

## **The Academy's Key Activities**

### **Education**

Education is a primary focus of Academy activities and the Academy offers a number of programs to meet the educational needs of Eye M.D.s and other members of the eye care team.

The Academy's Annual Meeting is one of the largest and most important ophthalmic meetings in the world. This outstanding four-day event offers symposia, scientific papers, instruction courses, films, posters and exhibits designed to educate Eye M.D.s and others about the practical applications of new advances in eye care.

The Academy also develops and produces a wide range of print and electronic educational materials, including reference books, audio and videotapes, CD-ROMs, self-assessment programs and an online education center. These materials provide ongoing education for practicing Eye M.D.s, residents and other health professionals, and many programs and materials carry CME credit.

### **Eye Care Information**

The Academy is the premiere provider of eye care information to the public. Through a variety of materials and programs, including patient education publications, public information campaigns to promote eye health and safety, as well as relationships with news media, the Academy provides balanced, credible and timely information on preserving and protecting vision.

Through its partnership with Medem, an e-health network made up of members of leading medical societies, the Academy provides the public with trustworthy eye care information on the Internet.

### **Advocacy**

The Academy's Government Affairs Division in Washington, D.C., represents Eye M.D.s and their patients before federal and state policy makers. Academy staff and physician leaders regularly meet with government officials to provide input on legislative and regulatory issues that affect the delivery of quality eye care.

The Academy also works with state ophthalmic organizations to represent the interests of Eye M.D.s and their patients in state legislatures and with managed care organizations.

### **Ophthalmic Practice**

Practicing medicine today requires knowledge and skills that extend beyond clinical expertise. The Academy offers a variety of managed care and practice management programs to assist its members in responding to the increasing socioeconomic demands placed on the physician. In addition to a wide variety of practice-related publications and materials, the Academy offers seminars on practice management, coding assistance, as well as a career search and employee location program.

The Academy recognizes the crucial role ophthalmic managers and administrators play in the success of any practice. The American Academy of Ophthalmic



**AMERICAN ACADEMY  
OF OPHTHALMOLOGY**

*The Eye M.D. Association*

Executives (AAOE) offers a variety of educational and other programs and services tailored to their needs.

### **Quality of Care**

Academy members are committed to providing the highest possible quality eye care. To assist them, the Academy produces a number of materials to support them in the clinical decision-making process. The cornerstone of this program, the Academy's Preferred Practice Pattern series, provides a series of guidelines to identify the characteristics and components of quality eye care. A number of other publications, designed to supplement the Preferred Practice Pattern series, provide additional information on new technologies and complementary therapies, to help Eye M.D.s sift through an ever-expanding body of clinical knowledge. In addition, the Academy provides members with timely information to help them avoid potential medical errors and enhance patient safety.

If you have any questions, please contact the Media Relations Department at 415.561.8534 or e-mail [media@ao.org](mailto:media@ao.org).