

## Why Ophthalmologists Should Attend Practice Management Courses – A message from the Academy

Dear Colleagues,

The profession of ophthalmology has grown to be a complex and multifaceted one, requiring knowledge and skills that extend beyond the clinical aspects of practice. It has become increasingly challenging for ophthalmologists to maintain a healthy bottom line given the uncertain economy and recent legislative changes. Ophthalmology practice is evolving into a new paradigm where physicians are required now more than ever to actively participate in managing the business of the practice.

The American Academy of Ophthalmic Executives (AAOE), the practice management arm of the Academy, offers practice management information designed to address your needs whether you are a new associate, physician owner or managing physician. The [AAOE program of the Academy Joint Meeting](#) offers CME bearing courses in seven key competencies (Business Operations & Finance, Coding & Reimbursement, Compliance & Risk Management, Marketing & Business Development, Human Resources, Information Technology, and Professional Growth) to provide physicians with the most relevant and reliable information needed to manage a successful practice.

Furthermore, collaboration with management staff is imperative to the success of your practice. When physicians and administrators attend courses together they can collectively discuss how to integrate the new information into the practice. Many of the courses are presented by panel teams made up of one or more physicians, an administrator and/or a consultant. Panelists understand your challenges, and have developed hands-on solutions to meet your needs.

Physicians who have attended the AAOE program in the past, found the AAOE courses to be outstanding.

“It’s been three years since I’ve bought a practice, and I find that running a practice is far more difficult than the medical aspect of the practice. When I go to the Academy meetings, I find that the most important lectures are the AAOE courses. All the lecturers have been outstanding, and they will go to all lengths to answer your questions. Thanks to the courses, every year I learn a little more about the business of a medical practice.”

*Benjamin B. Chun, MD, Pittsburgh, PA*

As a member of AAOE, I encourage you to participate in the AAOE program of the 2010 Academy Joint Meeting and nurture the business side of your profession.

Sincerely,

Randolph L. Johnston, MD

2010 President  
Academy Board of Trustees