

MID-YEAR FORUM APRIL 21–24, 2010 WASHINGTON, DC



Capital Hilton 1001 16th Street, NW Washington, DC 20036

2010 MYF Final Program

The American Academy of Ophthalmology is accredited by the ACCME to provide continuing medical education for physicians.

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

WEDNESDAY, APRIL 21

Congressional Advocacy Day

4:00 pm – 8:30 pm

Registration/Information

CAPITAL TERRACE

7:00 pm – 8:30 pm

Dinner Briefing – New Program Features!

PRESIDENTIAL BALLROOM

MODERATOR: Donald J. Cinotti, MD – Chair, Congressional Advocacy Day, American Academy of Ophthalmology

This year's Congressional Advocacy Day will focus on the continuing effort to implement wide-spread changes to our health care system and Medicare. Fair and stable Medicare payments for physicians remains a top legislative priority at Congressional Advocacy Day 2010. Please join us as Eye M.D.s from across the country descend on Washington to lobby Congress on this and other key ophthalmology issues. Before making their way to Capitol Hill, attendees will be fully trained on best practices for representing ophthalmology before members of Congress and their staff. All Academy members are encouraged to participate in this important and exciting Academy event.

7:00 pm – 7:05 pm

Welcome

Donald J. Cinotti, MD – Chair, Congressional Advocacy Day, American Academy of Ophthalmology

7:05 pm – 7:15 pm

Remarks from the President

Randolph L. Johnston, MD, President, American Academy of Ophthalmology

7:15 pm – 7:20 pm

EyeCare America

Betty Lucas, Director, EyeCare America, Foundation of the American Academy of Ophthalmology

7:20 pm – 7:25 pm

Surgical Scope Fund

Laurie Gray Barber, MD, Chair, Surgical Scope Fund Committee, American Academy of Ophthalmology

7:25 pm – 7:45 pm

The Importance of Getting Involved (video)

7:45 pm – 7:50 pm

OPHTHPAC

S. William Clark III, MD, Chair, OPHTHPAC Advocacy Committee, American Academy of Ophthalmology

7:50 pm – 8:15 pm

Legislative Briefing

Cathy Cohen, Vice President, Governmental Affairs, American Academy of Ophthalmology
Steve Miller, Director of OPHTHPAC & Political Affairs, American Academy of Ophthalmology
James F. Jorkasky, Executive Director, National Alliance for Eye and Vision Research/Alliance for Eye and Vision Research

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WEDNESDAY, APRIL 21 **Congressional Advocacy Day** *continued...*

8:15 pm – 8:25 pm **Navigating an Effective Hill Meeting**

8:25 pm – 8:30 pm **Closing**

Donald J. Cinotti, MD – Chair, Congressional Advocacy Day, American Academy of Ophthalmology

8:45 pm – 9:45 pm **Advocacy Ambassador Program Briefing and Reception** – *by invitation only*
SENATE ROOM

THURSDAY, APRIL 22 **Congressional Advocacy Day** *continued...*

7:00 am – 8:00 am **Continental Breakfast – Questions and Answers**
CAPITAL TERRACE

8:00 am – 3:00 pm **Scheduled visits with Members of Congress and Staff**
Appointments with your members of Congress will be made for you based on your zip code on file at the Academy. For questions about your appointments, contact Stacey Gardner at sgardner@aaodc.org or call 202.737.6662

11:30 am – 2:00 pm **Luncheon**
DIRKSEN SENATE OFFICE BUILDING, ROOM SD-106
A buffet style lunch for Academy members visiting Capitol Hill will be available during these hours.

THURSDAY, APRIL 22 **Preconference Activities**

7:00am – 3:00 pm **Committee/Secretariat Meetings** – *Individually scheduled*
Academy secretaries, associate secretaries, committee chairs and others are invited to have meetings before the Mid-Year Forum begins.

12:30 pm- 2:45 pm **Leadership Development Program** – *by invitation only*
CANNON HOUSE OFFICE BUILDING - 121 CANNON
Participants in the Academy's Leadership Development Program XII, class of 2010, who have been selected through a competitive nomination process, meet in the third of a four-session leadership program, which addresses a variety of leadership, advocacy and association management topics.

