

WHERE ALL OF OPHTHALMOLOGY MEETS™

LAS VEGAS

AAO[®] 2015

HIGHLIGHTS FOR SENIOR OPHTHALMOLOGISTS

USE THIS BROCHURE TO:

- Find SO special events and resources
- Get details on the 2015 SO Program
- View recommended courses

SENIOR
SO
OPHTHALMOLOGIST

AAO 2015
November 14-17

Subspecialty Day
November 13-14

AAOE Program
November 14-17

 **AMERICAN ACADEMY[®]
OF OPHTHALMOLOGY**
The Eye M.D. Association

DISCOVER



www.aao.org/senior-ophthalmologists

www.aao.org/2015

 #aao2015



TABLE OF CONTENTS

A Special Invitation from the SO Committee Chair	3
SO Special Events and Resources	4
SO Special Program and Reception.	5
SO Recommended Courses	6
Registration and CME Credit	9
Ways You Can Support the Academy	11
Stay Engaged with the Academy	12

A SPECIAL INVITATION FROM THE SO COMMITTEE CHAIR

Dear Colleague:

If you are like me, you have been a long-time attendee at the Academy's annual meeting. And our reasons for joining are probably the same – the annual meeting offers the largest selection of clinical and practice management education, a place to convene with colleagues from all around the globe and a chance to practice new techniques or skills.

To help you maximize your AAO 2015 experience, the Senior Ophthalmologist Committee has developed several events and resources just for SOs – all 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 local speakers and the presentation of the EnergEYES award.

If you are looking for a place to relax, away from the annual meeting hustle and bustle, be sure to visit the SO Lounge. This casual meeting place provides a space for you to catch up with other SOs and access free Wi-Fi and enjoy refreshments.

This brochure also includes a complete listing of courses endorsed by the senior ophthalmologist committee. You can also search online for courses endorsed by the SO Committee by looking for the **SO** in the AAO 2015 Program Search. Be sure to register today at www.aao.org/registration.

On behalf of the SO Committee, I look forward to welcoming you to AAO 2015 and hope that it is your best annual meeting yet.

Sincerely,

Susan H. Day, MD
Senior Ophthalmologist Committee Chair

2015 SENIOR OPHTHALMOLOGIST COMMITTEE



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



David W. Parke, MD
Editor Scope, North Branford, CT



Richard L. Abbott, MD
San Francisco, CA



Gwen K. Sterns, MD
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



SPECIAL EVENTS AND RESOURCES

The Academy supports its senior members, 60 years of age and over, with educational programs for career and professional development services. At AAO 2015, be sure to attend symposia and special presentations just for SOs.

SO Lounge

[Room 103 | Saturday - Monday: 8 a.m. - 5 p.m.; Tuesday: 8 a.m. - 3 p.m.]

SO ribbon required for admission

Visit the SO Lounge to relax, access Wi-Fi, enjoy light refreshments and view the photo archive loop.

You'll also want to attend the SO Lounge event, **AAOE Practice Management Roundtable Discussions**, and discuss financial planning and practice transition tips straight from the experts.
[Saturday, Nov. 14 | 2 - 3 p.m.]



SO Special Events

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



[SPE07 | Saturday, Nov. 14, 1 p.m. to 4 p.m.]

Presenter: 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 Symposia

The New 90: Adjustment for the Family and Doctors

[SYM40 | Monday, Nov. 16, 9 to 10 a.m.]

Jointly sponsored by the SO Committee and the Committee on Aging

Our aging population is healthier, living longer, and more independent than ever before. This symposium will provide strategies to adjust our thoughts and practices to care for this new, dynamic population.

SO Breakfast With the Experts

Start the day with a small-group discussion led by experts.

Transitions in Practice: Slowing Down and Its Implications

[B130 | Sunday, Nov. 15 | 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 adaptation to this new practice style.

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

[B168 | Monday, Nov. 16 | 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.



SPECIAL PROGRAM AND RECEPTION

MONDAY, NOVEMBER 16, 2015

Sands Expo, Level 1, Venetian Ballroom D

The SO Special Program features two engaging speakers who will talk about Las Vegas history and the iconic F16. Following the presentation of the 2015 EnergEYES Award, enjoy a complimentary reception and mingle with the speakers, your peers and members of the 2015 SO Committee.

2:30 p.m.

Welcome

Susan H. Day, MD

Chair, Senior Ophthalmologist Committee

2:35 p.m.

Spectacular: A History of Las Vegas Neon



Dawn Merritt

from the [Neon Museum](#)

Learn about the invention of neon signs, their use around the world and how Las Vegas became the mecca for neon signs.

3:10 p.m.

Viper Pilot Stories



Major Grizz Baer

This U.S. Air Force F16 Fighter pilot will talk about the history of F16 aircrafts and his experience flying them around the world.

3:45 p.m.

Presentation of the 2015 EnergEYES Award

The [EnergEYES](#) Award was created in 2009 to recognize and honor an ophthalmologist who demonstrates exemplary leadership skills by energizing others to improve ophthalmology. This individual is one who mentors young ophthalmologists, serves as a strong role model, and displays high energy that motivates them to get involved.

