AMERICAN ACADEMY
OF OPHTHALMOLOGY®

AAO 2017
New Orleans

Exhibitor Guide and Hall Map

Presented by *EyeNet® Magazine*

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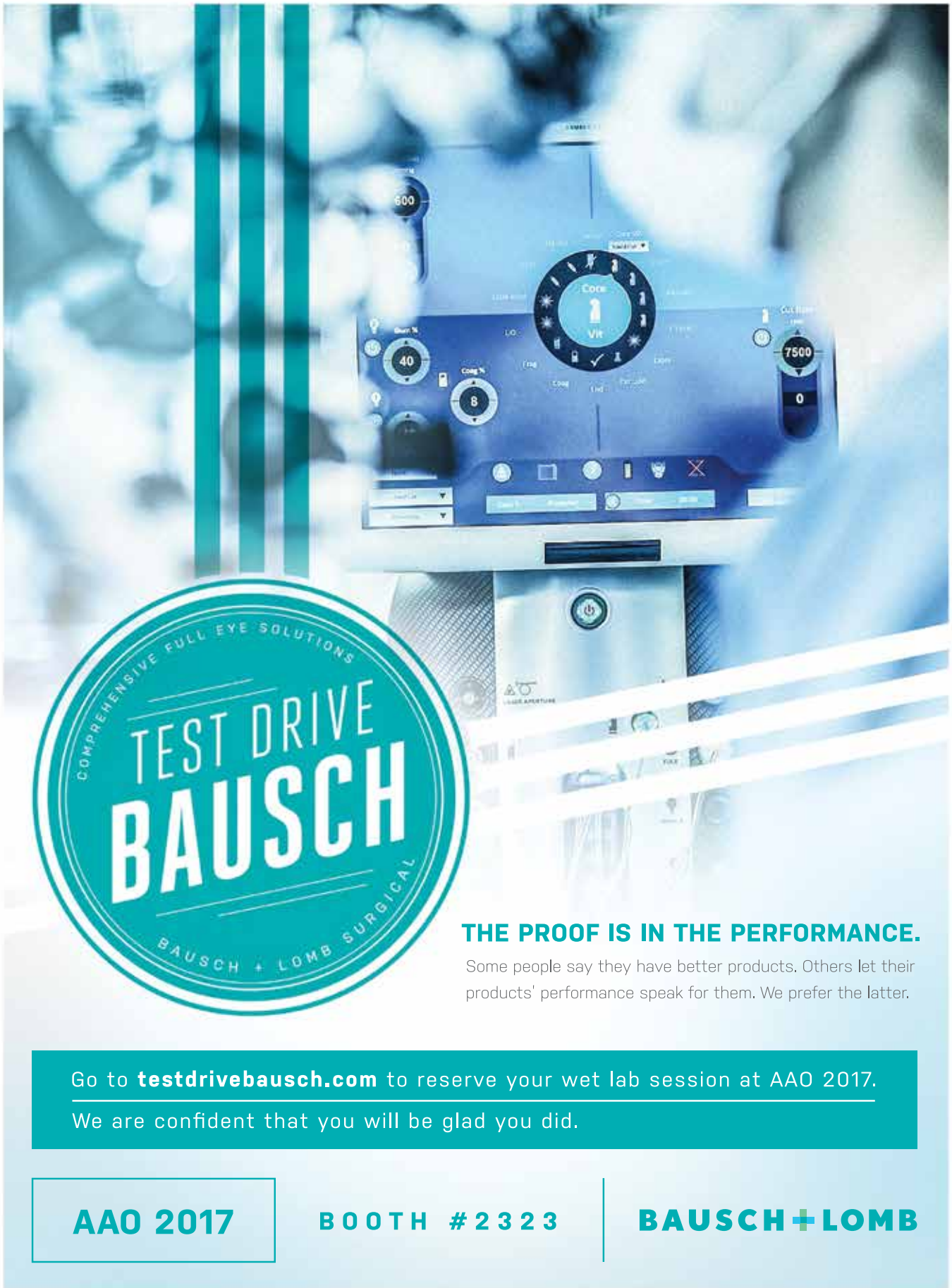

