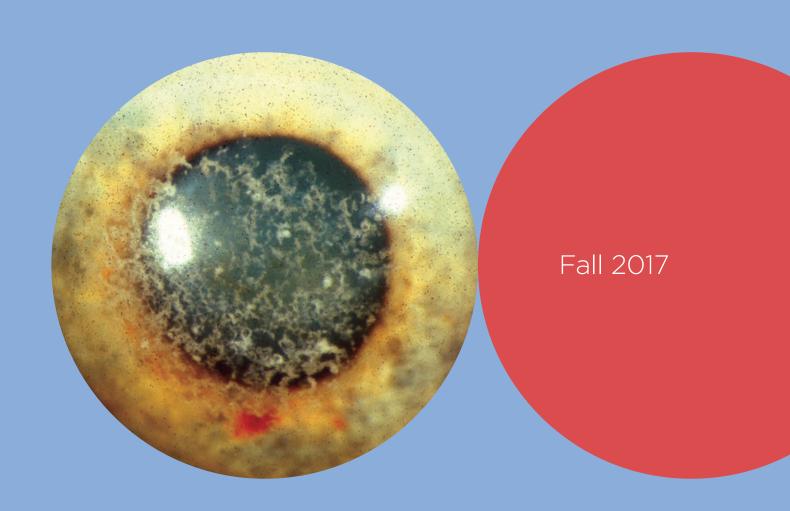


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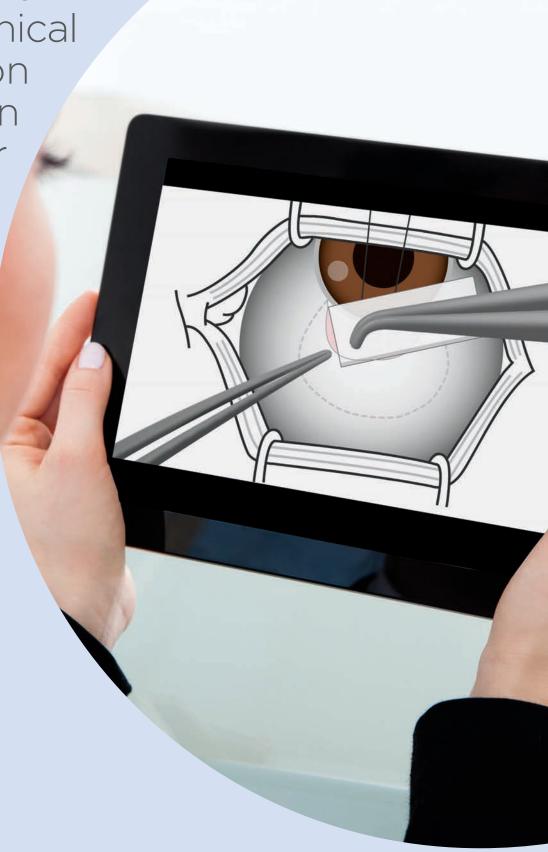
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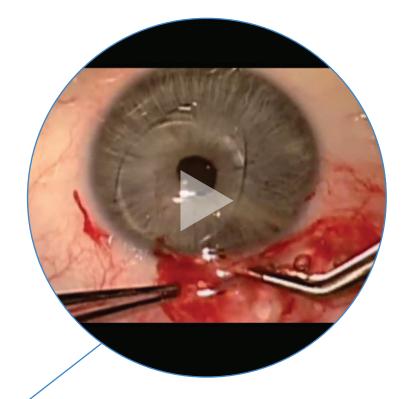
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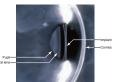


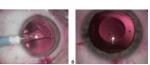


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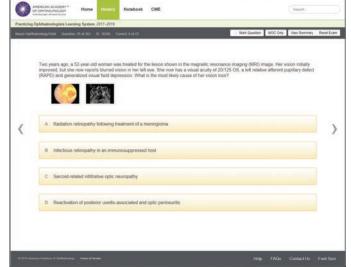
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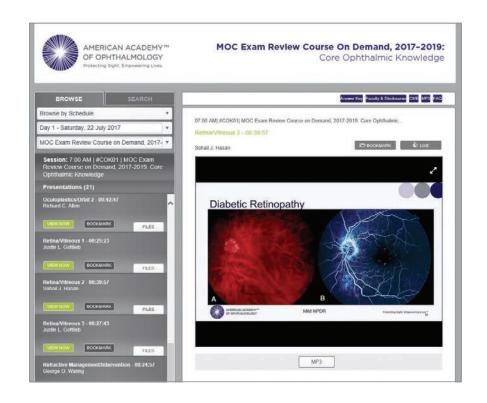
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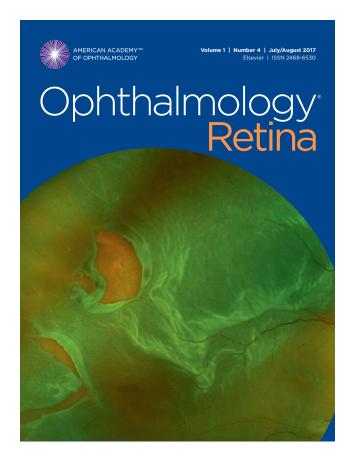
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Childhood Vision Screening

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Upcoming live webinar

(Subject to change)

Dec. 13:

Patient/Doctor Communication

Live #0225024W Recording #0225024V

Recording available on 1/14/2018

Recordings of previous webinars

(Subject to change)

Retina or Neuro-Ophthalmology? A Case-Based Discussion #0225022V

New Treatments in Retinopathy of Prematurity #0225021V

Corneal Cross-linking: From Approval to Practice #0225020V

Pearls in Surgical Retina #0225019V

Exit Strategy: What to Do When Ophthalmologists Leave a Practice #0225018V Use of OCT in the Anterior and Posterior Segments #0225016V

Evaluation of the Cosmetic Patient #0225015V

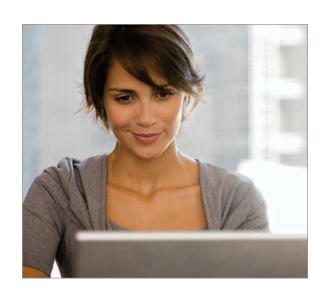
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Discusses ocular anatomy and physiology, nursing assessment, visual impairment, nutritional disorders, systemic disorders with ocular manifestations and professional issues.

2014, 226 pages

#0240639

Essentials of Ophthalmic Nursing, Book 2

Editors: Robert M. Welch, MSN, RN; Mary Nehra Waldo, BSN, RN; Jonel Lindsay Gomez, MSN, RN; Elethia C. Dean, PhD, BSN Covers disorders of the conjunctiva, cornea, lacrimal system, lens, lid, muscles and neoplasia.

