The New York State Ophthalmological Society presents

WINDS of CHANGE
Vision for the Future

A full-day conference with sessions for ophthalmologists, practice administrators and ophthalmic staff

September 15, 2017

Chateau Briand, 440 Old County Rd, Carle Place, NY
## The Conference at a Glance

**Physician & Practice Administrators Session** - Rapid fire talks on a variety of current topics from use of social media and maintaining a positive online reputation to evaluating the benefits and drawbacks of traditional and emerging practice arrangements. A nationally recognized panel of experts will offer information and ideas to help practices survive and thrive in a world of changing rules.

**Ophthalmic Staff Session** - A day of clinical lectures and workshops, coding and chart documentation which is open to ophthalmic assistants, technicians, medical technologists and nurses. The session is designed to maximize the productivity and overall performance of ancillary staff as integral members of the eye care team.

**Lunch Program** - Featuring a Keynote Address by William L. Rich, III, MD, Immediate Past President of the AAO. Dr. Rich will be sharing his views from Washington, DC and speaking about physician survival after the Affordable Care Act.

**Exhibit Hall** - The Exhibit Hall offers a host of opportunities to help ophthalmology practices provide better care. Ophthalmic technology, products and services from nearly 30 vendors will be on display.

**Drawings** - Attendees will be eligible to be entered into drawings for valuable prizes.

## Physician and Practice Administrator Session

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30–8:30 am</td>
<td>Registration/ Breakfast/ Exhibits</td>
</tr>
<tr>
<td>8:30–8:40 am</td>
<td>Welcome/ Opening Remarks</td>
</tr>
<tr>
<td>8:40–8:55 am</td>
<td>Spectrum of the Academic Practice</td>
</tr>
<tr>
<td>8:55–9:10 am</td>
<td>Practice Alignment Options with Health Care Systems: A Physician's Perspective</td>
</tr>
<tr>
<td>9:10–9:25 am</td>
<td>Integrated Clinical Systems</td>
</tr>
<tr>
<td>9:25–9:40 am</td>
<td>Risks of Internet Advertising &amp; Websites</td>
</tr>
<tr>
<td>9:40–9:55 am</td>
<td>Maintaining a Positive Online Reputation</td>
</tr>
<tr>
<td>9:55–10:10 am</td>
<td>Physician-Hospital Relations</td>
</tr>
<tr>
<td>10:10–10:25 am</td>
<td>Contracting with a Hospital as a Group or Solo Practitioner</td>
</tr>
<tr>
<td>10:25–11:00 am</td>
<td>Morning Break/ Exhibits</td>
</tr>
<tr>
<td>11:00–11:15 am</td>
<td>The Legislative Landscape in NYS and its Impact on Medicine</td>
</tr>
<tr>
<td>11:15–11:30 am</td>
<td>No Room for Inefficiency: Making Sure Your Practice is Running at Optimum Performance</td>
</tr>
<tr>
<td>11:30–12:00 pm</td>
<td>Q &amp; A Session</td>
</tr>
<tr>
<td>12:00–12:40 pm</td>
<td>Lunch Program</td>
</tr>
<tr>
<td></td>
<td>NYSOS Annual Business Meeting</td>
</tr>
<tr>
<td></td>
<td>Physicians Survival Post ACA: Is Private Practice Viable</td>
</tr>
</tbody>
</table>

## Faculty

**George A. Cioffi, MD** is an internationally recognized glaucoma scientist and clinician. He serves as the Edward S. Harkness Chairman and Ophthalmologist-in-Chief of the Department at NY Presbyterian Hospital/Columbia University Medical Center and holds the Jean and Richard Deems Professorship at Columbia University. Dr. Cioffi is the current Chairman of the Basic Clinical Science Course for the American Academy of Ophthalmology and the Scientific Advisory Committee for the Glaucoma Research Foundation. He is the recipient of numerous awards, including the AAO 2005 Senior Achievement Award, 2012 AAO Secretariat Award and 2012 Glaucoma Research Foundation Award.