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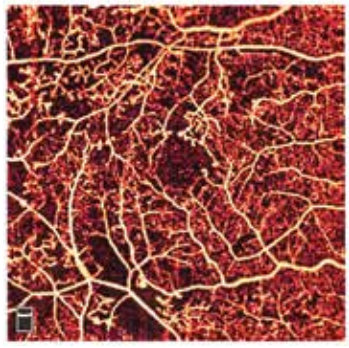

510-623-8868, www.optovue.com

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New Orleans

Welcome to New Orleans! *EyeNet*'s *Exhibitor Guide* is designed to maximize your time on the show floor. The guide's alphabetical business listings help you quickly identify companies to visit and highlights some of their new products and services. Use the fold-out map to navigate the exhibit floor, and use the notes page in the back to plot your course through the hall or to take notes during vendor meetings. We hope your time at AAO 2017 is productive and enjoyable.

Sincerely,

Dale E. Fajardo, EdD, MBA
Publisher, *EyeNet Magazine*

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Allergan Medical Affairs — Booth 1011

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949-284-4510, www.myalphaeoncredit.com

ALT Medical Devices — Booth 963

786-657-3771, www.mdalt.com

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Amcon — Booth 925

314-849-7773, www.crestpointmgt.com

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For concise summaries of each day's clinical highlights, read *AAO 2017 Daily,* a brief bulletin emailed in the evening to you and to more than 70,000 of your colleagues in the global ophthalmic community. *AAO 2017 Daily* is reported onsite in New Orleans Nov. 10-13, and allows ophthalmologists at the meeting and at home to stay on top of news from Subspecialty Day and AAO 2017. Additionally, these articles will be posted online at aao.org/eyenet/daily.

American Academy of Ophthalmic Executives (AAOE) — Booth 3140

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410-647-5140, www.aolab.com

American Society of Cataract & Refractive Surgery (ASCRS) — Booth 2011

703-591-2220, www.ascrs.org

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ArcScan, Inc. — Booth 2203

877-363-7226, www.arcscan.com

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888-550-2769, www.goarmy.com

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011-852-3943-5821, www.apaophth.org

ASICO, LLC — Booth 545

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Association for Research in Vision and Ophthalmology (ARVO) — Booth 3513

240-221-2900, www.arvo.org

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800-981-5084, www.athenahealth.com

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727-821-3303, www.aurorasurgical.com

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844-528-3376, www.avedro.com

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650-396-3741, www.avellinolab.com/us

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877-880-9020, www.thebeneficial.com

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BIONIKO — Booth 504

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800-437-2423, www.brightfocus.org

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610-873-1733, www.brumaba.com

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BSM Consulting — Booth 4043

775-832-0600, www.bsmconsulting.com

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413-776-1328, www.caltray.com

Cambrian Medical, Inc. — Booth 1855

408-996-0205, www.cambrianmed.com

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631-330-5000, www.usa.canon.com/eye-care

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Academy Foundation Donor Reception

Saturday, Nov. 11, 4 – 5 p.m.

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.

Join the AAOE board and staff for a tasty snack and announcements about valuable new practice management programs you won't want to miss.

EyeCare America® Volunteer Reception

Sunday, Nov. 12, 3 – 5 p.m. (Museum of Vision, Booth 3047)

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Monday, Nov. 13, 10 – 11 a.m. (Museum of Vision, Booth 3047)