2015, 298 pages

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Essentials of Ophthalmic Nursing, Book 3

Editors: Robert M. Welch, MSN, RN; Mary Nehra Waldo, BSN, RN; Jonel Lindsay Gomez, MSN, RN; Elethia C. Dean, PhD, BSN Covers disorders of the retina and vitreous, sclera and uvea, as well as neuroophthalmic disorders and disorders related to trauma.

2015, 336 pages

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Essentials of Ophthalmic Nursing, Book 4

Editors: Elethia C. Dean, PhD, BSN; Jonel Lindsay Gomez, MSN, RN; Robert M. Welch, MSN, RN; Mary Nehra Waldo, BSN, RN Provides a comprehensive overview of ophthalmic pharmacology from a nursing perspective.

2015, 153 pages

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or clinic. Each topic includes an overview,
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instructions.

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Editor: Annquinetta
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and fundamental medical and scientific knowledge. It provides step-by-step instructions for 44 procedures, and selfassessment questions.

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- 12 interactive models of the eye that enhance understanding
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- A greater emphasis on a technician's office responsibilities to improve operational effectiveness in the practice

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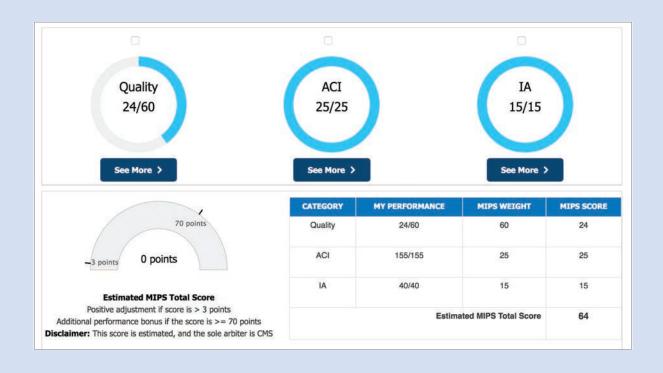
Introducing Ophthalmology: A Primer for Office Staff

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office etiquette with this free 56-page PDF booklet. Includes a helpful glossary of common ophthalmic terms and acronyms. Visit aao.org/techs to download.

3rd ed., 2013, 56 pages #0232005V



IRIS® Registry: Leading innovation in eye care

The American Academy of Ophthalmology IRIS® Registry (Intelligent Research in Sight) is a major initiative to lead significant innovations and improvements to medical and surgical eye care — from large-scale breakthroughs to incremental improvements

It is the world's largest eye disease and condition registry, with more than 16,000 participating physicians and more than 148 million records from 37 million unique patients. These numbers are growing daily and generating significant new knowledge.

Take advantage of this valuable member benefit.

All U.S. Academy members in good standing and their staff can participate in the IRIS Registry.

For more information, visit aao.org/irisregistry.

Top Three Reasons You and Your Practice Should Participate:

1. Improve patient care.

Ophthalmologists with IRIS Registryintegrated electronic health record (EHR) systems can benchmark their performance, patient outcomes and care processes against practice colleagues or national averages.

2. Enable clinical discovery.

The IRIS Registry generates new clinical knowledge and advances scientific discoveries.

By participating, you support data analyses that further our understanding of the natural history and treatment of disease.

Simplify federal quality reporting with or without an EHR system.

The IRIS Registry lessens the burden of participating in the Merit-Based Incentive Payment System (MIPS).

Upcoming Deadlines for 2017 Participation

Oct. 31

 Sign-up deadline for the IRIS Registry web portal for 2017 MIPS reporting.

Jan. 15

- Consent deadline for the Academy to send data to CMS: Submit your datarelease consent form to participate in the IRIS Registry and report for the 2017 MIPS reporting period.
- Web portal data-entry deadline: Complete and submit your data entries for non-EHR IRIS Registry users.

IRIS® Registry

Succeed Under MIPS With the IRIS Registry

Medicare is going through its biggest changes in 20 years as a result of the 2015 Medicare Access and CHIP Reauthorization Act.

The new Merit-Based Incentive Payment System combines Physician Quality Reporting System, meaningful use and other federal reporting programs into one.

- Quality: The IRIS Registry supports
 participation in the MIPS quality
 category. As an example, CMS requires
 all providers to report on at least one
 patient outcome measure. The Academy
 has developed 21 outcome measures.
- Advancing care information: The IRIS
 Registry helps ophthalmology practices
 meet a requirement of the advancing
 care information category. CMS gives
 some credit under this category
 to physicians who participate in a
 specialized registry. Ophthalmologists
 who use the IRIS Registry receive some
 credit for participating in a specialized
 registry.
- Improvement activities: CMS outlined several activities physicians can choose to perform for the clinical practice improvement activities category.
 Physicians can receive credit for several of the activities by using a qualified clinical data registry like the IRIS Registry.

New Dashboard Makes MIPS Reporting Easier

The IRIS Registry dashboard was updated this summer with new features and improvements that will help both EHR and manual-entry participants report for MIPS and track their progress in all three categories: quality, advancing care information and improvement activities.

All practices participating in the IRIS Registry — whether or not they have an EHR system — have the opportunity to avoid MIPS penalties for the 2017 reporting year.

Access the step-by-step user guide for the new dashboard. Go to aao.org/irisregistry and click on "User Guide" in the menu bar.

All IRIS Registry participants

- View estimates for your scores in each MIPS category and your composite MIPS score
- Review your performance on key quality measures and compare your performance to your practice colleagues or national averages
- Earn credit for the advancing care information and improvement activities categories by entering data

Participants with an integrated EHR system

- Qualify for multiple improvement activities
- Earn MOC Part IV credit

Participants using the web portal

 Receive credit for the quality category by manually entering data

More information is available at aao.org/irisregistry.

For questions, send an email to irisregistry@aao.org.

DEMYSTIFY MIPS WITH ACADEMY RESOURCES

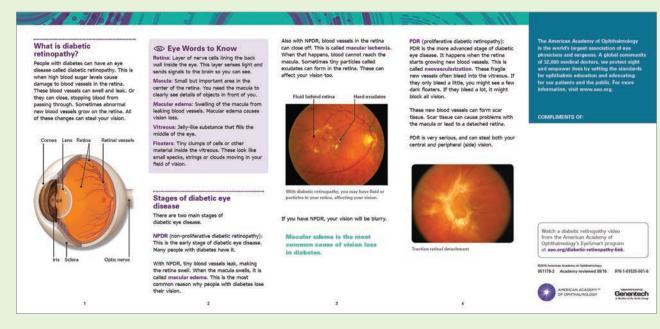
Get the MIPS information you need in one place: aao.org/mips.

