



AMERICAN ACADEMY™
OF OPHTHALMOLOGY

AAO 2016
In conjunction with APAO
INNOVATE

Enhance Patient Care With Cutting-Edge Education at AAO 2016

**Join Your Senior Ophthalmologist Colleagues
at AAO 2016**

Find SO special events and resources

View recommended courses for SOs

Get details on the 2016 Orbital Gala

Connect on the web and Twitter:

aao.org/2016

aao.org/so

[#aao2016](https://twitter.com/aao2016)



AAO 2016
October 15 – 18
Subspecialty Day
October 14 – 15
AAOE Program
October 15 – 18

AAO 2016

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INNOVATE

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An Invitation From the SO Chair

Dear Colleague,

I cordially invite you to attend AAO 2016, the world's most comprehensive ophthalmic meeting. Not only does the Academy annual meeting provide the highest quality education available, it also allows us SOs to reconnect with longtime colleagues and friends.

The Senior Ophthalmologist Committee has developed several events and resources just for SOs, outlined in this brochure. One event in particular that you should not miss is the Senior Ophthalmologist Special Program and Reception. This event features two engaging presenters that will speak to the local lore of Chicago and answer your questions. You will also witness the presentation of the Academy EnergyEYES award, the opportunity for YOs to honor a long-time mentor and motivator.

For many of us, the Academy's annual meeting has been an ongoing tradition. And whether you are still in practice or planning to retire, the annual meeting offers a variety of educational offerings that will help you in any stage of your career. Use this brochure for a complete listing of courses hand selected by the SO Committee.

On behalf of the SO Committee, we hope to see you in Chicago.

Sincerely,
Susan H. Day, MD
Senior Ophthalmologist Committee Chair
Chicago, IL

2016 SENIOR OPHTHALMOLOGIST COMMITTEE



Susan H. Day, MD, Chair,
Senior Ophthalmologist Committee
Chicago, IL



David W. Parke, MD
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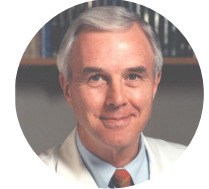
Richard L. Abbott, MD
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Rochester, NY



Thomas S. Harbin, MD
Atlanta, GA



M. Bruce Shields, MD
Burlington, NC



Samuel Masket, MD
Los Angeles, CA



C.P. Wilkinson, MD
Baltimore, MD

Recharge and Reconnect With Your SO Colleagues

SO Lounge
Grand Concourse,
Saturday – Monday
8 a.m. – 5 p.m.
Tuesday
8 a.m. – 3 p.m.

During the annual meeting, it's always refreshing to see old faces and meet new colleagues. The SO Lounge provides the ideal meeting spot to connect with friends and relax, access Wi-Fi and enjoy refreshments between courses. *SO ribbon required for admission.*

SO LOUNGE EVENT

Practice Management Roundtable Discussions
Saturday, Oct. 15, 3 – 4 p.m.

Stop by the SO Lounge and meet with practice management experts who will discuss a variety of practice transitioning tips. Ophthalmic Mutual Insurance Company experts include *Tamara R. Fountain, MD* and *Anne Menke, RN, PhD*. American Academy of Ophthalmology experts include *Robert J. Landau, JD*; *Justin Nabity, CFP*; and *Robert A. Wade, JD*

The Practice Management Roundtable Discussions are held in collaboration with AAOE and OMIC

ATTEND A SENIOR OPHTHALMOLOGIST LEARNING LOUNGE SESSION IN HALL A

An Exit Strategy: Practice Transitions

[Monday, Oct. 17 | 12:15 – 1:15 p.m. | Hall A]

Program Chair: Samuel Masket, MD

This interactive session will cover options for smoothly exiting out of practice, technical tools for SOs, job sharing, and life transitions.

Presenters: *John G. Clarkson, MD*; *Lisa B. Arbisser, MD*; *Amir I. Arbisser, MD*; and *William J. Fishkind, MD*



Take Advantage of Exclusive SO Programming

Get in-depth career advice and practice management pearls in these SO educational sessions:

SO SYMPOSIA

Patient Engagement

[SYM25] Monday, Oct. 17, 8:30 to 10 a.m.]

Program Chair: Susan H. Day, MD

As patient satisfaction/outcomes grow in importance, understand how this concept becomes incorporated into policies and services such as Shared Decision-Making Resource Centers and how geriatric patient populations will be participating in the patient engagement movement.