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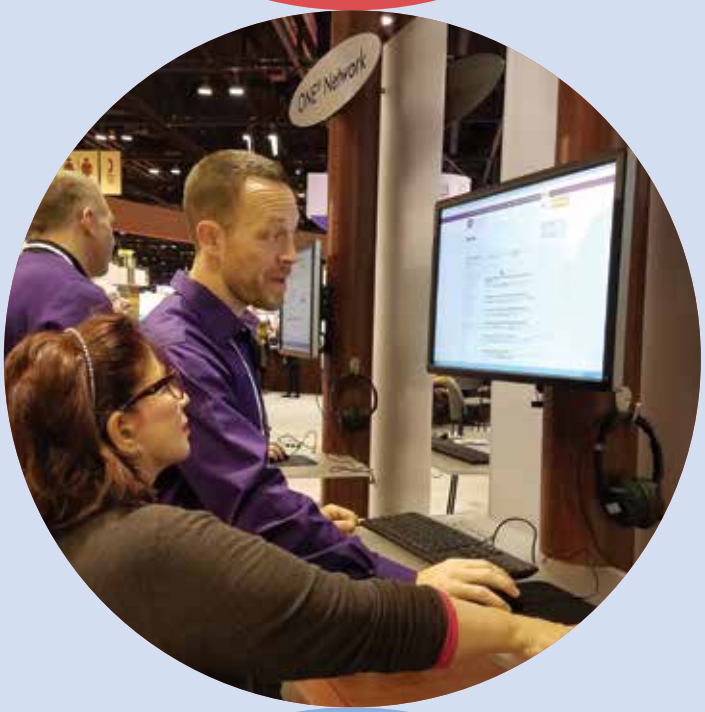

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011-44-01799-5148-00, www.contamac.com

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Crestpoint Management — Booth 816

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Cross Current — Booth 4754

215-230-8682, www.crosscurrent.com

C.S.O. srl — Booth 752

011-390557-2219-40, www.csoitalia.it

DavLong Business Solutions — Booth 3717

912-355-3213, www.davlong.com

Deepak Care, Ltd. — Booth 5133

011-91-1126-9414-31, www.deepakcare.com

Designs For Vision, Inc. — Booth 2519

800-345-4009, www.designsforvision.com

Device Optical — Booth 1056

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Einstein Medical — Booth 4025

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Elbit Systems, BeyeOnics — Booth 4960

011-972-48-318-899, www.elbitsystems.com

Ellex — Booth 4040

Given the favorable comparison of SLT to topical medications and its potential to complement MIGS procedures such as ABiC with iTrack, as well as its dual role as a diagnostic aid, SLT should be considered earlier and more often in the management of glaucoma. Learn more from experts Mark J. Gallardo, MD and Paul I. Singh, MD at the Ellex exhibit #4040.

011-61-8-7675-784, www.ellex.com

Ellman, A Cynosure Company — Booth 1751

516-594-3333, www.ellman.com

Elsevier — Booth 1044

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Enhanced Medical Services — Booth 2102

888-781-4458, www.emseye.com

Enhanced Vision — Booth 1928

800-440-9476, www.enhancedvision.com

Envision Meditech Co., Ltd. — Booth 558

011-86-5126-5360-691, www.yizoooptics.com

Epsilon EyeCare, USA — Booth 1501

909-984-4614, www.epsilonusa.com

Eschenbach Optik — Booth 1837

800-487-5389, www.eschenbach.com

Espansione Group — Booth 4550

011-39-0518-9016-11, www.espansionegroup.it

ESW Vision — Booth 4656

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READ *AAO 2017 NEWS*

Look for *AAO 2017 News* in 3 locations: in Lobby A on Level 1; outside the New Orleans Theater on Level 2; and in the Resource Center, Hall G, Booth 3140.

Subspecialty Day edition. The Subspecialty Day program directors recommend presentations to attend. Meet the editors-in-chief of the Academy's journals. In addition, H. Dunbar Hoskins Jr., MD, discusses mining for data gold.

AAO 2017 edition. Pick up the second edition for an in-depth profile of the 2017 Laureate, Irene H. Maumenee, MD. Other highlights include the Academy President's Guests of Honor, and how to use the IRIS Registry to report MIPS improvement activities.