Read the MIPS Manual: A Primer and Reference, a special supplement to the August 2017 issue of EyeNet® Magazine. Find it online at aao.org/eyenet.

Questions? Email mips@aao.org.

Weighting of MIPS Categories

Previous program	Current MIPS category	Weight
PQRS	Quality	>60%
EHR meaningful use	Advancing care information	25%
Value-based modifier	Resource use	0%
N/A	Clinical practice improvement activities	15%







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Amblyopia	#051168
AMD and Nutritional Supplements [†]	#051167
Anti-VEGF Treatment for Wet AMD [†]	#051169
Blepharitis	#051184
Cataract	#051170
Cataract Surgery	#051225
CME (Cystoid Macular Edema) [†]	#051176
Conjunctivitis (Pink Eye)	#051172
Corneal Abrasion and Erosion	#051174
Corneal Transplants	#051175
Detached Retina	#051177
Diabetic Retinopathy [†]	#051178
Dry Eye ^{††}	#051180
Eye Drops	#051183
Eyelid Surgery	#051185
Face-Down Recovery After Retinal Surgery	#051186
Floaters and Flashes	#051187
Fuchs' Dystrophy	#051188
Glaucoma	#051189
Glaucoma Drainage Implant	#051222
Headache	#051190
Laser Eye Surgery	#051193
Laser Iridotomy	#051192
Laser Trabeculoplasty	#051194
LASIK	#051195
Low Vision	#051196
Macular Hole	#051198
Macular Pucker	#051199
Multifocal and Accommodative IOLs	#051201
Pinguecula and Pterygium	#051227
Posterior Capsulotomy	#051204
Pseudostrabismus	#051205
Ptosis	#051207
Retinal Angiography	#051209
Retinal Vein Occlusion	#051210
Strabismus in Children	#051226
Stye and Chalazion	#051214
Torn Retina	#051217
Trabeculectomy	#051216
Uveitis	#051219
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Glaucoma	#051347
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These EHR/patient portal companies deliver Academy patient education content through their systems:

- EyeMD EMR
- iMedicWare
- Management Plus
- MDoffice
- Sophrona

This list is as of Sept. 9, 2017.

If your EHR Vendor isn't on the list

It means your vendor hasn't licensed our patient education content. Let them know that you want it integrated in their system. Your vendor may license:

- Patient education handouts (134 topics and counting)
- · Patient education animation collection
- Patient education video collections
 - Cataract and Refractive Surgery (21 videos)
 - Glaucoma (9 videos)
 - Oculoplastics (7 videos)
 - Pediatrics (9 videos)
 - Retina (21 videos)

Have your EHR representative contact Kierstan Boyd, the Academy's director of patient education, at **kboyd@aao.org** or +1 410.286.2567.





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- Key refractive surgery procedures, including LASIK, RLE, PRK and LASEK
- Bonus topics, including an unbiased explanation of premium lens options and how monovision works

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nine videos

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seven videos

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Topics include:

- · Eyelid repair procedures, blepharoplasty and DCR
- Bonus topic on eyelid cleaning steps for controlling blepharitis

View samples at aao.org/oculoplasticsvideos.

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nine videos

Pediatrics Patient Education Video Collection

Topics include:

- Strabismus surgery for children and adults, probing and stenting for duct obstruction and ptosis repair
- ROP treatments
- · Infant/child cataract surgery
- Amblyopia treatment

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21 videos

Retina Patient Education Video Collection

Topics include:

- · AMD medication and surgery
- · Diabetic eye disease medication and surgery
- Detached and torn retina treatments
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- Bonus topics, including dry AMD, retinal angiography and dilating eyedrops

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- ICD-10-CM code links
- CCI edits that are updated quarterly
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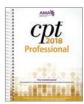
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Online #012397V

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revised

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the CPT and diagnosis
coding books, such as



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Features include:

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revised

2018 Ophthalmic Coding: Learn to Code the Essentials

This book covers topics that every coder, beginner to intermediate, should know. It's also an excellent study guide for the Ophthalmic Coding Specialist™ exam (aao.org/ocs).



Chapters include:

- · Code This Chart
- Coding Compliance
- CPT and ICD-10 Diagnosis Coding
- Evaluation and Management (E/M) and Eye Visit Code Documentation
- Introduction to Ophthalmic Coding
- Major and Minor Surgical Procedures
- Modifiers
- Testing Services

Spiral bound
Print #0120413

\$290 member / **\$483** nonmember

Expected to ship Jan. 29, 2018

revised

2018 Ophthalmic Coding: Learn to Code the Subspecialties

This collection includes the most up-todate educational resources for the most commonly performed opththalmic services unique to each subspecialty. Each module contains



appropriate coding and documenting guidelines for exams, tests, minor and major surgeries, including modifier application and frequently asked questions. It is also used as a study guide for the Ophthalmic Coding Specialist exam (aao.org/ocs).

2018 Learn to Code Cataract & Anterior Segment

#0120415V

2018 Learn to Code Cornea #0120416V

2018 Learn to Code Glaucoma #0120417V

2018 Learn to Code Oculofacial #0120418V

2018 Learn to Code Optical Dispensing #0120419V

2018 Learn to Code Pediatrics/ Strabismus

#0120420V

For retina coding, see page 31.

buy all and save

2018 Ophthalmic Coding: Learn to Code the Subspecialties Collection

Save 30% when you buy all six subspecialty topics.

Downloadable PDF Collection

#0120414V \$270 \$189 member / \$450 \$315 nonmember

Available to download Nov. 15, 2017

Note: Counts as one product

SPECIAL OFFER

Save 10% when you buy four or more coding products.

Save up to 40% when you buy the Coding Coach Online and ICD-10 Online for two or more users.

PRICE PER DOWNLOADABLE PDF MODULE

\$45 member / \$75 nonmember

Available to download Nov. 15, 2017

Codequest™ In-Person Coding Seminars

Attend Codequest: ophthalmology's premier coding event in a city near you



CME information

The American Academy of Ophthalmology designates this live activity for a maximum of 4 AMA PRA Category 1 Credits $^{\text{TM}}$. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

IJCAHPO CE Credits

Ophthalmic allied health professionals receive 4.0 IJCAHPO "A" CE Credits for completion of this course.

NBCOE CE Credits

This American Academy of Ophthalmology Codequest course has been approved for Certified Ophthalmic Executive (COE) credits by the National Board for the Certification of Ophthalmic Executives (NBCOE). The COE credential is the property of the American Society of Ophthalmic Administrators (ASOA) and is administered by the NBCOE.

The American Academy of Ophthalmology Codequest is a four-hour, in-depth coding event that covers the most important coding topics of the year. No matter what your level of coding experience, Codequest helps you tackle coding scenarios for all subspecialties in ophthalmology.