**Michael Dobkowski, BA, MBA** is Director of Business Development at Glacial Multimedia, in Portland, ME. He started in the ophthalmology field with QVS Technology Group and Sunrise Technologies. During this time he developed web marketing concepts and online patient education programs for the LTK laser procedure and eventually established Glacial Multimedia. He has lectured extensively at ASDA and ASCRS seminars and is co-founder of Medical Internet Marketing Symposium. Other endeavors include working as a Social Media Consultant at Helen Keller International Blindness Prevention and conducting the first Google benchmarking study for ophthalmology websites.

**Dennis Dowling** is CEO of Formativ Health. A seasoned health care executive with more than 30 years of experience in a variety of leadership roles in health care administration, he previously served as Senior Vice President of Ambulatory Services for Northwell Health. Mr. Dowling has held several leadership roles including Chairman of the Planning Committee of Greater New York Hospital Association and of the Nassau-Suffolk Hospital Council, and is past president of the Nassau-Suffolk Health Care Association.

**L. Michael Fleischman, FAAHC** is Principal at Stroudwater Associates, a health care consulting firm based in Atlanta, GA. As a consultant for nearly three decades, Mr. Fleischman’s focus has been helping providers develop integrated clinical systems, including physician-hospital relations, medical group strategic planning, group governance, medical staff development plans and community needs analysis, practice operational assessments, PCMH development and HIPAA. Mr. Fleischman has lectured across the U.S. for numerous national, state and local medical associations. He has written and been cited in numerous articles on practice management and hospital-physician relations.
Faculty

The Honorable Kemp Hannon, Chair of the NYS Senate Health Committee, represents New York’s Sixth Senate District, the area that encompasses the central communities of Nassau County. Throughout his career, he has fought to raise allocations for education funding and to improve the delivery of health care for all residents in New York. Senator Hannon has chaired numerous task forces, civic programs and charitable endeavors. He has served as chairman of the prestigious Senate committees on Health and Housing, and he is regarded as the spearheading force behind the reauthorization of the Health Care Reform Act and the development of New York’s Assisted Living Program.

Scott D. Hayworth, MD, has been President and Chief Executive Officer of CareMount Medical, PC (formerly Mount Kisco Medical Group), one of the largest multispecialty medical groups in New York, since 1996. Dr. Hayworth is an Associate Dean and Assistant Clinical Professor at the Icahn School of Medicine at Mount Sinai. He chairs the advisory board for IKS Health and the board of directors of the Ambulatory Surgery Center of Westchester. Dr. Hayworth is the president of the board of directors of Bedford Physicians Risk Retention Group, serves on national advisory boards for Aetna, Anthem and MedPro, and is a senior advisor to Arsenal Capital Partners and an advisor to WIRB-Copernicus.

Jennifer Kirshenbaum, Esq., is the managing partner of Kirschenbaum & Kirschenbaum’s health care department. After bringing health care to the firm in 2008, Ms. Kirshenbaum has grown the department to representing over 1,200 practices, Article 28 facilities, IPAs and small to mega-group private practices. In addition to managing and triaging health care matters for the health care department, she focuses her practice on regulatory compliance with Federal Stark and Anti-Kickback statutes and related state laws, transactional matters, Third Party Payer audits, licensure issues and defense, litigation strategy and general practice management matters.

Scott D. Hayworth, MD

Michael J. Schoppmann, Esq., is President of MLMIC Services, Inc. He is regarded nationally for devoting his career to the defense of health care professionals in complex medical malpractice actions before state licensing authorities, federal health care agencies and hospital review boards. Mr. Schoppmann has served as a faculty member of the Executive Programs in Health Care Delivery Management at Cornell University’s Johnson School of Management and the Rochester’s Simon School of Graduate Studies. He is a past two-term Chairman of the State Bar Association’s Administrative Law Section and has lectured extensively to national, state and county medical societies.

Jennifer Kirshenbaum, Esq.