European Society of Cataract & Refractive Surgeons (ESCRS) Booth 3314

011-353-120-9-1100, www.escrs.org

European Society of Ophthalmology (SOE) Booth 3713

011-44-78302-2-1032, www.soevision.org

European Society of Retina Specialists (EURETINA) Booth 3318

011-353-121-92, www.euretina.org

EUSA Global, LLC Booth 4759

786-483-7490, www.ecleris.com

Excellent Hi Care Private Limited Booth 4719

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Expeditor Systems, Inc. Booth 1200

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Eye Care Leaders Booth 3714

855-685-3292, www.eyecareleaders.com

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EyeMD EMR Healthcare Systems, Inc. Booth 4539

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EyeMD EMR Healthcare Systems

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EyeSys Vision Booth 2301

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EyeWorld Booth 1911

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Fashion Optical Displays Booth 1910

800-824-4106, www.fashionoptical.com

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FCI Ophthalmics Booth 1945

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Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).

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In clinical trials, the most common adverse reactions reported in 5-25% of patients were instillation site irritation, dysgeusia and reduced visual acuity. Other adverse reactions reported in 1% to 5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus and sinusitis.

To avoid the potential for eye injury or contamination of the solution, patients should not touch the tip of the single-use container to their eye or to any surface.

Contact lenses should be removed prior to the administration of Xiidra and may be reinserted 15 minutes following administration.

Safety and efficacy in pediatric patients below the age of 17 years have not been established.

For additional safety information, see accompanying Brief Summary of Safety Information and Full Prescribing Information on Xiidra-ECP.com.

Shire

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BRIEF SUMMARY:
Consult the Full Prescribing Information for complete product information.

INDICATIONS AND USAGE
Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of the signs and symptoms of dry eye disease (DED).

DOSAGE AND ADMINISTRATION
Instill one drop of Xiidra twice daily (approximately 12 hours apart) into each eye using a single use container. Discard the single use container immediately after using in each eye. Contact lenses should be removed prior to the administration of Xiidra and may be reinserted 15 minutes following administration.

ADVERSE REACTIONS
Clinical Trials Experience
Because clinical studies are conducted under widely varying conditions, adverse reaction rates observed in clinical studies of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice. In five clinical studies of dry eye disease conducted with lifitegrast ophthalmic solution, 1401 patients received at least 1 dose of lifitegrast (1287 of which received lifitegrast 5%). The majority of patients (84%) had ≤3 months of treatment exposure. 170 patients were exposed to lifitegrast for approximately 12 months. The majority of the treated patients were female (77%). The most common adverse reactions reported in 5-25 % of patients were instillation site irritation, dysgeusia and reduced visual acuity. Other adverse reactions reported in 1% to 5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus and sinusitis.

USE IN SPECIFIC POPULATIONS
Pregnancy
There are no available data on Xiidra use in pregnant women to inform any drug associated risks. Intravenous (IV) administration of lifitegrast to pregnant rats, from pre-mating through gestation day 17, did not produce teratogenicity at clinically relevant systemic exposures. Intravenous administration of lifitegrast to pregnant rabbits during organogenesis produced an increased incidence of omphalocele at the lowest dose tested, 3 mg/kg/day (400-fold the human plasma exposure at the recommended human ophthalmic dose [RHOD], based on the area under the curve [AUC] level). Since human systemic exposure to lifitegrast following ocular administration of Xiidra at the RHOD is low, the applicability of animal findings to the risk of Xiidra use in humans during pregnancy is unclear.

Animal Data
Lifitegrast administered daily by intravenous (IV) injection to rats, from pre-mating through gestation day 17, caused an increase in mean preimplantation loss and an increased incidence of several minor skeletal anomalies at 30 mg /kg /day, representing 5,400-fold the human plasma exposure at the RHOD of Xiidra, based on AUC. No teratogenicity was observed in the rat at 10 mg /kg /day (460-fold the human plasma exposure at the RHOD, based on AUC). In the rabbit, an increased incidence of omphalocele was observed at the lowest dose tested, 3 mg /kg /day (400-fold the human plasma exposure at the RHOD, based on AUC), when administered by IV injection daily from gestation days 7 through 19. A fetal No Observed Adverse Effect Level (NOAEL) was not identified in the rabbit.

