



CARIBBEAN EYE MEETING

The Ophthalmic ASC Trends, Opportunities and Challenges Friday, January 31, 2025, from 8 am to 2:30 pm

The session is designed for ASC administrators, nurse directors, physicians, and industry experts, as well as practice leaders. The agenda includes interactive panel discussions to encourage the sharing of experiences, challenges, lessons, ideas, and solutions. The meeting day is planned and hosted by OOSS.

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| 8:00 | OOSS Welcome & Overview
<i>Diane Blanck, Executive Director</i> |
| 8:05 | Washington Update
<i>Mike Romansky JD, OOSS General Counsel</i> |
| 8:30 | Regulations, Compliance, and Risk Management
Important and provocative, the panel will discuss regulations, compliance findings in audits, how to ensure flawless execution, and how to manage and mitigate risk. The panel will share examples of challenges and observations encountered with clients.
Panel: <i>Allison Shuren JD, Skip Pleninger, Mary Pat Johnson</i> |
| 9:30 | Trends and Challenges in Anesthesia
Increasing costs, decreasing provider availability, competition with HOPDs drive pain points for ophthalmic ASC anesthesia. The expert panel will discuss and challenges and potential solutions.
Panel: <i>Ami Grube, Nikki Hurley, Dr. Nagi, Erin Malloy</i> |
| 10:45 | Sunshine and Snack break |
| 11:00 | The Ophthalmic Surgery Landscape
The landscape of ophthalmology surgery sites to best serve the |



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patient, physicians, and staff is evolving while the ASC continues to be the most efficient, effective, and profitable model. Challenges in anesthesia provision, staffing, reimbursement, access, and capacity are encouraging leaders to problem-solve creatively to serve patients. The panel will explore the surgical options, and venue challenges, and the group will discuss solutions for their market.

Panel: *Phillip Isham, Ben Seals, Dan Chambers, Todd Albertz*

11:30

The Ophthalmic ASC Reimbursement and Coding Session

Join us in this interactive session on coding and reimbursement challenges, opportunities, and changes in your Ambulatory Surgery Center. During this discussion, we will also review any reimbursement updates and changes for the calendar year 2025.

Panel: *Mary Pat Johnson, Kirk Mack*

12:15-12:30

Lunch buffet – *grab and bite and eat during the meeting*

12:30

Value-Based Care Options in the ASC and what it means for your ASC.

What are the opportunities and challenges? How do you implement it? How do we present and communicate to patients?

Panel: *Dan Chambers, Mark King, Phillip Isham*

1:00

Technological Advancements and Considerations for Adoption

What's new and what's on the horizon that can be implemented and integrated into your ASC.

Panel: *Dan Chambers, Carrie Jacobs, Jesse Alvarado, Phillip Isham*

2:00

Industry trends and Market Dynamics, Food for Thought, and Lessons of the Day

Explore trends in surgical volume, growth opportunities, and the increasing demand for care intersecting with the decline in number of physicians.

Moderator: *Bill Rabourn*

2:30

Meeting concludes



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4:00 – 5:15

Opening Joint Session

5:15 – 6:00

Sheets Martin Lecture | *Sheri Rowen, MD*

6:00 – 8:00

Opening Reception with Exhibitors

Saturday, February 1, 2025

7:00-8:00

Corporate Sponsored Breakfast Content Sessions | *Bausch + Lomb, Lensar, Rayner, Promptly*

8:00-10:00

SESSION ONE

EYE ON THE FUTURE: LEGAL UPDATE, REIMBURSEMENT, AND THE PRIVATE EQUITY LANDSCAPE

Philip Isham: *Session Moderator*

Legal Pearls and Pitfalls: An Update on the Evolving Legal Landscape in Eyecare | *Allison Shuren*

This session will highlight key “pearls” of legal wisdom to help you navigate complex regulations, alongside critical “pitfalls” to avoid. From compliance challenges to new policies shaping co-management and practice management.

Reimbursement Unveiled: Maximizing Revenue Cycle Opportunities for 2025 | *Mary Pat Johnson & Kirk Mack*

Unlock the potential of your practice's revenue cycle by mastering essential reimbursement strategies for 2025. This session dives into key approaches, critical updates, and common challenges in billing and revenue management. Discover best practices for optimizing reimbursement, navigating coding changes, and maximizing financial opportunities while avoiding costly missteps. From Medicare adjustments to private payer strategies, this session equips you with actionable insights to boost your practice's revenue and ensure a streamlined, compliant billing process.