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THURSDAY, APRIL 22 Mid-Year Forum Events

- 7:00 am- 5:00 pm **Registration/Information**
CAPITAL TERRACE
- 3:30 pm **Welcome and Introduction to the 2010 Mid-Year Forum**
PRESIDENTIAL BALLROOM
David W. Parke, II, MD - Executive Vice President and CEO and Randolph L. Johnston, MD - President, American Academy of Ophthalmology
- 3:40 pm- 5:30 pm **What Will Medicare Reform Really Look Like?**
MODERATOR: William L. Rich, III, MD - AAO Medical Director of Health Policy, American Academy of Ophthalmology
Independent of health care reform, there will be physician payment reform. This session will highlight different methodologies and potential impacts on ophthalmology. Payment systems will no longer reward volume but physician pay will be based on value in the future. What impact will an independent cost control commission have? How will ophthalmologists work in “Accountable Care Organizations” of the future? Speakers will examine the impact of resource use feedback reports, implementation of episode or other groupers on ophthalmology practice.
- 3:40 pm – 3:55 pm **Resource use Feedback Reports, Medicare Implementation of Episode Groupers – Their Impact on Ophthalmology**
Louis H. Diamond, MBChB, FACP - Vice President and Medical Director, Thomson Healthcare
- 3:55 pm – 4:10 pm **Independent Medicare Commission – What It Means for Payment**
Paul B. Ginsburg, PhD - President, Center for Studying Health System Change and Public Trustee, American Academy of Ophthalmology
- 4:10 pm – 4:25 pm **Alternate Payment Methodologies: Bundling and Accountable Care Organizations (ACOs)**
William L. Rich, III, MD - Medical Director of Health Policy, American Academy of Ophthalmology and Paul B. Ginsburg, PhD - President, Center for Studying Health System Change and Public Trustee, American Academy of Ophthalmology
- 4:25 pm – 4:40 pm **The Measurement Implications of Performance Based Payment Models**
Thomas B. Valuck, MD, JD – Senior Vice President, Strategic Partnerships, National Quality Forum
- 4:40 pm – 5:30 pm **Q&A**
- 5:30 pm **End of Session**
- 5:30 pm – 6:00 pm **Council Regional Chair and Co-Chair Orientation – by invitation only**
NEW YORK ROOM
**MODERATORS: Jean E. Ramsey, MD, MPH - Council Chair
Russell N. Van Gelder, MD, PhD - Council Vice Chair**
Regional Meeting chairs and co-chairs are invited to attend a special orientation. The orientation will include a review of the agenda for the regional meetings and responsibilities of facilitating the meetings.

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THURSDAY, APRIL 22 Mid-Year Forum Events *continued...*

6:00 pm – 9:00 pm **Welcome Reception and Awards Banquet**
RECEPTION: CONGRESSIONAL/SENATE ROOM
AWARDS BANQUET: PRESIDENTIAL BALLROOM
KEYNOTE SPEAKER: **Paul Begala, Political Analyst and Commentator, CNN**
TOPIC: **Divided or United? President Obama, Congress and the 2010 Midterm Elections.**

9:15 pm – 11:00 pm **Surgical Scope Fund Reception – by invitation only**
ST. REGIS HOTEL LOBBY BAR, 923 16TH AND K STREETS, N.W.
In appreciation for your generous contribution to the Surgical Scope Fund, we invite you to join us for a reception at the spectacular St. Regis Lobby Bar. Members contributing \$365 or more to the Surgical Scope Fund for 2010 are invited to attend this special event. **NEW THIS YEAR!** Win an iPad! Members who contribute \$500 or more will be entered into a drawing that evening for a 32 GB Wi-Fi + 3G iPad. *Visit the Surgical Scope Fund desk to check your giving history or make your 2010 contribution!*

FRIDAY, APRIL 23 Mid-Year Forum Events *continued...*

7:00 am - 5:00 pm **Registration/Information**
CAPITAL TERRACE

7:00 am – 8:00 am **Continental Breakfast**
CAPITAL TERRACE

7:00 am – 8:00 am **Orientation for New Councilors – by invitation only**
MICHIGAN ROOM
MODERATORS: **Jean E. Ramsey, MD, MPH - Council Chair**
Russell N. Van Gelder, MD, PhD - Council Vice Chair

New Councilors are invited to attend a special orientation. The orientation will include an overview of Council operational procedures and responsibilities of Councilors.