William L. Rich, III, MD, is Medical Director of Health Policy for the American Academy of Ophthalmology. Prior to this, Dr. Rich was Secretary for Federal Affairs for the Academy. He has served on Robert Wood Johnson panels on the future of Fee for Service Medicare, Economic Incentives for Promoting Quality, and Health Outcomes Measures as a Determinant of Patient Choice. Dr. Rich has delivered numerous lectures on health policy at national and regional meetings. He has received Honor and Senior Honor award from the AAO, the President’s Award from the American Glaucoma Society, the Special Recognition Award from the American Society of Retinal Specialists, the Annual Honored Lecture Award from Women in Ophthalmology and the Founders Award from Georgetown University School of Medicine.

Michael J. Schoppmann, Esq.

Michael J. Wiley, CHBC, CVA, is President of Healthcare Management Consulting Services, Inc. He provides consulting, valuation and ongoing management services to healthcare professionals. His experience includes assisting healthcare providers with profitability analysis, installation and monitoring office routines, financial controls and trend analysis; mergers and acquisitions, physician compensation negotiations and all aspects of medical practice management. Mr. Wiley has lectured extensively throughout the U.S. for numerous medical associations including the American Academy of Ophthalmology, American Gastroenterology Association, American College of Obstetrics and Gynecology, Yale School of Medicine and the Foundation for Accounting Education.

Michael J. Wiley, CHBC, CVA

Ophthalmic Staff Session

7:30–8:30 am ................................................................. Registration/Breakfast/Exhibits

8:30–9:30 am ................................................................. Cataract Patients: The Ophthalmic Technician’s Role in the Assessment Process

Jack F. Sardo, CDA

This lecture will focus on preparing cataract patients as to what to expect during the ambulatory appointment. It will cover the appointment process, diagnostic testing expectations and requirements, expectations for scheduling a patient and what the surgical coordinator or ophthalmic technician should know to prepare patients for their procedure. Technicians will develop an understanding of the procedures involved in dealing with cataract patients and will increase their knowledge of how diagnostic testing expectations in cataract patients differs from patients with other eye conditions.

9:30–10:30 am ................................................................. The Technician’s Role in Patients with Dry Eye Syndrome (DES)

Roger Deo, MS, CDA

At the conclusion of this lecture, ophthalmic technicians will be able to recognize the common signs and symptoms of DES and how to collect pertinent data from the patient prior to the ophthalmologist’s examination. Attendees will be able to identify the signs and symptoms of DES and develop the skills necessary to assist the ophthalmologist in their examination of the patient.

10:30–11:00 am ............................................................. Morning Break/Exhibits

11:00–12:00 pm ............................................................. Clinical Efficiency through Lean Six Sigma Methodology

Janet Hunter, COMT, BS

Building an efficient, successful ophthalmic technical team is similar to running a factory assembly line. All units need to work together seamlessly to produce a superior product. This lecture is targeted to allied health personnel (front desk and technicians), who will develop an understanding of the Lean Six Sigma clinical efficiency, concepts, and techniques, and how to apply the methodology in the ophthalmology practice.

12:00–1:00 pm ............................................................. Lunch/Exhibits

1:00–2:00 pm ............................................................. Coding for Techs (sponsored by Patricia M. Morris, MBA, COE)

Jane T. Shuman, MSM, COT, COE, OCS, CMSS

This course is targeted to clinical staff who are unfamiliar with the basic premises of coding. Attendees will gain an understanding of eye codes vs. evaluation and management codes, codes covered for DOS, codes for diagnostic tests, global periods and modifiers.

2:00–3:30 pm ............................................................. Afternoon Break/Exhibits

2:30–3:30 pm ............................................................. Patient Presents with Dry Eye Syndrome: Now What?

Roger Deo, MS, CDA

Medications used to alleviate dry eyes will be reviewed and discussed. Attendees will develop a better understanding of the types of medications that are used by patients with Dry Eye Syndrome.

3:00–3:30 pm ............................................................. A-Scan Biometry (Workshop)

Jack F. Sardo, CDA

This workshop will discuss ultrasound physics and A-Scan echo pattern recognition and interpretation. Attendees will understand the concepts of gain, gates and velocities and how they affect axial length measurements, and will learn how the A-Scan instrument “thinks” to better interpret the numbers and echo patterns. The objectives are for attendees to be able to describe the examination techniques used for A-Scan biometry, evaluate the quality if scans are obtained with both the application and immersion techniques, and outline the common instrument settings used for A-scan biometry.
Course Prerequisites
Attendance at this program is limited to licensed physicians (MDs and DOs) and their employees.

