

## OBC MEMBERS

2009-2010

### CROWN BENEFACTORS (\$25,000)

ALLERGAN, INC.  
GENENTECH, INC.  
INSPIRE PHARMACEUTICALS, INC.

### BENEFACTORS (\$15,000)

ALCON, INC.  
BAUSCH & LOMB  
NEOVISTA, INC.  
PFIZER OPHTHALMICS  
QLT, INC.  
VISTAKON PHARMACEUTICALS, LLC

### PATRONS (\$7,500)

ABBOTT MEDICAL OPTICS, INC.  
HEIDELBERG ENGINEERING, INC.  
MERCCK & CO., INC.  
NOVARTIS OPHTHALMICS  
SANTEN, INC.

### SUBSCRIBERS (\$5,000)

ALIMERA SCIENCES  
BD MEDICAL - OPHTHALMIC SYSTEMS  
ELI LILLY AND COMPANY  
EYEGATE PHARMACEUTICALS, INC.  
TOPCON MEDICAL SYSTEMS

### MEMBERS (\$2,500)

ATON PHARMACEUTICALS, INC.  
AMERICAN SURGICAL INSTRUMENTS CORPORATION  
DUTCH OPHTHALMIC, USA  
ESSILOR OF AMERICA, INC.  
EYETECH, INC.  
HAAG-STREIT GROUP  
ISTA PHARMACEUTICALS, INC.  
NEOMEDIX CORPORATION  
TRANSITIONS OPTICAL, INC.

### ASSOCIATE (\$1,000)

BIOPTIGEN, INC.  
LUX BIOSCIENCES, INC.  
VISTAKON, JOHNSON & JOHNSON VISION CARE, INC.



**THE FOUNDATION  
OF THE AMERICAN ACADEMY  
OF OPHTHALMOLOGY**  
Advancing Lifelong Ophthalmic Education

### THE FOUNDATION OF THE AMERICAN ACADEMY OF OPHTHALMOLOGY

Established in 1980, the Foundation of the American Academy of Ophthalmology (FAAO) has worked for the last 30 years to raise funds in support of priority programs and projects of the Academy and its Foundation. The funds raised are used to support the FAAO's mission to prevent blindness and severe visual impairment worldwide through education, quality of care research and public service. The Foundation is able to sustain its programs thanks to the support of its generous donors. More information can be found at: [www.faa0.org](http://www.faa0.org).

### THE HOSKINS CENTER

The H. Dunbar Hoskins Jr., M.D. Center for Quality Eye Care was established as a quality of care and health policy research center that advances the accessibility to and appropriateness of eye care services. The work of the Hoskins Center will help ensure that patients continue to receive high quality, evidence-based eye care within a tightening economic environment that will demand increased value for any services provided. More information can be found at: [www.hoskinscenter.org](http://www.hoskinscenter.org).

### EYECARE AMERICA

EyeCare America provides eye care at no cost to those who qualify through its corps of 7,000 volunteer ophthalmologists nationwide. In addition, EyeCare America raises awareness about eye diseases and health including cataracts, glaucoma, age-related macular degeneration (AMD) and diabetic eye disease. Free eye health educational materials are provided to anyone who visits our site. More information can be found at: [www.eyecareamerica.org](http://www.eyecareamerica.org).

### OPHTHALMIC HERITAGE & MUSEUM OF VISION

The Museum of Vision is the only museum in the United States dedicated to preserving ophthalmic history. Recognizing that ophthalmology has played an important role in the history of medicine, the museum strives to preserve this heritage and to inspire an appreciation of vision science, the ophthalmic profession, and contributions made toward preventing blindness. More information can be found at: [www.museumofvision.org](http://www.museumofvision.org).

To learn more about these programs please contact Todd Lyckberg, Director of Development at:

Tel. (415) 447-0361

E-mail: [tlyckberg@aao.org](mailto:tlyckberg@aao.org)

Visit the Foundation of the American Academy of Ophthalmology at [www.faa0.org](http://www.faa0.org)

Visit the American Academy of Ophthalmology at [www.aao.org](http://www.aao.org)



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## OPHTHALMIC BUSINESS COUNCIL

April 2010 – March 2011



*Facilitating Communication within the Ophthalmic Community*

**THE OPPORTUNITY**

The Ophthalmic Business Council (OBC), formerly the Corporate Advisory Council, was established in 1993 to facilitate communication within the ophthalmic community. The OBC brings together leaders from the American Academy of Ophthalmology, industry, health policy experts and government to exchange information and ideas, and by doing so, improve the quality of care among patients.