Attend Codequest 2018 to:

- Stay up to date with the constantly changing landscape of coding and documentation rules.
- Identify the top ICD-10 denials.
- Ensure you meet documentation requirements regardless of payer.
- · Respond confidently to, or successfully appeal, every audit.

Topics covered include:

- Critical updates such as new CPT codes, new Category III codes, the impact of the new fee schedule, the correct coding initiative, medically unlikely edits and more
- Solutions to top coding conundrums that negatively impact reimbursements and trigger audits for all subspecialties
- Examples of coding best practices across different-sized practice settings, including universities
- Payers' policies and how to reduce federal and commercial payer claim denials
- Answers to your specific questions (registrants can email questions ahead of time to codequest@aao.org)

Who should attend Codequest:

Ophthalmologists, practice managers and administrators, billers, coders and technicians are all encouraged to attend.

Visit aao.org/codequest for details.

1-Hour Coding Courses

Improve your coding expertise in 60 minutes

Each course is packed with vetted, trusted information. Learn about the whole collection at aao.org/lhourcoding.

Instructors: Sue Vicchrilli, COT, OCS, Academy director of coding and reimbursement; and Jenny Edgar, COT, CPCO, OCS, Academy coding specialist

new

Coding Surgical Complications

This course addresses surgical complications for every subspecialty in ophthalmology and will help you understand what is and is not billable. After the course, you'll code with complete confidence each exam, test, minor procedure or major surgery that is performed within the global period.

CME

Online #0120426V

new

E/M Documentation Guidelines for All Subspecialties

Fact: Exams are the primary target of preand post-payment audits. Protect your revenue by accurately coding all necessary components of the history, exam and medical decision-making, no matter your subspecialty. This is required information for physicians, technicians, scribes, coders, billers and compliance staff.

CME

Online #0120423V

SPECIAL OFFER

Save 10% when you buy four or more coding products.

new

Lesion Removal Documentation and Claim Submission Requirements

Get answers to the most important questions about lesion removal. Find out if payment is per lesion, lid, eye or session; when you should code from the integumentary versus eye and ocular adnexa section of CPT; if you should submit for a biopsy and excision on the same day; and more.

CME

Online #0120424V

new

Modifiers Made Easy — Your Guide to Correct Coverage

Inappropriate or lack of modifier use is among the top reasons for claim denials and can be the financial make-or-break of your reimbursements. Take this essential course to learn everything about CPT and HCPCS modifiers.

CME

Online #0120425V

Eye Visit Code Documentation Guidelines

Make sure your practice is maximizing revenue by billing the right exam code every time. This course is recommended for physicians, technicians, scribes, coders and billers.

CME

Online #0120406V

Testing Services Documentation Requirements

Testing services are among the most billed in ophthalmology. Because many tests are delegated, be sure your documentation meets the payer's requirements. Learn what you need to know to audit-proof your charts.

CME

Online #0120407V

Complete Guide to Documenting and Coding Cataract Surgery

Feel confident in submitting your procedures the first time and learn how to avoid the pitfalls of billing refractive procedures. This course provides you with in-depth knowledge on coding cataract and other anterior segment procedures.

CME

Online #0120408V

PER COURSE

\$129 member / **\$175** nonmember

CME information (per course)

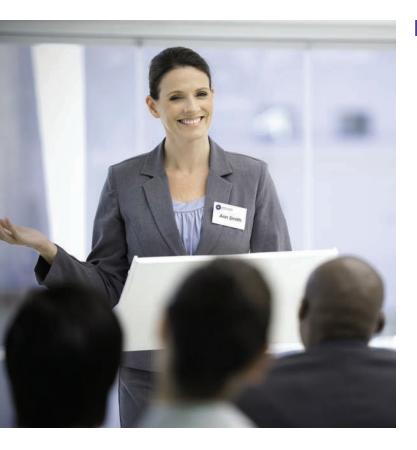
The American Academy of Ophthalmology designates this enduring material for a maximum of 1 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

IJCAHPO credit information

A certificate of completion will be available for ophthalmic allied health professionals who wish to claim Category "B" credits.

Ophthalmologists Business Summit

Physician leaders: get powerful tools to manage a successful modern practice



exclusively for members

Ophthalmologists Business Summit

March 24 - 25, 2018 Dallas, TX

The Academy's first physician-oriented, business-focused summit addresses the key financial and operational challenges that your practice is facing right now. In a day and a half, you'll gain key insights and actionable strategies that positively impact the revenue and growth of your practice.

Don't miss this rare opportunity to exchange knowledge with respected peers in an intimate and focused setting.

Topics include:

- Advanced financial analysis for physicians
- · Growing your practice's profitability
- Succession planning and wealth management
- How lean management can transform your practice
- Can cyber criminals bankrupt your practice?
- Concrete steps for moving from concept to implementation

Who Should Attend?

Academy members who are physician leaders and interested in their practice's high-level business concerns.

Register today at aao.org/business-summit.

SPECIAL INTRODUCTORY PRICE

\$1100 \$799 member (Early Registration: Nov. 1 - Dec. 14)

\$1100 \$849 member (Advanced Registration: Dec. 15 - Feb. 28)

\$1100 \$899

(Registration: March 1 - 25)



Transform your clinic with "The Lean Practice"

Do more with less.

The Academy's transformative lean management program offers the most complete set of tools to ensure that your practice competes and thrives. Using *kaizen*, a cycle of continuous improvement defined as Plan > Do > Check > Act, lean management creates the greatest value to:

- Increase profitability
- Deliver exceptional patient satisfaction
- · Streamline clinic flow

Get started today: aao.org/leantools.

new

The Lean Practice: A Stepby-Step Guide to Running an Efficient and Profitable Ophthalmic Practice

This brand-new eBook features clear instructions, case studies, downloadable worksheets and other tools developed specifically for ophthalmology. Use it to increase practice efficiency, reduce patient wait times and empower front line staff.

eBook #0121002V

\$150 member / **\$250** nonmember

SPECIAL OFFER

Save 10% when you order both together.

The Lean Practice: Mastering the Art of Lean On-Demand Class

This two-hour online master class and 24-page companion e-course book present a set of innovative lean principles and implementation steps to help you improve your office's efficiency, increase your bottom line and improve your patients' satisfaction.

Online #0121001V

\$225 member / **\$375** nonmember

AAO 2017 AAOE Practice Management Program Meetings on Demand

Access expert-led courses from AAO 2017



includes more than 30 courses

This package features audio and screen capture from courses by ophthalmology's practice management experts.