Global Ophthalmology: Opportunity for SOs

[SYM48] Tuesday, Oct. 18, 10:15 to 11:15 a.m.]

Program Chairs: Hilary A. Beaver, MD and Gwen K. Sterns, MD

Explore meaningful opportunities to contribute and serve overseas by providing clinical care in underserved areas, teaching surgical techniques, vision rehabilitation, and resident education.

This is a joint symposium between the Academy's Committee on Aging and the SO Committee.

SO SPECIAL EVENTS

Technology Courses

Learn from two Academy technology gurus on how to effectively market your practice with web tools and social media and the affect that our current digital age is having on brain health.

FREE: Brain Health and Longevity for SOs in the Digital Age

[SPE05 | Saturday, Oct. 15, 9 – 11 a.m.]

Presenter: Andrew P. Doan, MD, PhD

Learn how technology, social media and video games positively and negatively affect brain health in the digital age.

FREE: Use Blogging and Social Networking to Supercharge Your Website and Internet Marketing

[SPE09 | Saturday, Oct. 15, 1 – 4 p.m.]

Presenters: Andrew P. Doan, MD, PhD and Randall V. Wong, MD

Get hands-on, step-by-step instruction on how to construct your blog, publish articles and use the power of search engines to attract people to your practice, website or business.

SO BREAKFAST WITH THE EXPERTS

Start the day with a small-group discussion led by experts on topics relevant to SOs.

Transitions in Practice: Slowing Down and Its Implications

[B142 | Monday, Oct. 17 | 7:30 – 8:30 a.m.]

[B167 | Tuesday, Oct. 18 | 7:30 – 8:30 a.m.]

Moderated by Paul N. Orloff, MD

Transitioning to a more limited ophthalmology practice requires many decisions and actions that will be new to most practitioners. We will discuss how to have a smooth adaption to this new practice style.

Stopping Surgery – When, Why and What It Means to Your Practice

[B108 | Sunday, Oct. 16 | 7:30 – 8:30 a.m.]

[B141 | Monday, Oct. 17 | 7:30 – 8:30 a.m.]

Moderated by Harry A. Zink, MD

Giving up surgery is not the end of your professional life. We'll discuss the many pluses to this change, such as a more relaxed lifestyle and not taking calls.



Engage With Colleagues and Enjoy This Premiere SO Event

SO Special Program
Monday, Oct. 17,
2:30 – 4 p.m.

Reception
4 – 5 p.m.

2016 SO PROGRAM

As is our tradition, the SO Special Program will highlight features of our dynamic host city.

This year, two engaging speakers will talk about **Abraham Lincoln**. The program also includes the presentation of the EnergyEYES Award and a reception for all. Please bring your guests to this entertaining event.

2:30 p.m.

Welcome

Susan H. Day, MD

Chair, Senior Ophthalmologist Committee

2:35 p.m.

Lincoln, Chicago, and Convention Politics

Douglas Carlson, JD



This presentation will take attendees back to another historical presidential campaign where an unfavored candidate from Illinois made history just two miles from McCormick Place.

3:10 p.m.



Thomas Campbell, JD, author of *Fighting Slavery in Chicago, Abolitionists, the Law of Slavery, and Lincoln*.

This presentation will trace the activities of the Chicagoans who formed a chapter of the Anti-Slavery Society, operated a station on the Underground Railroad freeing thousands of slaves, and helped carry Lincoln to victory at the 1860 Republican Convention.

3:45 p.m.

Presentation of the 2016 EnergyEYES Award

The EnergyEYES award is presented by the Young Ophthalmologist (YO) Committee to a senior ophthalmologist who serves as a strong role model, and displays high energy that motivates them to get involved.

4 p.m.

Reception

Mingle and enjoy refreshments with your SO colleagues, program speakers and the EnergyEYES Award recipient directly following the program.

