



Main Session: Detailed Agenda

****Please Note: Agenda Subject to Change****

Friday, March 28

3:00 – 6:00 PM Registration Open – *In front of Ellington Ballroom*

5:00 – 6:00 PM Welcome Reception – *Mercer Ballroom*

Saturday, March 29

7:00 – 8:00 AM Breakfast in the Exhibit Hall – *Overlook*

7:00 AM – 5:00 PM Registration Open – *In front of Ellington Ballroom*

Main Sessions: Ellington Ballroom

8:00 – 8:05 AM **Introduction and Welcome**
Thomas W. Stone, MD, FASRS
Tushar M. Ranchod, MD, FASRS

8:05 – 8:35 AM **Reducing Labor Turnover**
Kurt Defenbaugh

This course dives into the art and science of attracting high-caliber talent and retaining the skilled professionals your practice depends on daily. Designed for practice owners, managers, and HR professionals, you'll explore actionable techniques to enhance your workplace culture, enhance recruitment, and boost employee satisfaction.

Learning Objectives: By the end of this session, you'll walk away with three specific, ready-to-implement best practices:

- Crafting a compelling employer brand to draw top-tier candidates to your retina practice.
- Implementing targeted retention strategies that keep your best talent engaged and committed.
- Streamlining onboarding processes to set new hires up for long-term success.

8:35 – 8:50 AM	<p>Organizational Structure, KPIs, JDs Tushar M. Ranchod, MD, FASRS</p> <p>Every organization can be described as a hierarchical map of organizational elements. Job responsibilities and KPIs should correspond to the organization's structure. We will discuss the organizational elements of retina practice and how to use this map to ensure appropriate JDs and KPIs within your organization.</p> <p>Learning Objectives: Participants should be able to map their organization and assign individuals or KPIs based on their organizational map.</p>
8:50 – 9:15 AM	<p>Cultivating the Future Leader: Talent Recognition and Training Shannon Rogers-Cruz, MBA Amanda Turner, COE, OCSR</p> <p>In today's rapidly evolving business landscape, identifying and nurturing future leaders is crucial for organizational success. Talent recognition through staff training programs is a key strategy to ensure that potential leaders are identified. This presentation focuses on building practical strategies to design, implement, and sustain an effective training program and how to use this tool to identify future leaders in your Retina practice.</p> <p>Learning Objectives: This presentation explores the importance of talent recognition and the role of staff training in cultivating future leaders. Participants will learn how to create and execute a customized technician training program that supports team growth and improves patient care.</p>
9:15 – 9:35 AM	<p>Why Cross-Training Matters: A Lesson from Broadway Kristin Yockus, MPH, Courtney Coffman, MBA, Jocelin Ing, MBA, Andrew Laverghetta, MBA, Pennie Tankersly, COA</p> <p>Cross training of staff members builds practice resilience and increases patient, physician, and employee satisfaction. The session will provide insights from 4 cross training case studies and poll results from your peers.</p> <p>Learning Objectives: Upon completion of this session, participants should be able to identify five things everyone in your practice should know how to do so that your practice is more efficient and effective.</p>
9:35 – 10:00 AM	<p>Labor Presenters Panel Moderator: Thomas Stone, MD, FASRS Presenters: Kurt Defenbaugh; Tushar M. Ranchod, MD, FASRS; Shannon Rogers-Cruz, MBA; Amanda Turner, COE, OCSR; Kristin Yockus, MPH</p> <p>This panel features the speakers from the preceding several sessions focused on labor-related topics. The panelists will touch on the issues covered such as</p>

reducing labor turnover, job descriptions and organizational structure, and training topics. They will discuss how these topics interact and can be applied in a variety of practice sizes and settings. Attendees will have the opportunity to pose additional questions to the panelists.

Learning Objectives: Participants will gain an understanding of key labor-related topics affecting retina practices and insights on how to address labor issues in their practice to ensure continuity of care and improve patient outcomes.

10:00 – 10:30 AM Break in the Exhibit Hall - *Overlook*

10:30 – 10:45 AM **Collaborating with PCPs through Teleretinal Screening for DR**
Jose Agustin Martinez, MD, FASRS

This session will provide a framework for developing relationships with primary care networks based on the use of teleretinal screen programs for diabetic retinopathy.

Learning Objectives: Upon completion of this activity, participants should be able to develop an effective working relationship with primary care networks through the deployment of a teleretinal screening (TRS) program for diabetic retinopathy.