Alternative Revenue Sources

- Optical Shops and Retail Revenues
- Twenty-Five Ways to Market Your Optical Dispensary Inexpensively

Business Operations and Finance

- Current Practice Models for Small Ophthalmology Practices
- Financial Analysis and Reporting
- Managing Practice Finances for Ophthalmologists
- Merging Practices Strategies to Remain Independent
- Private Equity and Other Integration Models
- Private Equity Sales of Ophthalmology Practices
- Starting a New Retina Practice
- Strategic Management of Ophthalmology Practices
- Strategic Partnerships in Health Care

- Top 20 Tips for Optimal Billing
- Transitioning from an Appointment Line to a Call Center

Coding and Reimbursement

- Code This Superbill: Modifiers
- How the IRIS® Registry Helps You Participate in MIPS
- · Steps to Successful Surgical Coding

Electronic Health Records, Information Technology

- Advancing Care Information:
 Panel + Q&A
- MIPS in 2018
- MIPS/ACI FAQs

Human Resources

- Communication Skills to Resolve Tough Conversations
- Employment Law Basics for the Small Ophthalmology Practice
- Group Interviews: Streamlining Your Hiring Process
- Human Resources and Your Practice:
 A Consultant's Guide
- Leadership Is a Choice: Save Your Drama for Your Mama

 Using Staffing Department Scorecards to Maximize Operational Efficiency

Marketing

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

Lean and Practice Quality Improvement

- · Changing the Culture of the Practice
- Going Lean: Eliminating Waste in a Multi-Specialty Practice
- Lean Flow Simulation for Solo and Small Practices
- Lean for Retina Practices
- Overcoming the Challenges of Clinical Flow
- Rethink Your Space: Lean Strategies to Optimize Patient Experience and Physician Efficiency

Professional Growth, Leadership

 Do You Know Your Cornea From Your Retina? Ocular Anatomy and Physiology for Beginners

Online #030274V

\$145 member / **\$255** nonmember

Access available starting Nov. 12, 2017 through Dec. 31, 2020 Not eligible for CME credit.

Topics subject to change.

SPECIAL OFFER

Save when you buy the AAO 2017 Complete Meetings on Demand package.

See page 43 for complete details.



One-Hour Webinars

Learn to lead your practice to success

From compliance to coding, the Academy and AAOE's hour-long webinars offer expert instruction on a wide array of topics you care about most. Register for upcoming webinars or order recordings of past presentations at aao.org/store.

Upcoming live webinars include:

- Dec. 7: Effectively Manage Your Millennial Physicians and Staff Live #0125034W
 Recording #0125034V
- Jan. 5, 2018: 2018 Ophthalmology Coding Update Live #0125036W Recording #0125036V

Recorded webinars include:

- Audit Preparation and Survival Guide #0125019V
- Build a Culture of Superior Customer Service #0125030V
- Essential Data Tools for Leading a High-Performance Practice #0125026V
- HIPAA Enforcement Rules Protect Your Patients and Your Practice #0125027V
- Hone Your Retina Clinic Flow With the Lean Pre-game Plan #0125029V
- Ransomware and Emerging Security Risks Is Your Data Protected? #0125024V
- Recruit, Train and Retain Qualified Technicians #0125033V
- Remedies for Successfully Managing Noncompliant Patients #0125028V
- Streamlining Your Physician Onboarding Process #0125020V
- Succession Planning Essentials: Hiring Your Next Administrator
- Use RVUs to Quantify the Value of Your Clinic's Services #0125032V

LIVE / RECORDED WEBINAR

\$185 member / \$236 nonmember

Note: Registrants of live webinar receive the recording at no extra charge.

SPECIAL OFFER

Save up to 40% when you buy two or more practice management webinars.



now in ebook format

The Dispensing Ophthalmologist:
What MDs and Administrators Need to Know
to Operate a Profitable Dispensary

Learn to establish your optical dispensary efficiently and operate it at peak profitability.

2008, 280 pages eBook #012179V

\$135 member / **\$165** nonmember

Academy Membership

Enjoy exclusive Academy benefits that enable you to provide the highest standard of care

When you join the Academy, you become part of a community of 32,000 ophthalmologists from around the world who are passionate about protecting vision and fighting preventable blindness. Membership also gives you:

Access to the IRIS® Registry

The world's largest eye disease and condition registry helps members meet requirements for MIPS reporting and improve patient outcomes. Visit aao. org/irisregistry or see page 22 for more information.

Unrestricted access to the ONE® Network

The world's largest online resource for ophthalmic clinical education provides thousands of videos, self-assessment quizzes, practice guidelines and CME activities. Visit aao.org/onenetwork or see page 4 for more information.

Online journal access

Members also get free access to peerreviewed journals via the Academy's ONE® Network. See page 5 for complete list.

Your profile in the Find an Ophthalmologist directory

Be included in the Academy's online directory, Find an Ophthalmologist, to promote your practice and expand your professional network. Only Academy members can be featured in this listing.

Subscription to Ophthalmology®, the Academy's flagship journal

Ophthalmology
publishes the best
peer-reviewed research



For nonmember rates in the United States, visit elsevier.com. Outside the United States, email elspcs@elsevier.com.

CME reporting and transcripts

Easily claim and track your continuing medical education credits. Visit **aao.org/cme** or see page 48 for more information

American Academy of Ophthalmology buying program

Formerly known as SimplifEye™, this program, developed exclusively for Academy and AAOE members by Henry Schein, Inc., offers cost savings on a wide selection of medical and surgical supplies. Visit aao.org/buyingprogram.

Subscription to EyeNet®, the Academy's topranked monthly magazine

Eye Net

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www.watara.

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EyeNet Magazine delivers practical

clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including ophthalmic business, news and editorials, all in a concise, highly readable format.

International members can order a print subscription to *EyeNet* at a discounted rate. For more information, call the Academy's customer service department at **+1 415.561.8540** or visit **aao.org/eyenet**.

Complimentary registration for AAO 2017

Enhance your clinical education, visit more than 500 commercial exhibitors and network with colleagues from around the world at the largest, most extensive scientific meeting in ophthalmology. Visit aao.org/2017 for updates.

Discounts on products, programs and services

From clinical education to practice management and patient education materials, the Academy is renowned for the excellence of its products and services. All are developed by dedicated volunteer ophthalmologists and reviewed for currency and accuracy. As an Academy member, you receive special pricing on these products and services.

For a complete list of benefits, visit aao.org/member-services.



AAOE Membership

Join AAOE for expert coding and practice management resources

Keeping up with the rapidly changing and complex regulatory landscape in health care can be daunting. That's why the American Academy of Ophthalmic Executives (AAOE), the practice management affiliate of the Academy, provides its members with up-to-date information to help them keep practices compliant and profitable. By being the one-stop practice management resource in ophthalmology, AAOE helps members avoid penalties and increase the success of their practice.