8:15 am – 9:45 am **Hearings/Mini-Symposia**

8:15 am – 9:45 am **Ethical ‘No-Fly Zones’ in Daily Practice**
PRESIDENTIAL BALLROOM
MODERATOR: **Charles M. Zacks, MD – Chair, Ethics Committee, American Academy of Ophthalmology**

Declining reimbursement, increased government oversight, new patient demands, the influence of industry and especially the uncertain impact of health care reform all threaten the professional satisfaction we seek. This session will use case studies to illustrate how, when confronted with new temptations to increase the bottom line, we should behave both legally and ethically.

8:15 am – 8:20 am **Introduction**
Charles M. Zacks, MD – Chair, Ethics Committee, American Academy of Ophthalmology

8:20 am – 8:30 am **Kickbacks from Industry: Fraud, Criminal Enforcement. Not Only a “No-Fly Zone”, but a “No-Go Zone”**
Amanda Walker, JD – Senior Counsel of the Office of Inspector General, U.S. Federal Government

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FRIDAY, APRIL 23

Mid-Year Forum Events *continued...*

- 8:30 am – 8:40 am **Increasing Your Bottom Line: Pushing Premium IOLs on an Unsuspecting Patient Population Good for Your Practice, Good for the Profession?**
Terrence P. O'Brien, MD – Director of Refractive Surgery Service, Bascom Palmer Eye Institute, University of Miami School of Medicine
- 8:40 am – 8:50 am **Marketing Premium IOLs: Pratfalls and Pitfalls**
Christie L. Morse, MD – Vice Chair, Ethics Committee & Trustee-at-Large, American Academy of Ophthalmology
- 8:50 am – 9:00 **Co-Management: When is it in the Patient's Best Interests, and more Importantly, When is it Not?**
James B. Lynch, JD – Legal Counsel, Ethics Committee, American Academy of Ophthalmology and Of Counsel, Dorsey & Whitney
- 9:00 am **Q&A**
QUESTIONS TO CONSIDER – SEE AGENDA TAB 6
- 9:45 am **End of Session**
- 8:15 am – 9:45 am **Board Games & Patient Safety: Updates on Certification and Licensure in Optometry & Ophthalmology**
FEDERAL AB
MODERATOR: Cynthia A. Bradford, MD – Senior Secretary for Advocacy, American Academy of Ophthalmology
Issues of demand for services and attention to quality and safety will continue to put pressure on ophthalmology and optometry and their respective roles in eye care delivery. At the same time, changes are occurring in Board certification and maintenance of certification (MOC) for ophthalmology and a new national certification for optometrists is in development. Discussions are taking place and language exists in draft legislation that may link MOC to PQRI and maintenance of licensure (MOL). What scenarios may develop from these trends and what position or action should or can the Academy take?
- 8:15 am – 8:20 am **Introduction and Overview**
Cynthia A. Bradford, MD – Senior Secretary for Advocacy, American Academy of Ophthalmology
- 8:20 am – 8:35 am **Board of Ophthalmology Certification – Raising the Standards for Board Certification and Maintenance of Certification**
John G. Clarkson, MD – Executive Vice President, American Board of Ophthalmology
- 8:35 am – 8:43 am **Where Do State Medical Boards Fit In?**
Jean R. Hausheer, MD, FACS – Associate Professor, Department of Ophthalmology, University of Missouri-Kansas City, School of Medicine
- 8:43 am – 8:51 am **Glaucoma Certification in California – The Question of Qualification**
Craig H. Kliger, MD - Councilor and Executive Vice President, California Academy of Eye Physicians and Surgeons
- 8:51 am – 8:59 am **The Changing Landscape in Board Certification and Education – The YO Perspective**
Diana R. Shiba, MD – Member, Young Ophthalmologist Advocacy Subcommittee, American Academy of Ophthalmology