AAO 2016 Highlights for SOs

SUNDAY, OCTOBER 16, 2016

Protecting Your Online Image

[216 | 10:15 – 11:15 a.m. | Room: S403A]

K. David Epley, MD

Defending the Ophthalmologist in a Medical Malpractice Lawsuit

[212 | 10:15 a.m. – 12:30 p.m. | Room: N136]

Robert Ritch MD, FACS

An Introduction to Error Disclosure for Ophthalmologists

[225 | 11:30 a.m. – 12:30 p.m. | Room: S403B]

Bryan S. Lee, MD JD

Social Media Guru Tips

[236 | 2 – 3 p.m. | Room: S504D]

Robert F. Melendez, MD MBA

Cyber Security and the Emerging Security Risk Facing Ophthalmology Practices

[232 | 2 – 3 p.m. | Room: S502AB]

Jeffery Daigrepoint

The iPhone and iPad for Ophthalmologists

[LAB126 | 3 – 5 p.m. | Room: N227A]

Vinay A. Shah, MD

Aging and the Eye

[544 | 4:30 – 5:30 p.m. | Room: N135]

Scott M. MacRae, MD

MONDAY, OCTOBER 17, 2016

Social Media: The Good, the Bad, and the Brand

[403 | 9 – 10 a.m. | Room: S501D]

Lisa B. Rentz

Accountable Care Organization: Opportunity, or Not for Ophthalmology?

[405 | 9 – 10 a.m. | Room: S502AB]

Brenda Laigaie, JD

Trends in U.S. Ophthalmology Malpractice Litigation and How to Avoid Becoming a Target

[436 | 10:15 – 11:15 a.m. | Room: S504D]

Neil Harkin Ekblom, JD

With an Artistic Vision: Perception, the Arts, and the Eye

[459 | 11:30 a.m. – 12:30 p.m. | Room: N138]

Vincent P de Luise, MD

Income Division for Group Practices: Structuring Appropriate Physician Compensation Arrangements

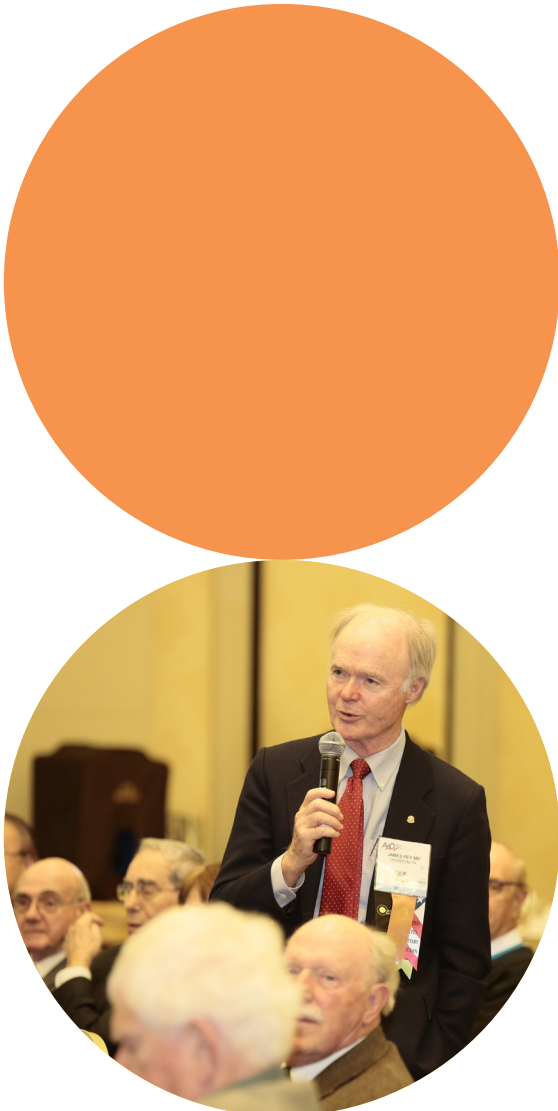
[447 | 11:30 a.m. – 12:30 p.m. | Room: S504A]

Robert J. Landau, JD

For the most current course information, go to aao.org/programsearch and search by code or Endorsed by the SO Committee.



AAO 2016 Highlights for SOs



MONDAY, OCTOBER 17, 2016 – CONTINUED

Protecting Your Practice From Embezzlement

[474 | 2 – 3 p.m. | Room: S501ABC]

Andrea V. Gray, MD

Ophthalmic Telemedicine 2016

[490 | 2 – 4:15 p.m. | Room: S105D]

Michael T. Trese, MD

American Academy of Ophthalmic Executives Book Club: Professional Growth and Development

[446 | 3:15 – 4:15 p.m. | Room: S504A]

Robert E. Wiggins, MD MHA

Yikes – I’ve Been Yelped!