Registration Information
Pre-registration is strongly encouraged for this program. All pre-registrants will be e-mailed a confirmation letter and directions. Due to seating and space limitations, NYSOS does not guarantee that on-site registrants will be accommodated.

Registration Fees
Registration fees include breakfast, lunch and course materials.

Refund Policy
A refund will be granted, less a $30/person administrative charge, with a request to the NYSOS office a minimum of 10 business days prior to the program. No refunds will be issued after this time.

Overnight Accommodations
The Holiday Inn is located next door to the Chateau Briand at 369 Old Country Road in Carle Place. Check in time is 3:00 pm and check out time is noon. To reserve a room call (855) 744-8690.

Method of Payment
Check payable to NYSOS
Visa
Mastercard

Partial List of Corporate Supporters/Exhibitors
Allergan Inc.  Avedro, Inc.
Bermuda USA, Inc.  CenterVue
ConnectOnCall  Focused Medical Billing
Glaukos Corporation  Heidelberg Engineering
Index  Lightscalepel, LLC
MacuHealth  MicroSurgical Technology
Marco Ophthalmics  MLMIC
New World Medical, Inc.  OMemos Corporation
OHTEC  Pine Pharmaceuticals
ReVision Optics, Inc.  Second Sight
Science Based Health  Medical Products
The LASIK Vision Institute, LLC  VisionCare Ophthalmic Technologies, Inc.
Ziemer Ophthalmics

Faculty
Roger Deo, MS, COA, is an Administrator in Dr. Jonathan M. Kagan’s practice in Manhattan. He has over 20 years of experience in practice management and clinical staff training, including serving as an instructor of Ophthalmic Medical Personnel at the Lighthouse CMEA Course and Lehman College.

Janet Hunter, COMT, BS, is Director of Professional Services with 20/20 Now Vision Services and has over 20 years of clinical managerial and training experience in Ophthalmology. She has lectured extensively, conducted workshops at JCAPP national meetings, and served as Adjunct Professor with Suffolk County Community College Ophthalmic Assistant Program.

Jack F. Sardo, COA, is an Administrator Manager in the Department of Ophthalmology at Northwell Health Physician Partners. He has over 15 years of experience in the ophthalmic field. He is an Adjunct Instructor at Suffolk County Community College in the Ophthalmic Assistant Continuing Education Program and is a member of the Association of Technical Personnel in Ophthalmology.

Jane T. Shuman, MSM, COT, COE, OCS, CMSS, is a nationally recognized authority on clinical flow, scheduling and technician education. She worked in a high-volume ophthalmology practice for over 15 years and founded her own technician training and education firm in 1999. Jane has taught countless seminars on the integral aspects of today’s busy ophthalmic practice, including at conferences of the American Academy of Ophthalmology and the American Society of Ophthalmic Administrators.

General Information
Course Prerequisites
Attendance at this program is limited to licensed physicians (MDs and DOs) and their employees.

Registration Information
Pre-registration is strongly encouraged for this program. All pre-registrants will be e-mailed a confirmation letter and directions. Due to seating and space limitations, NYSOS does not guarantee that on-site registrants will be accommodated.

Registration Fees
Registration fees include breakfast, lunch and course materials.

Refund Policy
A refund will be granted, less a $30/person administrative charge, with a request to the NYSOS office a minimum of 10 business days prior to the program. No refunds will be issued after this time.

Overnight Accommodations
The Holiday Inn is located next door to the Chateau Briand at 369 Old Country Road in Carle Place. Check in time is 3:00 pm and check out time is noon. To reserve a room call (855) 744-8690.

Method of Payment
Check payable to NYSOS
Visa
Mastercard

Name on Card: ___________________________ Card #: ___________________________
Exp. Date: _______ Security Code: ___________________________
Billing Address: _____________________________________________________________
Signature: ________________________________________________________________
Fax: (518) 439-2040 • Email: meetings@nysos.com