The American Academy of Ophthalmology is the world's largest ophthalmology organization with nearly 30,000 members. It is also, despite its name, an organization with true global reach. Nearly 30% of its members practice outside the United States in over 100 countries. Approximately 93% of practicing U.S. ophthalmologists are members, as are nearly 100% of the next generation of ophthalmologists – those currently in residency or fellowship training.

**Through their participation,**

**OBC members contribute to improving patient care.**

Membership in the OBC includes the opportunity to attend two essential symposia that focus on relevant and timely issues facing ophthalmology.

- The OBC's annual fall symposium is held in conjunction with the Academy's Board of Trustees meeting. In addition to bringing together Academy and industry leaders, the symposium also brings leaders from government, medicine and health policy into the conversation and provides formal and informal opportunities to exchange information and ideas.
- The OBC's spring symposium is a biennial symposium focusing on FDA, Medicare, and reimbursement issues. The symposium features guest speakers from the government agencies and takes place in Washington, DC. As the speed of innovation and new knowledge in ophthalmology quickens, the spring symposium has become increasingly valuable in providing helpful insights and information in bringing new technologies and techniques to patients.

**OPHTHALMIC BUSINESS COUNCIL**  
 655 BEACH STREET  
 SAN FRANCISCO, CA 94109-1336  
 (415) 447-0361

**MEMBERSHIP BENEFITS**

Membership in the categories below is available for companies who are not technical exhibitors at the American Academy of Ophthalmology's Annual Meeting.

**\$1,000**  
**ASSOCIATE**

**All benefits include:**

- Enhanced visibility to more than 30,000 Academy members worldwide
- Special Annual Meeting Recognition: Company highlighted in Exhibitor Map, Prospectus, Final Program, Pocket Guide and Donor Wall
- Complimentary annual subscription to *EyeNet Magazine*
- Corporate name listed in an annual EyeNet advertisement recognizing OBC members
- Complimentary subscription to the Washington Report, which provides regular updates of the Academy's Federal Affairs activities
- Complimentary e-mail subscription to Academy Express, an Academy member newsletter that provides the latest clinical news, coding updates and information on legislative and regulatory issues
- Listing in the OBC section of the Academy Foundation Web site

**\$2,500**  
**MEMBER**

**All benefits at the Associate level PLUS:**

- Invitation for **one** corporate representative to attend annual OBC Symposium in San Francisco, CA, held in conjunction with the Academy's Board of Trustees meeting
- Invitation for **one** corporate representative to attend a special topical OBC Symposium in Washington, DC
- Listing, including link to your company's corporate site, on the OBC section of the Academy Foundation Web site

**\$5,000**  
**SUBSCRIBER**

**All benefits at the Member level PLUS:**

- Invitation for **two** corporate representatives to attend annual OBC Symposium in San Francisco, CA
- Invitation for **two** corporate representatives to attend a special topical OBC Symposium in Washington, DC
- Complimentary registration for **one** corporate representative to attend Annual Meeting Sub-specialty Day\*
- Complimentary commercial registration for **one** corporate representative to attend the Annual Meeting
- Special mailing of Academy's Product Catalog

**\$7,500**  
**PATRON**

**All benefits at the Subscriber level PLUS:**

- Invitation for **three** corporate representatives to attend annual OBC Symposium in San Francisco, CA
- Invitation for **three** corporate representatives to attend a special topical OBC Symposium in Washington, DC
- Complimentary registration for **two** corporate representatives to attend Annual Meeting Sub-specialty Day\*
- Complimentary commercial registration for **two** corporate representatives to attend the Annual Meeting
- Special discounts on Academy products, based on quantity

**\$15,000**  
**BENEFACTOR**

**All benefits at the Patron level PLUS:**

- Invitation for **one** membership in OBC Steering Committee, chaired by the Academy's CEO
- Complimentary registration for **three** corporate representatives to attend Annual Meeting Sub-specialty Day\*
- Complimentary commercial registration for **three** corporate representatives to attend the Annual Meeting
- Attendance at the special meeting of OBC Steering Committee

**\$25,000**  
**CROWN BENEFACTOR**

**All benefits at the Benefactor level PLUS:**

- Invitation for **four** corporate representatives to attend annual OBC Symposium in San Francisco, CA
- Invitation for **four** corporate representatives to attend a special topical OBC Symposium in Washington, DC
- Invitation for **two** memberships in OBC Steering Committee
- Complimentary ticket for **one** representative to the FAO Orbital Gala dinner, held at the Annual Meeting

\* Approximate value: \$675 - \$1,050 per registrant