10:45 – 11:00 AM **Real Estate: Rent vs. Own (No CME)**
Jefferey Brockett, MSHA

This talk will examine the financial, operational, and strategic considerations of renting versus owning real estate for physician practices, helping physicians make informed decisions that align with their long-term goals.

Learning Objectives: Upon completion of this activity, participants should be able to evaluate the financial and operational implications of renting versus owning medical office space and apply key decision-making criteria to determine the best option for their practice.

11:00 – 11:15 AM **Real Estate as an Investment – Building Wealth Outside the Clinic (No CME)**
Michael Moreno

This course provides a comprehensive guide to real estate investing covering topics such as passive versus active investing, investing as a limited partner and real estate investment trusts.

Learning Objectives: Upon completion of this presentation, you will have the basic framework for knowing where to start to determine how to begin investing in real estate.

11:15 – 11:35 AM	<p>The Changing Landscape of Patient Assistance - Strategies for Operations and Patient Counseling</p> <p>Stephanie Collins, MBA, Nadeem Vaidya, MD Moderator: Thomas Stone, MD, FASRS</p> <p>As the Patient Assistance Programs continue to experience deficiencies, retina practices are applying an array of strategies to ensure patients facing significant co-insurance payments are able to receive needed care. This panel will feature speakers from different practice settings sharing strategies for workflows, benefits investigations, and counseling patients on their out-of-pocket costs and potential alternatives.</p> <p>Learning Objectives: Participants will learn how to improve internal practices prior to a patient visit to ensure patients receive needed care.</p>
11:35 – 11:55 AM	<p>Clinical Trials: How to be Profitable David Eichenbaum, MD, FASRS</p> <p>This course is designed for retina practices looking to transform their clinical science research into a sustainable and profitable endeavor. Participants will cover practical strategies to ramp up efficiency in ways that go beyond, securing funding and developing collaborations.</p> <p>Learning Objectives: Participants will be able to implement actionable strategies that help identify where practices have leverage, scalability and opportunities for revenue growth while running clinical trials.</p>
11:55 AM – 12:15 PM	<p>A Recipe for Entrepreneurship: A Case Study in Biodesign Principles Srinivas Kondapalli, MD</p> <p>This course will review one retina-specialists journey from developing an idea for a device, to engineering and commercializing its biodesign.</p> <p>Learning Objectives: Participants will learn the basics of bio design in engineering solutions for clinical medicine, be able to identify the obstacles in entrepreneurship, and learn how to empower ideas that will become products.</p>
12:15 – 1:30 PM	<p>Lunch Breakout Sessions (<i>No CME</i>)</p> <ul style="list-style-type: none">• OR Access Town Hall – <i>Salon H/I</i> Miguel A. Busquets, MD, FACS, FASRS Jonathan A. Feistmann, MD• Early Career Section – Personal Finances – <i>Salon G</i> Gaurav K. Shah, MD, FASRS, Mitul C. Mehta, MD, MS, FASRS, Robert C. Wang, MD, FASRS, Odette M. Houghton, MD, FASRS

- **Administrator's Open Mic - Salon E/F**
Featured Speaker: Clorinda Walley, Good Days Patient Assistance
Moderators: Claire Murphy, OSC, OCS, OCSR, Stephanie Collins, MBA, Kristin Yockus, MPH

1:30 – 2:10 PM

Keynote Speaker: AI and its Impact on the US Healthcare System

Khang Nguyen, MD

Moderator: Vivienne S. Hau, MD, PhD, FASRS

This course will review the impact of AI on the US healthcare system and provide a framework for discussion.

Learning Objectives: Provide a structure to think about how retina practices can transform their clinical flow, clinical trials, imaging, practice and revenue cycle management systems, and more.

2:10 – 2:25 PM

3 Ways Artificial Intelligence Can Increase Your Revenue in 2025

Alvin Liu, MD

This course will discuss real-world AI applications that could improve efficiency and generate new revenue streams for retina practices.

Learning Objectives: Attendees will gain a better understanding in how AI could:

- Streamline prior authorizations for intravitreal injections
- Increase efficiency in clinical trial recruitment
- Perform large-scale segmentation of retinal images to render image datasets more valuable.