4:00 p.m.

Closing Remarks and Reception begins

5:00 p.m.

Conclusion





RECOMMENDED COURSES

SUNDAY, NOVEMBER 15, 2015

Low Vision Rehabilitation for Ophthalmologists

[200 | 10:15 a.m. – 12:30 p.m. |

Room: GALILEO 1007]

Robert M. Christiansen MD, FACS

Curbside Consultation in Neuro-Ophthalmology

[204 | 10:15 a.m. – 12:30 p.m. |

Room: CASANOVA 505]

Andrew G. Lee MD

Innovative Uses of Adhesives in Anterior Segment Surgery

[215 | 10:15 a.m. – 12:30 p.m. |

Room: CASANOVA 501]

Terry Kim MD

Top 10 Pitfalls, Problem Solving, and Interpretive Strategy for Automated Threshold Perimetry

[210 | 11:30 a.m. – 12:30 p.m. |

Room: MURANO 3205]

Alan H. Zalta, MD

Ophthalmic Practice Buy-Ins / Pay-Outs: A How-To Guide for Bringing On a New Partner

[229 | 2 p.m. – 3 p.m. | Room: CASANOVA 605]

Robert J. Landau JD

Merging Practices:

A Legal and Financial Guide

[231 | 2 p.m. – 3 p.m. | Room: CASANOVA 607]

Daniel M. Bernick JD

Current Practice Models and Their Applicability to Ophthalmology

[233 | 2 p.m. – 4:15 p.m. |

Room: CASANOVA 501]

Brenda Laigaie, JD

Emergency Neuro-Ophthalmology: Diagnosis and Management

[236 | 2 p.m. – 4:15 p.m. |

Room: MURANO 3201]

Nicholas J. Volpe, MD

Photo/Video Editing for Ophthalmologists

[LAB120 | 2 p.m. – 4 p.m. | Room: TITIAN 2201]

Rakesh D. Shah, MD

Updating Your Partnership/Shareholder/Buy-Sell/New Employee Agreements

[258 | 3:15 p.m. – 4:15 p.m. |

Room: CASANOVA 606]

Debra L. Phairas





RECOMMENDED COURSES

Current Trends in New Associate Employment Contracts

[262 | 3:15 p.m. – 4:15 p.m. |
Room: CASANOVA 503]
Mark E. Kropiewnicki, JD, LLM

Update Your Anterior Chamber Angle Skills: How to Best Examine, Grade, and Treat

[263 | 3:15 p.m. – 5:30p.m. |
Room: MURANO 3303]
Ronald Leigh Fellman, MD, OCS

Partnership Pitfalls: Preparing for the Unexpected

[271 | 4:30 p.m. – 5:30 p.m. |
Room: CASANOVA 503]
Robert J. Landau JD

Smile...Even If It Kills You: Training for Excellent Customer Service

[274 | 4:30 p.m. – 5:30 p.m. |
Room: CASANOVA 507]
Nancy Baker

Don't Get Left Behind: Embracing Social Media for the Ophthalmology Practice

[278 | 4:30 p.m. – 5:30 p.m. |
Room: CASANOVA 501]
Jeffery Daigrepoint

MONDAY, NOVEMBER 16, 2015

EHR: Compliance and Medicolegal Issues

[414 | 9 a.m. – 11:15 a.m. |
Room: MARCO POLO 807]
David E. Silverstone, MD

Vision and the Artist

[439 | 10:15 a.m. – 11:15 a.m. |
Room: MARCO POLO 701]
Michael F. Marmor, MD

Ophthalmic Telemedicine 2015

[2015 | 10:15 a.m. – 12:30 p.m. |
Room: GALILEO 1007]
Michael T. Trese, MD

EHR and Meaningful Use for the Small Practice: Is It Worth It?

[440 | 11:30 a.m. – 12:30 p.m. |
Room: MARCO POLO 801]
K. David Epley, MD

HIPAA Security Risk Assessment

[452 | 11:30 a.m. – 12:30p.m. |
Room: CASANOVA 601]
Ronald Sterling, BSB, MBA

The Survival of Independent Practice in the New Health Care Environment

[463 | 11:30 a.m. – 12:30 p.m. |
Room: GALILEO 1003]
Michael T. Goldstein, MD

Corneal Topographic Analysis and Anterior Segment Imaging: Pearls for Your Clinical Practice

[250 | 2 p.m. – 4:15 p.m. |
Room: MURANO 3303]
Mitchell P. Weikert, MD

X,Y, Boom! Supercharge Your Management of Employees and Patients Through Awareness of Generational Differences

[471 | 2 p.m. – 3 p.m. | Room: CASANOVA 605]
Andrea V. Gray, MD





RECOMMENDED COURSES

How to Value Your Ophthalmology Practice and Its Goodwill

[506 | 3:15 p.m. - 4:15 p.m. |

Room: CASANOVA 601]