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Private Equity in Focus: Trends, Challenges, and the Future of Eye Care

Philip Isham, Matt Owens, Dan Chambers

Explore the current landscape of private equity in eye care with a panel of industry insiders. This session will cover the latest trends, including market stagnation, consolidation with surgery partners, and evolving strategies within healthcare groups. Get key insights into the future of private equity investments, learn about the impact on practices, and discover what the road ahead looks like for eye care professionals navigating these changes.

10:00-10:30

Break with Exhibitors

10:30-12:30

SESSION TWO

AI IN THE EYE CARE SPACE: REVOLUTIONIZING EFFICIENCY AND PATIENT INTERACTION

Austin Bird: *Session Moderator*

Panel: *Dan Chambers, Ben Seals, Lawson Boothe, Jillyn Johnson, Todd Albertz, Craig Piso*

This course explores the transformative role of artificial intelligence (AI) in the eye care industry, focusing on its ability to enhance efficiency, streamline workflows, and improve patient care. From AI-driven diagnostics and chatbots to automated scheduling and decision support tools, participants will discover how AI is reshaping day-to-day operations. The session also addresses the psychological impact of reducing human involvement, examining both the benefits and challenges of shifting toward AI-powered systems in a traditionally human-centered field. Attendees will gain insight into maintaining a balance between technology and personal touch, ensuring patient trust and satisfaction.

12:30-1:30

Corporate Sponsored Lunch Symposium | *Johnson & Johnson*

6:30-9:30

Beach View Dinner



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Sunday February 2, 2025

7:00-8:00

Corporate Sponsored Breakfast Content Sessions | *Alcon, Dompe, Lenstec, Reflexion Digital*

8:00-10:00

SESSION ONE

PRACTICE EVOLUTION: LEVERAGING INNOVATION TO DRIVE GROWTH

Mark King: *Session Moderator*

Panel: *Kasey Gantz, Philip Isham, Jesse Alvarado, and Karyn Jones*

This session will explore innovative strategies for expanding practice growth through elective services and new patient-pay offerings. Participants will hear success stories from industry leaders who have redefined the traditional boundaries of eye care, incorporating unique, value-driven services beyond refractive surgery. Key topics will include compliant business models for cost-sharing with patients, creating new revenue streams while maintaining value, and rethinking how we define patient care in a growing elective service landscape. The focus will be on actionable steps to think outside the box and leverage innovation to build a future-ready practice.

10:00-10:30

Break with Exhibitors

10:30-12:00

SESSION TWO

BUILDING TEAMS THAT LAST: STRATEGIC HIRING, RETENTION, AND RESILIENCE

Panelists: *Bansari Mehta, Mark King, Carrie Jacobs, Patti Barkey, Debbie Davis, Kim Bartels, Nick Tavares, Dan Chambers*

This session provides a comprehensive approach to building and sustaining a strong team, with a particular focus on physician recruitment and retention. We will explore strategies for attracting top talent, along with career pathing techniques designed to retain key team members. The session will also cover successful physician onboarding practices, ensuring a smooth and supportive transition for new hires. Administrators will share their own experiences managing HR challenges, offering practical insights on navigating complex



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staffing and retention issues. Participants will have the opportunity to share their stories and seek advice on overcoming their current recruitment and retention dilemmas.

12:00-1:00

Corporate Sponsored Lunch Symposium | Zeiss

6:00-7:30

Evening Reception with Exhibitors

Monday February 3, 2025

7:30-8:00

Breakfast with Exhibitors

8:00-9:45

SESSION ONE

BUILDING TRUST: EFFECTIVE REPUTATION MANAGEMENT STRATEGIES FOR SUCCESS

Debbie Davis: *Session Moderator*

Panelists: *Jean Moody, Bill Rabourn, Dan Chambers, Patti Barkey*

In today's dynamic landscape, a practice's reputation is a critical asset. This session explores the essentials of building and maintaining trust through effective reputation, brand, and crisis management. Learn how to cultivate a resilient brand by proactively managing online reviews, addressing patient concerns, and leveraging positive experiences to strengthen loyalty. We'll also cover strategies for navigating challenging situations and share real-life crisis management insights from seasoned administrators who have successfully handled crises in their practices. Walk away with practical tools to elevate patient trust, enhance your brand, and foster lasting goodwill within your community.

9:45-10:15

Break with Exhibitors

10:15-12:00

Closing Joint Session

Conclusion

CEM 2025