[520 | 3:15 – 4:15 p.m. | Room: S501ABC]

Robert A. Wade, JD

How to Deal With Difficult Patients

[523 | 4:30 – 5:30 p.m. | Room: S502AB]

Bill Russ

The Code of Ethics: A Shield in Litigation

[525 | 4:30 – 5:30 p.m. | Room: S103A]

Ronald W. Pelton, MD PhD

Practice Valuations: What’s a Practice Worth Today?

[517 | 4:30 – 5:30 p.m. | Room: S505AB]

Mark D. Abruzzo, JD

TUESDAY, OCTOBER 18, 2016

Surviving the Move to Your Second EHR

[609 | 9 – 10 a.m. | Room: S505AB]

Ronald Sterling, CPA MBA

How to Recruit, Interview, Select and Sign the Right Ophthalmologist

[633 | 10:15 – 11 a.m. | Room: S501D]

Michael J. Parshall

Partial Retirement in a Group Practice

[673 | 11:30 a.m. – 12:30 p.m. | Room: S504BC]

Robert J. Landau, JD

Vision and the Artist

[660 | 11:30 a.m. – 12:30 p.m. | Room: E353B]

Michael F. Marmor, MD

EHR: Compliance and Medicolegal Issues

[685 | 12:45 – 3 p.m. | Room: N427D]

David E. Silverstone, MD

For the most current course information, go to aao.org/programsearch and search by code or Endorsed by the SO Committee.

Register for AAO 2016 Today

REGISTRATION INFORMATION

Go to aao.org/registration to register, purchase an Academy Plus course pass and book a room at an official AAO 2016 hotel. If you are a member of the Academy or AAOE, your registration is free. (You must still register to attend.) With the Academy Plus course pass you get unlimited access to more than 350 Academy and AAOE instruction courses. Drop in on courses without signing up ahead of time.

IMPORTANT DATES

August 26 (International Registrants)

September 23 (U.S. Registrants)

Last day to register and have your badge and meeting materials mailed to you before the meeting.

SUBSPECIALTY DAY

Immerse yourself in all-day subspecialty meetings and get the newest research and treatments from subspecialty leaders.

- **Cornea 2016:** Advancements in Cornea and External Disease: Essential Tools for Success in 2016 (Saturday)
- **Glaucoma 2016:** Innovations in Glaucoma Care: Evolution and Revolution (Saturday)
- **Ocular Oncology and Pathology 2016:** Breezing Along in Ocular Oncology and Pathology in the Windy City (Saturday)
- **Oculofacial Plastic Surgery 2016:** Beauty and the Beast: From Aesthetics to Advanced Orbital Disease (Saturday)
- **Pediatric Ophthalmology 2016:** Decision 2016 – Cast Your Votes Wisely (Saturday)
- **Refractive Surgery 2016:** Pursuit of Perfection (Saturday)
- **Retina 2016:** Winds of Innovations (Friday and Saturday)
- **Uveitis 2016:** To Bootcamp and Beyond (Saturday)

Your Subspecialty Day registration includes the following:

- Ability to float among Subspecialty Day meetings on the day(s) you are registered.
- Access to Retina Subspecialty Day exhibits on Friday (Retina and Refractive Surgery registrants only)
- Access to the AAO 2016 exhibition on Saturday (if registered for a Saturday Subspecialty Day)
- View the Refractive Surgery E-Posters
- Detailed course syllabus
- Continental breakfast
- Coffee breaks
- Lunch



AAO 2016 CME Credit

The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

AAO 2016: The American Academy of Ophthalmology designates this live activity for a maximum of 33 *AMA PRA Category 1 Credits*.™

Credit Designation Statement for Retina Subspecialty Day:

The American Academy of Ophthalmology designates this live activity for a maximum of 14 *AMA PRA Category 1 Credits*.™

Credit Designation Statement for Cornea, Glaucoma, Ocular Oncology and Pathology, Oculofacial Plastic Surgery, Pediatric Ophthalmology, Refractive Surgery, and Uveitis Subspecialty Day meetings:

The American Academy of Ophthalmology designates this live activity for a maximum of 7 *AMA PRA Category 1 Credits*.™

Physicians should claim only the credit commensurate with the extent of their participation in the activity.

You will not receive credit for activities such as viewing exhibits or social networking, or for attending committee meetings, special meetings and events, the AAOE General Session, EyeNet Lunch Symposia or affiliate events.