2:25 – 2:40 PM

Using AI This Monday

Nathan J. Rudometkin, MD, FASRS

This course explores the applications of generative AI in ophthalmology, focusing on its role in patient education and clinical decision support. A brief overview of AI fundamentals will be provided to establish a foundational understanding of how these technologies operate in medical practice. The discussion will also address the limitations, potential pitfalls, and ethical considerations associated with AI implementation in healthcare.

- Understand the fundamental principles of generative AI and its relevance in healthcare.
- Identify practical applications of AI in patient education, including personalized content generation.
- Explore how AI-powered clinical decision support tools can assist ophthalmologists in diagnosis and treatment planning.
- Analyze real-world case studies demonstrating the benefits and challenges of generative AI in ophthalmology.

<p>2:40 – 2:55 PM</p>	<ul style="list-style-type: none"> Discuss ethical considerations, limitations, and potential pitfalls of AI in clinical practice. <p>AI in Healthcare Operations Aamer Hayat, JD</p> <p>AI in Healthcare Operations will provide an overview of what the latest developments are in healthcare operations focused AI; a discussion of what those developments can mean for retina practices; and what the future of AI holds for retina practices.</p> <p>Learning Objectives: Participants will be able to understand the advantages and disadvantages of utilizing AI in revenue cycle management, front desk and call center operations, and other new AI technologies as they evolve.</p>
<p>2:55 – 3:15 PM</p>	<p>AI Panel <i>Moderator:</i> Vivienne S. Hau, MD, PhD, FASRS <i>Panelists:</i> Khang Nguyen, MD; Nathan J. Rudometkin, MD, FASRS; Alvin Liu, MD; Aamer Hayat, JD</p>
<p>3:15 – 3:45 PM</p>	<p>Break in the Exhibit Hall - <i>Overlook</i></p>
<p>3:45 – 4:05 PM</p>	<p>Business Considerations for Emerging Treatments Ankoo R. Shah, MD, FASRS</p> <p>Course Description: This session will provide an overview of new and evolving technology available for the retina practice and analyze the potential reimbursement implications.</p> <p>Learning Objective: Participants will gain an understanding of the finances of adopting new technology into practice.</p>
<p>4:05 – 4:20 PM</p>	<p>Barriers to Technology in the Retina Space Reginald J. Sanders, MD, FASRS</p> <p>This course will review some of the key barriers to technology in the retina space.</p> <p>Learning Objectives: Upon completion of this course participants will be able to identify and implement ways to address barriers to technology.</p>
<p>4:20 – 4:40 PM</p>	<p>Designing Physician Compensation Plans (No CME) Caroline Patterson, JD</p> <p>This course will provide an overview of the various types of physician compensation plans for both associate physicians and practice owners, including salary, bonus, various models (production, equal, hybrid), how to allocate expenses, and legal compliance. This course will also provide guidance on how</p>

to structure a compensation plan for the practice that aligns with its objectives and allows for the practice to sustain and grow in ever complicated health care market.

Learning Objectives: Upon completion of this course, participants will leave with a better understanding of physician compensation options and how to identify and implement a plan that best fits their practice.

4:40 – 5:00 PM

Growth in the Retina Practice: Adding a New Doc, New Office or Expanding Office

David Chin Yee, MD, FASRS

As retina practices continue to grow, leaders face the challenge of staying ahead of the curve. Identifying the perfect timing to add a new physician, executing the opening of a new satellite office or merging practices requires strategic planning and thoughtful execution.

Learning Objectives: Upon completion of this activity, participants should be able to identify factors and metrics to assist in identifying when to add a doctor.

5:00 – 6:00 PM

Reception in the Exhibit Hall - *Overlook*

Sunday, March 30

7:00 – 8:00 AM

Breakfast in the Exhibit Hall – *Overlook*

7:00 – 11:00 AM

Registration Open – *In front of Ellington Ballroom*

Main Sessions: Ellington Ballroom

8:00 – 8:30 AM

Retinal Coding Essentials

Ankoo R. Shah, MD, FASRS

This session will provide an overview of the fundamentals of retina coding in a format that is appropriate for all levels of experience.

Learning Objectives: Understand when to choose E/M or Eye visit codes; gain clarity about retinal surgical and laser procedures and codes and understand the rationale behind selection particular codes; review the modifiers most often used in billing retina procedures.