Mark E. Kropiewnicki, JD, LLM

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

[527 | 4:30 p.m. - 5:30 p.m. |

Room: MARCO POLO 703]

Vincent P. de Luis, MD, FACS

TUESDAY, NOVEMBER 17, 2015

Defending the Ophthalmologist in a Medical Malpractice Lawsuit

[611 | 9 a.m. - 11:15 a.m. | Room: MURANO 3205]

Robert Ritch, MD, FACS

Genetic Testing in Ophthalmology

[616 | 9 a.m. - 10 a.m. |

Room: MARCO POLO 807]

Elias I. Traboulsi, MD

Hiring an Ophthalmologist for Your Practice: Avoiding the Pitfalls

[629 | 10:15 a.m. - 11:15 a.m. |

Room: CASANOVA 505]

Lawrence Geller, MBA, MS

Practice Options: Self-Employment vs. Hospital / Foundation Affiliation? What Is Your Strategy for the Future?

[648 | 11:30 a.m. - 12:30 p.m. |

Room: MARCO POLO 805]

Debra L. Phairas

Reimbursement in 2025

[650 | 11:30 a.m. - 12:30 p.m. |

Room: CASANOVA 607]

Bradley Dean Fouraker, MD

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

[651 | 11:30 a.m. - 12:30 p.m. |

Room: CASANOVA 503]

Robert E. Wiggins, MD, MHA

Practice Valuations: What's a Practice Worth Today?

[653 | 11:30 a.m. - 12:30 p.m. |

Room: CASANOVA 501]

Mark D. Abruzzo, JD

Partial Retirement in a Group Practice

[656 | 11:30 a.m. - 12:30 p.m. |

Room: CASANOVA 606]

Robert J. Landau, JD

Evolution's Witness: How Eyes Evolved

[674 | 12:45 p.m. - 1:45 p.m. |

Room: MURANO 3203]

Ivan R. Schwab, MD, FACS

Genetics of AMD: Concepts and Controversy

[702 | 2 p.m. - 3 p.m. | Room: GALILEO 905]

Jaclyn L. Kovach, MD

Protecting Your Online Image

[709 | 3:15 p.m. - 4:15 p.m. |

Room: GALILEO 905]

K. David Epley, MD



AAO 2015 REGISTRATION

Go to www.aao.org/registration to register, purchase an Academy Plus course pass and book a room at an official AAO 2015 hotel. Are you a member of the Academy or AAOE? If so, your registration is free! (You must still register to attend.)

Remember: 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 DATE

Oct. 21

Last day to preregister online. Badge and materials must be picked up onsite.

SUBSPECIALTY DAY REGISTRATION

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 2015 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 2015 CME CREDIT

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

The American Academy of Ophthalmology designates this live activity for a maximum of 33 *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 **Level 2, Lobby**, and the Academy Resource Center, Booth 263. Once your attendance is verified, you will receive an email to claim your CME credit online.



ABO SELF-ASSESSMENT CREDIT

This year's Glaucoma, Neuro-Ophthalmology and Refractive Surgery Subspecialty Day meetings, as well as up to 12 credit hours within AAO 2015, have been pre-approved as self-assessment credit. These courses are designated within the AAO 2015 program with a **SA** symbol.

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. [Click here](#) for complete information regarding the ABO Self-Assessment CME Maintenance of Certification requirements.

NOTE: Credit designated as "self-assessment" is *AMA PRA Category 1 Credit™* and is also pre-approved by the ABO for the Maintenance of Certification (MOC) Part II CME requirements.

[Find more information at CME Central on the ONE® Network.](#)



WAYS YOU CAN SUPPORT THE ACADEMY

2015 Orbital Gala: Masquerade

Wynn Las Vegas

Sunday, Nov. 15, 6 - 10 p.m.

Unveil your imagination and join us at the 2015 Orbital Gala. Enjoy cocktails, an exciting silent auction, buffet dinner, dancing and live entertainment. Orbital Gala proceeds support the Academy's educational, quality of care and service programs.

Learn more about the [Orbital Gala](#).



[Purchase tickets.](#)



Surgical Scope Fund

The Academy's Surgical Scope Fund, supported by confidential contributions from ophthalmologists, provides grants to state ophthalmology societies to support their legislative, regulatory and public education efforts. [Contribute online.](#)

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 [join OPHTHPAC](#) today!



OPHTHPAC



GO SOCIAL

CONNECT ON ACADEMY FORUM

Start AAO 2015 discussions on the members-only [Academy Forum](#) (formerly Online Community). Connect with fellow attendees and participate in the pre-meeting buzz. Get and give tips for a successful meeting, trade opinions on essential courses and discuss what to do in Las Vegas.

LIKE AAO ON FACEBOOK

The Academy's [Facebook](#) page is where you'll find the latest pictures, news and community feedback.

FOLLOW ALONG ON TWITTER

Follow the Academy [@aao_ophth](#) and use the official meeting hashtag #aao2015 for real-time meeting updates. Follow AAOE [@aaoe_aao](#) for the most up-to-date news on practice management.