Easily report CME credit at terminals located in South, Level 2.5, and the Academy Resource Center, Booth 508. Once your attendance is verified, you can claim credit online. Check your email at the end of the meeting for a convenient link to the online system.

FULFILL ALL YOUR SELF-ASSESSMENT REQUIREMENTS AT AAO 2016

All of the Subspecialty Day meetings, as well as up to 24 credit hours within AAO 2016, have been pre-approved for self-assessment credit. Find a listing of the self-assessment courses using the online Program Search or Mobile Meeting Guide.

Portions of these activities meet the Self-Assessment CME requirements defined by the American Board of Ophthalmology (ABO). The ABO is not an accrediting body for purposes of any CME program. ABO does not sponsor this or any outside activity, and ABO does not endorse any particular CME activity. Complete information regarding the ABO Self-Assessment CME Maintenance of Certification requirements are available at: <http://abop.org/maintain-certification/part-2-lifelong-learning-self-assessment/sacme/>.

NOTE: Credit designated as “self-assessment” is *AMA PRA Category 1 Credit*™ and is pre-approved by the ABO for the Maintenance of Certification (MOC) Part II CME requirements. Find more information about the Academy’s educational offerings at [CME Central](#) on the ONE® Network.



Ways to Support Your Academy

2016 ORBITAL GALA: WALK ON THE WILD SIDE

Chicago Field Museum
Sunday, Oct. 16, 6 – 10 p.m.

Take a walk on the wild side with the Academy Foundation at the 13th annual Orbital Gala. Explore the wonders of the animal kingdom — from the lions of Tsavo to the African giant swallowtail butterfly. Wear your favorite animal print and prowl the exhibits, feast with Sue the T. rex, hunt for silent auction treasures and shake your tail feathers on the dance floor.

[Purchase 2016 Orbital Gala tickets.](#)



This year's special honoree is Richard P. Mills, MD, MPH.

For more than three decades, Dr. Mills has been an integral part of the Academy's leadership, most notably as *EyeNet® Magazine* chief medical editor, EyeCare

America® chair and Academy president. The impact he has had on ophthalmology as a physician, teacher and leader are immeasurable. Those making a tribute gift of \$250 or more in Dr. Mills' honor receive a personal message in the tribute book given to Orbital Gala guests.

[Make a tribute gift.](#)

HELP YOUR COMMUNITY

EyeCare America provides eye care to US citizens and legal residents through volunteer ophthalmologists (Eye M.D.s) at no cost to those who qualify.

Becoming an EyeCare America volunteer is a great way for SOs to give back to your community. Learn more about this program and [enroll today](#).

SURGICAL SCOPE FUND

The Academy's Surgical Scope Fund, supported by confidential contributions from ophthalmologists, provides grants to state ophthalmological societies to support their legislative, regulatory and public education efforts. [Contribute online](#) or download a printable form (PDF 273KB) to fill out and send via fax or mail.

OPHTHPAC®

OPHTHPAC represents the profession of ophthalmology to the U.S. Congress and advocates for you, your practice and your patients. We are always looking for members who would like to take part in the political process and help to build our relationships with their members of Congress. If you are interested in becoming a congressional advocate, let us know and sign up today!

Learn more about the [Surgical Scope Fund](#) and [OPHTHPAC](#) by visiting the Advocacy kiosk in the Academy Resource Center, Booth 508.

Create Pre-AAO 2016 Buzz With Your Colleagues

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CONNECT ON ACADEMY FORUM

Interact with fellow AAO 2016 attendees on the members-only [Academy Forum](#) and:

- Exchange opinions on can't-miss courses
- Post questions you hope to find answers for at AAO 2016
- Discuss Chicago tourism and travel tips
- Give advice on how to get the most out of the Academy's annual meeting

JOIN THE ACADEMY'S AAO 2016 FACEBOOK EVENT PAGE

Get the latest AAO 2016 updates by joining the AAO 2016 event page on [Facebook](#).

FOLLOW AAO 2016 CONVERSATIONS ON TWITTER

Follow the [Academy](#) on Twitter and use the official annual meeting hashtag #aao2016 for real-time meeting updates. Follow [AAOE](#) on Twitter for the most up-to-date practice management news.

RESOURCES JUST FOR SOs

View the [Scope](#) newsletter for additional coverage of AAO 2016, and details on everything SO in Chicago.