Benefits include:

- Free registration and priority housing for AAO 2017—the largest convention of ophthalmic professionals in the world
- Access to the Ophthalmic News and Education (ONE*) Network for the latest clinical advances and industry news
- Exclusive access to advice, tips and guidelines on all aspects of practice management
- Convenient email list to communicate with peers
- Personalized answers to challenging coding and compliance questions
- Networking opportunities at AAO 2017 and beyond
- Participation in the AcadeMetrics™
 benchmarking and salary surveys

Sign up your staff or join at aao.org/joinaaoe.

free

AAOE Membership for Young Ophthalmologists

Academy members who are currently in training or in their first year of practice are automatically enrolled in AAOE at no charge. If you qualify, take advantage of AAOE's valuable benefits to prepare for the practice management challenges ahead. Visit aao.org/aaoe.

"In this age of instantaneous communications, AAOE provides the ophthalmic practice administrator the only true place to receive updated and compelling information on how to perform our duties at a much higher level."

HARLAN EPSTEIN, PRACTICE ADMINISTRATOR AAOE MEMBER SINCE 2003



Opthalmology Job Center

Post positions on the #1 job site in ophthalmology

Post a job

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- Save money with flexible posting options.
- Get maximum exposure.

Post your CV

- Get automated email alerts.
- Quickly upload cover letters and other documents.
- Save search criteria and job listings.

Visit aao.org/jobcenter.



AAO 2017 Meetings on Demand

Enjoy AAO 2017 all year-round with Meetings on Demand

View your favorite presentations again or see what you missed with AAO 2017 Meetings on Demand.

Choose from individual Subspecialty Day meetings or the AAOE Practice Management Program-or save when you buy the complete package, which includes highlights from AAO 2017.

- This product is online only (no thumb drive). Internet access is required.
- Presentations will be available starting Nov. 12, 2017.
- Access to this product is available through Dec. 31, 2020.

new

AAO 2017 Complete Meetings on Demand

Save when you buy the complete package, which includes content from all seven Subspecialty Day meetings and the AAOE Practice Management Program, plus highlights from AAO 2017:

- Nearly 200 hours of synchronized presentation slides with audio
- More than 1,000 presentations total

\$499 member / **\$599** nonmember #030273V

Note: Some content may not be available. or may be audio only, due to permissions not granted by the original presenter. AAO 2017 Meetings on Demand is not eligible for CME credit.

Individual Subspecialty Day Meetings on Demand

Choose just the Subspecialty Day meetings you're most interested in. Includes select presentations with synchronized slides and audio.

2017 Cornea Subspecialty Day on Demand

#030275V

2017 Glaucoma Subspecialty Day on Demand

#030276V

2017 Neuro-Ophthalmology Subspecialty Day on Demand

#030277V

2017 Oculofacial Plastic Surgery Subspecialty Day on Demand #030278V

2017 Pediatric Ophthalmology Subspecialty Day on Demand #030279V

2017 Refractive Surgery **Subspecialty Day on Demand** #030280V

2017 Retina Subspecialty Day on Demand

#030281V

PRICE PER SUBSPECIALTY

\$145 member / \$255 nonmember



Watch your favorite presentations, featuring audio and screen capture (includes animation, mouse pointer and embedded video).

View the full list of presentations at aao.org/store.

new

AAO 2017 AAOE Practice Management Program Meetings on Demand

Includes 36 hours of presentations from the American Academy of Ophthalmic Executives Program. See page 38 for details.

\$145 member / **\$255** nonmember #030274V

EyeWiki™

Access free, quality ophthalmic content with EyeWiki™ — the Academy's collaborative online encyclopedia. Only ophthalmologists can contribute articles to EyeWiki, but anyone from around the globe, including other physicians, patients and researchers, can view this growing ophthalmic educational resource.

With EyeWiki, you can:

- Provide your expertise on new topics or expand on existing ones
- Ensure other ophthalmologists, medical students, patients and researchers around the world receive high-quality, accurate ophthalmic information
- Access a wealth of ophthalmic information written by your peers
- Build your online reputation by contributing to a proven, popular resource

More than 675 articles have already been created. In addition, more than 3 million readers visited EyeWiki last year and read more than 6 million pages.

How to Contribute

If you are an ophthalmologist or ophthalmologist in training, we invite you to contribute articles in your areas of expertise. No special software or skills are required. Just register, write, save and post.

Access EyeWiki at aao.org/eyewiki.
For more information, contact eyewiki@
aao.org.

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- · American Glaucoma Society
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- American Society of Ophthalmic
 Plastic and Reconstructive Surgery
- American Society of Retina Specialists
- American Uveitis Society
- Contact Lens Association of Ophthalmologists
- The Cornea Society
- International Society for Clinical Electrophysiology of Vision
- International Society of Refractive Surgery
- The Macula Society
- North American
 Neuro-Ophthalmology Society
- The Retina Society
- Women in Ophthalmology

WIN A TRIP TO THE MID-YEAR FORUM

Enter to win an all-expenses-paid trip to the Academy's Mid-Year Forum in Washington, D.C., in April 2018. If you are a resident or in a fellowship in the United States, you are invited to submit high-quality articles to EyeWiki before Dec. 1, 2017. Four winning entries will be chosen. Visit aao.org/eyewiki.

EyeSmart®

Ophthalmology's Public Voice

The Academy's EyeSmart* program informs the public about the importance of eye health and empowers them to preserve their healthy vision by providing the most trustworthy and medically accurate information about eye diseases, conditions and injuries. The Academy developed EyeSmart as a service to its member ophthalmologists and their practices.

EyeSmart (aao.org/eyesmart) contains comprehensive, ophthalmologist-reviewed information, supplemented by animations, videos and vision simulators, to help people understand how to keep their eyes healthy and when to see an ophthalmologist.

The EyeSmart website features:

 Extensive descriptions of eye conditions — symptoms, diagnoses, treatment options, surgical risks and benefits, and definitions of common eye anatomy terms

- Dynamic videos delivering information the way today's audience expects it
- Ask an Ophthalmologist Academy members answer the public's questions
- Find an Ophthalmologist search for ophthalmologists by last name, city, state, country or ZIP/postal code
- Tips and resources articles for maintaining healthy vision and resources available through EyeSmart, EyeCare America® and other partners
- EyeSmart in Spanish: OjosSanos™—
 The high-quality English content, including videos, has been translated into Spanish and is available at aao.org/salud-ocular.

EyeSmart Newsletter

A free monthly e-newsletter with information about eye diseases, risk factors, treatments and other eye health topics, plus the latest news about EyeSmart initiatives at the community level. Sign up at aao.org/eye-health/newsletter-signup.