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FRIDAY, APRIL 23

Mid-Year Forum Events *continued...*

8:59 am – 9:45 am

Q&A

QUESTIONS TO CONSIDER –SEE AGENDA TAB 7

9:45 am

End of Session

9:45 am – 10:15 am

Break

CAPITAL TERRACE

10:15 am – 11:45 am

Hearings/Mini-Symposia

Commercial support provided in part by  ALLERGAN – Gold Level

10:15 am – 11:45 am

The Quality Goes in Before the Bill Goes Out: What You Need to Know About Quality of Care Reporting

PRESIDENTIAL BALLROOM

MODERATOR: Anne L. Coleman, MD, PhD - Director, H. Dunbar Hoskins, Jr., MD Center for Quality Eye Care and Secretary for Quality of Care, American Academy of Ophthalmology

Physicians are increasingly being evaluated on measures of quality and performance, including efficiency. The Academy has been involved to ensure physicians have input on decisions about the future of quality measurement and improvement in the U.S. health care system. Increasingly, Medicare -- the nation's biggest purchaser of health care -- is moving to tying physician payments to the quality of care. In deciding what treatments Medicare will cover, scientific evidence, comparative effectiveness research and what is considered "reasonable and necessary" for beneficiaries is considered. These ongoing activities and the future of quality evaluation and reporting will be discussed.

10:15 am – 10:25 am

Hoskins Center and its Role in Quality Measurement

Anne L. Coleman, MD, PhD – Director, H. Dunbar Hoskins, Jr., MD Center for Quality Eye Care and Secretary for Quality of Care, American Academy of Ophthalmology

10:25 am – 10:40 am

Future of Quality Measurement and Evaluation

Michael T. Rapp, MD, JD, FACEP – Director, Quality Measurement Health Assessment Group, Office of Clinical Standards and Quality, Centers for Medicare and Medicaid Services

10:40 am – 10:50 am

Performance Measurement Development Workgroup and Inclusion of Ophthalmic Specialties

John T. Thompson, MD, Leader, Performance Measurement Development Workgroup, American Academy of Ophthalmology

10:50 am – 11:00am

Ophthalmic Registry as a Model for Ophthalmic Specialties

Priscilla Perry Arnold, MD – Co-Chair, AMA-Academy Eye Care Workgroup on Performance Measures, American Academy of Ophthalmology and Chair, Government Relations Committee, ASCRS

11:00 am – 11:45 am

Q&A

QUESTIONS TO CONSIDER – SEE AGENDA TAB 8

11:45 am

End of Session

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FRIDAY, APRIL 23

Mid-Year Forum Events *continued...*

10:15 am – 11:45 am

How Tweet It Is: Social Media's Role in Clinical and Patient Education

FEDERAL AB

MODERATOR: Andrew G. Iwach, MD - Secretary of Communications, American Academy of Ophthalmology

With the abundance of social media outlets and portals like Twitter, never has so much health information been at the fingertips of physicians and patients. Yet the potential for misinformation is also greater than ever before, and the overall deluge can be challenging to manage. Used in the right way, today's powerful communication and collaboration tools can improve your practice efficiency and clinical knowledge base and serve as an important driver of patient education and advocacy support.

10:15 am – 10:20 am

Introduction

Andrew G. Iwach, MD - Secretary of Communications, American Academy of Ophthalmology

10:20 am – 10:30 am

The Academy Online Community: Where All of Ophthalmology Goes to Connect

Tamara R. Fountain, MD - Member, *EyeNet* Editorial Advisory Board, American Academy of Ophthalmology and Executive Secretary, ASOPRS

10:30 am – 10:35 am

Q&A

10:35 am – 10:45 am

Using Social Networking and Social Media in the Practice Setting

Robert F. Melendez, MD, MBA - Chair, YO Info Editorial Board, American Academy of Ophthalmology

10:45 am – 10:50 am

Q&A

10:50 am – 10:55 am

The Wisdom of the Ophthalmology Crowd: EyeWiki

Andrew G. Iwach, MD - Secretary of Communications, American Academy of Ophthalmology

10:55 am – 11:00 am

Reaching the Public: EyeWiki and EyeSmart

Andrew G. Iwach, MD - Secretary of Communications, American Academy of Ophthalmology

11:00 am – 11:05 am

Q&A

11:05 am – 11:15 am

Social Media: Pedestal or Relationships?

