Ophthalmic Practice and the New Normal*, 2:00 – 3:15 p.m.



The American Academy of Ophthalmic Executives® (AAOE®), the Academy's practice management affiliate, provides you with the practice management information and support you need during and after the Annual Meeting.

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AAOE Instruction Courses

Saturday, Oct. 1

- **254 | *What Is A Practice Worth? Components of Estimating Value for Ophthalmology Practices*, 2:00 – 3:15 p.m.**
- **251 | *Patient Satisfaction Made Simple: Seven Steps*, 2:00 – 3:15 p.m.**
- **276 | *Maximizing Your 2022 MIPS Score Through Promoting Interoperability Success*, 3:45 – 5:00 p.m.**
- **275 | *Personal Financial Management for Ophthalmologists in a Post-COVID World*, 3:45 – 5:00 p.m.**
- **271 | *Turn Your Practice into a Tax-Efficient Fortress: Corporate Structure, Benefit Planning and Asset Protection for AAOE Practices*, 3:45 – 5:00 p.m.**
- **273 | *Balance Sheets: Best Practices and Insights from the Pandemic*, 3:45 – 5:00 p.m.**
- **278 | *Assess Your Market for Better Planning*, 3:45 – 5:00 p.m.**

American Academy of Ophthalmic Executives® (AAOE®)

Level Up for Practice Management Success!

AAOE Master Classes *(Separate ticket required)*

Friday, Sept. 30
9:00 a.m. to 12:00 p.m.

MC01 | *Developing the Leader Within: Choosing Your Energy*

MC02 | *Ahead of the Curve: Proactive Management Strategies for Modern Retina Practices*

Friday, Sept. 30
1:30 p.m. to 4:30 p.m.

MC03 | *Billing and Revenue Cycle Management: Maximize Your Practice Reimbursement*

MC04 | *HR Bootcamp: A Review of Hot Button Employment Issues Faced by Medical Practices*

MC05 | *Risk Management, Communication and the Importance of Proactive Policies*



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AAOE Instruction Courses

Sunday, Oct. 2

- 400 | *Hiring an Ophthalmologist for Your Practice: Avoiding the Pitfalls*, 8:00 – 9:15 a.m.
- 402 | *Physician Practice Sales*, 8:00 – 9:15 a.m.
- 403 | *MD/OD Integration and Recruitment Strategies*, 8:00 – 9:15 a.m.
- 404 | *Private Equity in Ophthalmology: Real World Feedback from Physicians that Have Taken the Plunge*, 8:00 – 9:15 a.m.
- 662 | *Recognizing and Preventing Embezzlement in the Ophthalmic Practice*, 8:00 – 9:15 a.m.
- 415 | *Hot Topics in Ethics: How Would You Respond?*, 9:45 a.m. 11:00 a.m.
- 434 | *Change the Way You Think About Clinic Templates With Departure-Based Scheduling*, 11:30 a.m. – 12:45 p.m.
- 433 | *How to Integrate Lean Process Improvement into Your Practice*, 11:30 a.m. – 12:45 p.m.
- 435 | *Healthcare Contracting*, 11:30 a.m. – 12:45 p.m.
- 430 | *Starting Your Own Solo Ophthalmology Practice: Why and How*, 11:30 a.m. – 12:45 p.m.

American Academy of Ophthalmic Executives® (AAOE®)

Code It Right From the Start!

AAOE Coding Sessions
(Separate ticket required)

Friday, Sept. 30
9:00 a.m. to 12:00 p.m.

22CODE1 | *Fundamentals of Ophthalmic Coding*

Friday, Sept. 30
1:30 p.m. to 4:30 p.m.

22CODE2 | *Coding Camp*





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AAOE Instruction Courses

Sunday, Oct. 2

- 449 | *Employment Law Basics for the Small Ophthalmology Practice*, 2:00 to 3:15 p.m.
- 450 | *Boost Physician Efficiencies: Creating a Lean Culture With Technology*, 2:00 to 3:15 p.m.
- 471 | *Trends in Ophthalmology Malpractice Litigation: How to Avoid Becoming a Target by Handling Trigger Events and Complications*, 3:45 – 5:00 p.m.
- 467 | *Lean for Ophthalmology Practices and Clinic Space Design*, 3:45 – 5:00 p.m.
- 469 | *Train Your Staff To Become Quality Improvement Champions*, 3:45 – 5:00 p.m.
- 466 | *Personal Finance for Ophthalmologists: How to Save \$3 Million on Your Own (Or, Do I Need a Financial Advisor?)*, 3:45 – 5:00 p.m.

Conversations With the Experts

Schedule a free 20-minute, one-on-one private consultation with a practice management expert.

Academy Resource Center,
Booth 1408
Saturday, Oct. 1 – Monday, Oct. 3
9:00 a.m. to 5:00 p.m.

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Protecting Sight. Empowering Lives.®



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AAOE Instruction Courses

Monday, Oct. 3

- **604 | MSOs and BSOs: Opportunities for Ophthalmology Healthcare Providers and Private Equity Transactions, 8:00 – 9:15 a.m.**
- **603 | Ophthalmic Practice Buy-ins/Payouts: A How-to Guide For Bringing On A New Partner, 8:00 – 9:15 a.m.**
- **600 | Protect Your Online Reputation: Five Pearls to Build a Physician Brand and Social Media Presence, 8:00 – 9:15 a.m..**
- **622 | Managing High-Performing Ophthalmology Practices: A Data-Driven Approach to Improving the Bottom Line, 9:45 – 11:00 a.m.**
- **619 | Successfully Designing and Developing a Full-Service Ophthalmic Center, 9:45 – 11:00 a.m.**
- **623 | Harassment and Discrimination in Medical Practices: Traditionally and During the COVID-19 Era, 9:45 – 11:00 a.m.**
- **624 | Six Keys To Delivering An Exceptional Patient Experience Each and Every Time, 9:45 – 11:00 a.m.**

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AAOE Instruction Courses

Monday, Oct. 3

- 640 | *Motivating Cataract Patients: Why & How to Deliver Education*, 11:30 a.m. – 12:45 p.m.
- 641 | *The 10 Most Common Fatal Mistakes (and How to Avoid Them) When Negotiating or Renewing Your Vendor Contracts*, 11:30 a.m. – 12:45 p.m.
- 638 | *Aligning Expectations and Flow in a Wellness-Centered Clinic*, 11:30 a.m. – 12:45 p.m.
- 654 | *Use of Artificial Intelligence at the Time of Scheduling in Ophthalmology Practices to Drive Improved Patient Care, Operations and Revenue*, 2:00 to 3:15 p.m.
- 653 | *Lean Operational Competitive Advantage: Using Lean for Better Patient Experiences*, 2:00 to 3:15 p.m.
- 655 | *Make Sound Business Decisions Using Feasibility Analysis Skills*, 2:00 to 3:15 p.m.



“As a Young Ophthalmologist, AAOE gave me the confidence and knowledge to run my own practice.”

Arvind Saini, MD, MBA
Integrity Eye
AAOE Board Member