8:30 – 8:50 AM

Washington Update

Odette M. Houghton, MD, FASRS

This session will cover federal legislative and regulatory issues impacting retina specialists and their ability to provide optimal patient care. Topics include Medicare reimbursement, Medicare Advantage and commercial payer policies,

quality reporting, and Part B drug policy. ASRS advocacy efforts to ensure patient access to quality retina care will be discussed, along with the outlook for these issues in the coming year.

Learning Objectives: Participants will gain knowledge of current federal regulations and reporting obligations affecting retina practice, enabling them to ensure compliance, advocate effectively for patient care, and adapt to evolving policies.

8:50 – 9:05 AM

American Society of Retina Specialists Resources and Offerings (No CME)

Claire Murphy, OSC, OCS, OCSR

This course covers the benefits and resources available to members of the American Society of Retina Specialists (ASRS). Designed for new and long-standing members, participants will explore the Society's role in supporting research, advocacy, and patient care while enhancing their careers and the business side of retina practice.

Learning Objectives: At the end of this session, participants should be able to identify key resources to help further educational, research, advocacy and practice goals in ways that will help them stay at the forefront of the field and contribute to the advancement of retinal disease and treatment.

9:05 – 9:25 AM

Physician Burnout

Vivek Chaturvedi, MD, FASRS

Summary of burnout definitions, data related to physician (and ophthalmology) burnout, and evidence-based solutions for an organization. The concept of having purpose at work. Comprehensive overview of physician suicide: statistics, resources, and attempts at prevention.

Learning Objectives: Upon completion of this activity, participants should be able to: Provide definitions of physician burnout, know physician and ophthalmology burnout data, understand common sources of burnout, describe statistics, risks, and resources related to physician suicide.

9:25 – 9:45 AM

Virtual and AI Scribing in Retina

Scott Walter, MD, MSc, FASRS

This course will provide a brief overview of the evolution virtual/remote scribing and AI-driven scribing technologies over the past decade along with exploring current attitudes and experiences integrating AI-based scribing into clinical workflow.

Learning Objectives: Understand the current terminology used to describe medical scribing technologies, including synchronous vs. asynchronous, in-person vs. remote, and active vs. ambient documentation, gain insight into

current perspectives among retina specialists regarding the benefits and challenges of virtual and AI scribing and identify practical approaches for integrating virtual, AI-based, and hybrid scribing solutions into retina practices.

9:45 – 10:00 AM

Concierge Retina

Vivian Y. Kim, MD, MPH, FASRS

This talk is about what, why, who, and how of practicing concierge medicine in retina.

Learning Objectives: Upon completion of this activity, participants should be able to: 1) Understand how concierge medicine works 2) The motivations and challenges of practicing concierge retina 3) Who are the ideal physician candidates and ideal practice situations for being successful in concierge retina. 4) How to add value to patient care in a concierge model

10:00 – 10:30 AM

Break in the Exhibit Hall - *Overlook*

10:30 – 10:45 AM

S.W.O.T. Analysis for the Retina Practice – Why Are You Working Too Hard?

Robert Lea, MBA

Learn how to identify and evaluate the Strengths, Weaknesses, Opportunities and Threats (SWOT) specific to your organization. We spend so much time working in our businesses, this is a moment to work on our businesses and create a few topics or action items to focus on over the next 6-12 months. A SWOT analysis provides a structured approach to understanding your practice's current position and planning for future success

Learning Objectives: By the end of this talk, participants will be able to conduct a comprehensive SWOT analysis for their retina practice, identifying ways they can work smarter not harder.

10:45 – 11:00 AM

Insurance Gap Analysis – Do You Know Your Gaps?

Tushar M. Ranchod, MD, FASRS

Retina practices can avail themselves of various types of insurance at the practice level, only some of which are necessary or appropriate for any practice. We will explore the range of insurances related to general liability, key person, specific threats, specific liabilities, and corporate governance. This talk does not address insurance products that benefit the individual physician.

Learning Objectives: Participants should be able to identify specific types of practice insurance that are appropriate versus unnecessary for their practice.

11:00 AM– 12:00 PM

Retina Coding Update

Joy Woodke, COE, OCS, OCSR

What's new in retina coding? Along with an overview of the new drug treatments this course will outline other updates impacting retina practices and review some of the challenging retina coding scenarios and the solutions.

Learning Objectives:

- Review the 2025 retina coding update
- Understanding coding updates for new retina drug and delivery treatments
- Updates on audits impacting retina practice and strategies to improve documentation
- Discover retina coding resources to streamline the processes

12:00 PM

Adjourn