Toby Vann – Senior Vice President, Engagement Planning, GMMB

11:15 am - 11:45 am

Q&A

QUESTIONS TO CONSIDER – SEE AGENDA TAB 9

11:45 am

End of Session

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FRIDAY, APRIL 23

Mid-Year Forum Events *continued...*

12:00 pm – 2:00 pm

Luncheon and Closing Session

CONGRESSIONAL/SENATE

What Will it Take to Get Paid for Using EHR?

MODERATOR: Michael F. Chiang, MD - Chair, Medical Information Technology Committee, American Academy of Ophthalmology

Over the last few years, the Academy's leadership has directed attention to help members prepare for the transition to electronic health records. Starting in 2011, the federal government is providing payments for physicians adopting EHR and meeting criteria for "meaningful use." These can add up to as much as \$44,000 over five years for an individual physician participating in Medicare. HHS has created a new certification process for EHR systems, targeting privacy, security and interoperability requirements. Speakers will focus on these new provisions for HHS certification of EHR systems and demonstrating "meaningful use" by individual physicians, required for qualifying for incentive payments.

1:00 pm – 1:10 pm

Introduction of Meaningful Use: Overview of the Meaningful Use Criteria and Certification Process

Michael F. Chiang, MD – Chair, Medical Information Technology Committee,
American Academy of Ophthalmology

1:10 pm – 1:30 pm

Meaningful Use Criteria: What is Required for Ophthalmologists to Demonstrate Meaningful Use and Qualifying for Incentive Payments?

Suniti Ponskshe, MS - CEO, Ponskshe Consulting Services

1:30 pm – 1:40 pm

What is Next? How to Implement EHR and Get Paid?

Michael X. Repka, MD – Secretary for Federal Affairs, American Academy of Ophthalmology

1:40 pm – 2:00 pm

Q&A

2:00 pm

End of Session

2:00 pm – 2:30 pm

Break

CAPITAL TERRACE

FRIDAY, APRIL 23

Post Conference Events

2:30 pm – 3:55 pm

Council Opening Session

PRESIDENTIAL BALLROOM

4:00 pm – 6:00 pm

Council Regional Meetings

AGENDA TABS 18, 19A, 19B

6:15 pm – 8:00 pm

OPHTHPAC Reception – *by invitation only*

HAY-ADAMS HOTEL, SIXTEENTH & H STREET, N.W.

OPHTHPAC's major donors are invited to attend a special recognition reception. The reception includes a full open bar and heavy hors d'oeuvres. Members contributing \$500 or more to OPHTHPAC for the 2010 giving year are invited to attend this lively cocktail reception. To check your giving history or to make a contribution, contact Heather Falen at hfalen@aaodc.org or call 202.737.6662. Contributions will also be accepted at the Federal Affairs desk at the meeting prior to the reception.

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SATURDAY, APRIL 24

Post Conference Events

Commercial support provided in part by **Genentech** – Silver Level
IN BUSINESS FOR LIFE

6:30 am – 1:00 pm

Registration/Information

CAPITAL TERRACE

7:00 am – 8:30 am

Committee/Secretariat Meetings – schedule individually

6:00 am – 7:00 am

Continental Breakfast for Councilors

FOYER 1

7:00 am – 8:30 am

Council State Section Meeting

PRESIDENTIAL BALLROOM

7:00 am – 8:30 am

Council Subspecialty/Specialized Interest Section Meeting

FEDERAL AB

8:30 am – 8:45 am

Break

CAPITAL TERRACE

8:45 am – 11:00 am

Hearing on Council Advisory Recommendations and Council Business

PRESIDENTIAL BALLROOM

11:15 am – 1:00 pm

Council Luncheon and Closing Session Entertainment: “The Capitol Steps”

CONGRESSIONAL/SENATE

1:00 pm

Conclusion of Mid-Year Forum

11:30 am - 5:00 pm

Committee/Secretariat Meetings – schedule individually

Save the Date

Next Mid-Year Forum: April 6 – 9, 2011

Grand Hyatt, Washington DC