Lactation
There are no data on the presence of lifitegrast in human milk, the effects on the breastfed infant, or the effects on milk production. However, systemic exposure to lifitegrast from ocular administration is low. The developmental and health benefits of breastfeeding should be considered, along with the mother's clinical need for Xiidra and any potential adverse effects on the breastfed child from Xiidra.

Pediatric Use
Safety and efficacy in pediatric patients below the age of 17 years have not been established.

Geriatric Use
No overall differences in safety or effectiveness have been observed between elderly and younger adult patients.

NONCLINICAL TOXICOLOGY
Carcinogenesis, Mutagenesis, Impairment of Fertility
Carcinogenesis: Animal studies have not been conducted to determine the carcinogenic potential of lifitegrast. *Mutagenesis:* Lifitegrast was not mutagenic in the *in vitro* Ames assay. Lifitegrast was not clastogenic in the *in vivo* mouse micronucleus assay. In an *in vitro* chromosomal aberration assay using mammalian cells (Chinese hamster ovary cells), lifitegrast was positive at the highest concentration tested, without metabolic activation. *Impairment of fertility:* Lifitegrast administered at intravenous (IV) doses of up to 30 mg/kg/day (5400-fold the human plasma exposure at the recommended human ophthalmic dose (RHOD) of lifitegrast ophthalmic solution, 5%) had no effect on fertility and reproductive performance in male and female treated rats.

Shire

Manufactured for: Shire US Inc., 300 Shire Way, Lexington, MA 02421.

For more information, go to www.Xiidra.com or call 1-800-828-2088.

US Patents: 8367701; 9353088; 7314938; 7745460; 7790743; 7928122; 9216174; 8168655; 8084047; 8592450; 9085553; 8927574; 9447077; 9353088 and pending patent applications.
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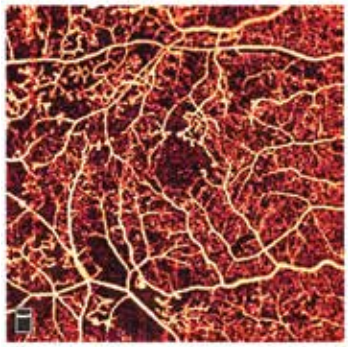

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Program: 7:00-8:00 a.m.

3 LUNCHES

Saturday, Nov. 11, Sunday, Nov. 12, and Monday, Nov. 13

Check-in and meal pickup: 12:15-12:30 p.m.
Program: 12:30-1:30 p.m.

Ernest N. Morial Convention Center
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Check aao.org/eyenet/corporate-events for updated program information.

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1. Data on file.

INDICATIONS: iSert® 250 and iSert® 251 IOL 1-piece lenses are indicated for implantation after extracapsular extraction or phacoemulsification of cataracts in adults. The lens is intended for placement in the capsular bag. WARNINGS: Before implanting iSert® 250 and iSert® 251 IOL 1-piece lenses in patients, preoperative evaluation should be performed by a surgeon to consider the potential benefit/risk ratio. PRECAUTIONS: The lens may stiffen due to the ambient temperature; therefore, it is recommended that the lens be left at a temperature of 21 to 25 °C for at least 30 minutes. Handle the lens with care to prevent haptic damage due to excessive twisting, strong impact, or excessive pressure. The sodium hyaluronate ophthalmic viscosurgical device (OVD) to be infused into the injector should be allowed to attain room temperature prior to use. After use, discard the injector as medical waste. Do not store the product where exposure to gas may take place. Store at room temperature. Do not resterilize or reuse either the injector or the intraocular lens. ADVERSE EVENTS: The incidence of adverse events experienced during the clinical trial was comparable to or lower than the incidence reported in the historic control ("FDA grid") population. As with any surgical procedure, there is risk involved. ATTENTION: Refer to the Directions for Use labeling for a complete listing of indications, warnings and precautions, clinical trial information, etc. CAUTION: Federal (USA) law restricts this device to the sale by or on the order of a physician.

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