How to Use EyeSmart for Your Practice

Link your website

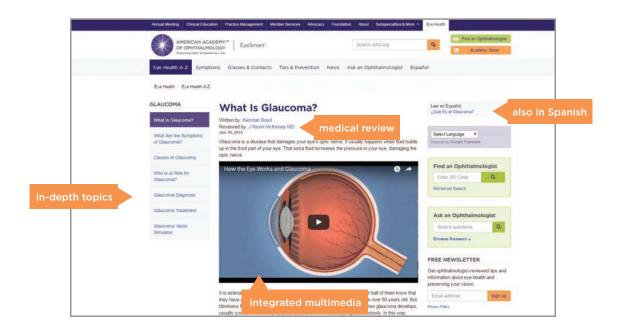
Connect your patients directly with EyeSmart and give them 24/7 access to Academy-vetted eye health information. Find out how at aao.org/eye-health/resources.

Get social

Share or retweet EyeSmart's social media posts or place an EyeSmart social media feed on your practice website. EyeSmart's resources also include text you can use to highlight monthly eye health observances and important health and safety messages in your practice newsletter or social media messages.

Supplement patient education materials

Resources can be used to supplement Academy patient education materials, which can help with informed consent and managing malpractice risk. See pages 24 to 29 for more information.



American Academy of Ophthalmology Foundation

Give back to the programs that protect sight and empower lives

The Foundation is proud to support innovative programs like the IRIS Registry and state-of-the-art education centers on the ONE Network. An investment in these resources elevates our profession and provides the tools we need to better care for our patients.



"Academy educational programs like the ONE Network promote a high level of clinical and surgical standards and innovation. It's incredible to be able to refer to videos, evidence-based cases, journal articles and other resources to more effectively treat patients. These resources benefit all of us, and I'm privileged to support them as a Partners for Sight donor."

GREGORY L. SKUTA, MD OKLAHOMA CITY, OK As a donor, you make an impact that goes far beyond your own community by ensuring the continued success of these valuable programs:

- Ophthalmic Education/ONE Network provides state-of-the-art learning tools to help us keep up with clinical advancements. Access is free for members because of donor support.
- The H. Dunbar Hoskins Jr., MD Center for Quality Eye Care facilitates the groundbreaking IRIS Registry, conducts quality-of-care research and develops patient care guidelines.
- Global Outreach programs provide critical educational resources free of charge to ophthalmologists in developing nations.
- EyeCare America* helps provide sight-saving care to seniors and at-risk individuals across the United States.
- The Museum of Vision* shares ophthalmology's history, science and visionaries with the world.
- The Michael R. Redmond, MD
 Professionalism and Ethics Education
 Center promotes the value of ethics in our profession through comprehensive educational resources.
- The Bruce E. Spivey, MD Fund for Risk Management Studies helps ophthalmologists reduce risk while administering high-quality patient care.
- The Robert A. Copeland Jr., MD
 Advocacy Education Fund enables
 residents to attend the Academy's Mid Year Forum in Washington, D.C. to see
 advocacy in action for our profession.

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- Securities or real estate
- Planned giving, including bequests, living trusts and annuities

To learn more or make a gift, visit aao.org/foundation or contact Karen Duke at kduke@aao.org or +1 415.447.0356.



"The Foundation is committed to educating residents, young ophthalmologists and international doctors to improve quality of life for all patients. Donations serve a different purpose than member dues. To have a real impact, we must give on an individual basis."

LEELA V. RAJU, MD NEW YORK, NY

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For more information, email **translations@aao.org**.

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2005-2015

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(selected sections) 2012

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2012

Practical Ophthalmology, 6th Edition

Spanish

2012

SUMMARY BENCHMARKS FOR PREFERRED PRACTICE PATTERN® GUIDELINES

These easy-to-read summaries contain the most relevant information contained in the Preferred Practice Patterns (PPPs).

The Summary Benchmarks for PPPs are available in more than 10 languages. For free downloads, visit aao.org/benchmarks.

PATIENT EDUCATION PRODUCTS IN SPANISH

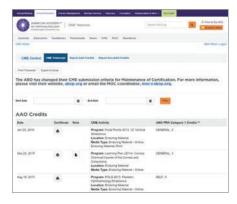
See pages 25 and 26.

CME Central

Effectively Manage Your CME With Online Tools

- Efficiently find Academy CME creditbearing activities that meet your learning needs with an enhanced "Browse All" list and easy-to-use filters. All activities are linked from the list for quick access.
- Easily track Academy and non-Academy CME credits. Simplify management of your CME transcript by using the "Print Transcript" and "Export to Excel" buttons.

Check it out today at aao.org/cme.



FIND CME ACTIVITIES IN THE CATALOG

Look for the **CME** symbol in this catalog next to products and member benefits that offer opportunities for earning CME credits.

EARN CME CREDITS ON THE ONE NETWORK

There are more than 80 CME activities available for free to Academy members. See page 4 for highlights.

OMIC and Academy-Sponsored Insurance Programs



Professional Liability Insurance

The Ophthalmic Mutual Insurance Company (OMIC), the largest insurer of ophthalmologists in the United States, is rated A (excellent) by A.M. Best, with an A+ (superior) financial credit rating, and is the only professional liability insurance carrier endorsed by the Academy for its members. OMIC provides coverage for the full scope of ophthalmic practice to members in 50 states and the District of Columbia. For more information, call OMIC at 800.562.6642 or visit omic.com.

Risk Management

Visit OMIC's website for convenient access to a full array of risk management documentation and insurance services for OMIC insureds and Academy members. OMIC's informed consent documents, refractive surgery consent forms and risk management recommendations are only a click away and can be downloaded and edited at your own computer for immediate implementation in your busy practice. Developed by ophthalmologists and ophthalmic risk management and legal specialists, these essential forms and documents will help you improve patient care and minimize your risk of claims and lawsuits.

In addition to risk management information, recommendations, consent forms and documents, at **omic.com**, you will find:

- Insurance application forms
- Certificate of insurance and proof-ofcoverage forms
- · Refractive surgery guidelines
- Medical office and patient safety documentation
- OMIC Digest and other publication archives
- Information about upcoming seminars and audio recordings
- Online risk management courses

Products by Subspecialty

Find the right materials for your subspecialty

Blue = Clinical Education
Green = Patient Education
Aqua = AAOE Practice
Management and Coding
Orange = Meetings on Demand

Comprehensive

- 2017-2018 Basic and Clinical Science Course (BCSC) Section 1: Update on General Medicine (page 7)
- 2017-2018 Basic and Clinical Science Course (BCSC) Section 2: Fundamentals and Principles of Ophthalmology (page 7)
- 2017-2018 Basic and Clinical Science Course (BCSC) Section 3: Section 3: Clinical Optics (page 7)
- Basic Principles of Ophthalmic Surgery (page 11)
- Basic Techniques of Ophthalmic Surgery (page 11)
- Basic Ophthalmology: Essentials for Medical Students (page 11)
- Patient/Doctor Communication Webinar (page 18)
- Exit Strategy: What to Do When Ophthalmologists Leave a Practice Webinar (page 18)
- Focal Points 2018 (pages 16-17)
- MOC Exam Review Course on Demand, 2017-2019 (page 14)
- ProVision: Ophthalmic Multiple-Choice Questions With Discussions, Series 5 (page 11)
- Practicing Ophthalmologists Curriculum, 2017–2019 (page 12)
- Practicing Ophthalmologists Learning System, 2017–2019 (page 13)
- Practical Ophthalmology: A Manual for Beginning Residents (page 11)
- Downloadable Patient Education Handouts (page 26)
- Downloadable Patient Education Animation Collection (page 26)
- Waiting Room Video for the Ophthalmic Practice, Vol. 3 (page 29)
- 2018 Learn to Code Optical Dispensing (page 33)
- AAO 2017 Complete Meetings on Demand (page 43)

Cataract

- 2017–2018 Basic and Clinical Science Course (BCSC) Section 11: Lens and Cataract (page 8)
- MOC Exam Review Course on Demand, 2017-2019 (page 14)
- Practicing Ophthalmologists Curriculum, 2017–2019 (page 12)
- Use of OCT in the Anterior and Posterior Segments Webinar (page 18)
- Cataract Surgery Patient Education Booklet (page 25)
- Cataract and Refractive Surgery Patient Education Video Collection (page 29)
- Enhanced Lens Options for Cataract Surgery Patient Education Booklet (page 25)
- 2018 Learn to Code Cataract and Anterior Segment (page 33)
- Complete Guide to Documenting and Coding Cataract Surgery (page 35)

Cornea/External Disease

- 2017-2018 Basic and Clinical Science Course (BCSC) Section 8: External Disease and Cornea (page 8)
- Corneal Cross-linking: From Approval to Practice Webinar (page 18)
- MOC Exam Review Course on Demand, 2017-2019 (page 14)
- Practicing Ophthalmologists Curriculum, 2017-2019 (page 12)
- 2018 Learn to Code Cornea (page 33)
- 2017 Cornea Subspecialty Day on Demand (page 43)

Glaucoma

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- Glaucoma Patient Education Video Collection (page 29)
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- 2017 Glaucoma Subspecialty Day on Demand (page 43)

Neuro-Ophthalmology

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- Grand Rounds: Diagnostic Dilemmas in Retina and Neuro-Ophthalmology Webinar (page 18)
- MOC Exam Review Course on Demand, 2017–2019 (page 14)
- Practicing Ophthalmologists Curriculum, 2017-2019 (page 12)
- 2017 Neuro-Ophthalmology
 Subspecialty Day on Demand (page 43)

Ocular Pathology/Oncology

- 2017-2018 Basic and Clinical Science Course (BCSC) Section 4: Ophthalmic Pathology and Intraocular Tumors (page 7)
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- Practicing Ophthalmologists Curriculum, 2017–2019 (page 12)

Oculoplastics/Orbit

- 2017-2018 Basic and Clinical Science Course (BCSC) Section 7: Orbit, Eyelids, and Lacrimal System (page 8)
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- MOC Exam Review Course on Demand, 2017–2019 (page 14)
- Practicing Ophthalmologists Curriculum, 2017–2019 (page 12)
- Oculoplastics Patient Education Video Collection (page 29)
- 2018 Learn to Code Oculofacial (page 33)
- 2017 Oculofacial Plastic Surgery
 Subspecialty Day on Demand (page 43)

Pediatric Ophthalmology/ Strabismus

 2017-2018 Basic and Clinical Science Course (BCSC) Section 6: Pediatric Ophthalmology and Strabismus (page 7)



Products by Subspecialty

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- 2018 Learn to Code Pediatrics/ Strabismus (page 33)
- Pediatrics Patient Education Video Collection (page 29)
- 2017 Pediatric Ophthalmology
 Subspecialty Day on Demand (page 43)

Refractive Management/ Intervention

- 2017-2018 Basic and Clinical Science Course (BCSC) Section 13: Refractive Surgery (page 8)
- MOC Exam Review Course on Demand, 2017-2019 (page 14)
- Practicing Ophthalmologists Curriculum, 2017–2019 (page 12)

- Cataract and Refractive Surgery Patient Education Video Collection (page 29)
- 2017 Refractive Surgery Subspecialty Day on Demand (page 43)

Retina/Vitreous

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- 2018 Retina Coding: Complete Reference Guide (page 31)
- 2017 Retina Subspecialty Day on Demand (page 43)

Uveitis

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- Practicing Ophthalmologists Curriculum, 2017-2019 (page 12)

Find the best tools to manage your practice

AAOE/Practice Management Courses

- AAO 2017 AAOE Practice Management Meetings on Demand (page 38)
- Practice Management Webinars (page 39)
- Ophthalmologists Business Summit (page 36)

Coding

- 2018 Coding Coach: Complete
 Ophthalmic Coding Reference (page 31)
- 2018 CPT: The Complete Pocket Ophthalmic Reference (page 32)
- 2018 CPT Professional Edition (page 32)
- 2018 HCPCS Level II Professional Edition (page 32)
- 2018 ICD-10-CM for Ophthalmology: The Complete Reference (page 31)
- 2018 Ophthalmic Coding: Learn to Code the Essentials (page 33)
- 2018 Ophthalmic Coding: Learn to Code the Subspecialties (page 33)
- 2018 Retina Coding: Complete Reference Guide (page 31)

Coding Courses

- Codequest In-Person Coding Seminars (page 34)
- Coding Surgical Complications (page 35)
- Complete Guide to Documenting and Coding Cataract Surgery (page 35)
- E/M Documentation Guidelines for All Specialties (page 35)
- Eye Visit Code Documentation Guidelines (page 35)
- Lesion Removal Documentation and Claim Submission Requirements (page 35)
- Modifiers Made Easy Your Guide to Correct Coverage (page 35)
- Testing Services Documentation Requirements (page 35)

Practice Efficiency/Lean Practice Management

- The Lean Practice: A Step-by-Step Guide to Running an Efficient and Profitable Ophthalmic Practice (page 37)
- The Lean Practice: Mastering the Art of Lean On-Demand Class (page 37)

Nursing

- Care and Handling of Ophthalmic Microsurgical Instruments (page 19)
- Essentials of Ophthalmic Nursing (page 19)
- Ophthalmic Procedures in the Office and Clinic (page 19)
- Ophthalmic Procedures in the Operating Room and Ambulatory Surgery Center (page 19)

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Section 8: External Disease and Cornea

Section 13: Refractive Surgery

See pages 6 to 9 for details.

