

You're invited to our
Continuing Education Seminar

Enjoy a complimentary breakfast buffet, network with colleagues,
earn valuable credit hours, and learn advanced clinical information and techniques.

WHEN

Sunday, October 15th, 2023
8:30am – 12:45pm
Eagles game is at 4:25pm

WHERE

Downingtown Country Club
93 Country Club Dr,
Dowingtown, PA 19335

CREDITS

4 COPE credits

.....
COURSES

Evolving Management Strategies for Geographic Atrophy
Michael Ward, MD

The Year 2022: A Literature Review
Stephen Moster, MD

Medical Management of Glaucoma
Cristan Arena, MD; Gregory Oldham, MD

Common Ocular Conditions Encountered in an Office-Based Setting
John DeStafeno, MD
.....

REGISTER

To register, please contact Nick at nlord@cceceye.com or (484)-723-2084.
Please provide your STATE LICENSE # and OE TRACKER # when registering.

A fee of **\$35** is required for compliance (see attached letter).
Payment will be collected **on the day of event**, cash or check.

If an optometrist within your practice did not receive an invite, please feel free
to extend the invitation out to them.

WEST CHESTER
FERN HILL
MEDICAL CAMPUS

915 Old Fern Hill Road, Building B, Suite 200
West Chester, PA 19380
tel (610) 696-1230 *fax* (610) 696-2341

EXTON
COMMONS
AT OAKLANDS

740 W. Lincoln Highway
Exton, PA 19341
tel (610) 696-1230 *fax* (484) 723-2088

WEST GROVE
PENN MEDICINE
SOUTHERN CHESTER COUNTY

455 Woodview Road, 1st Floor, Suite 125
West Grove, PA 19390
tel (610) 869-1371 *fax* (610) 869-1334

Malvern
325 Central Ave, Suite 101
Malvern, PA 19355

tel (610) 696-1230 *fax* (484) 320-8936

Seminar Agenda

8:30 - 9:00am	Registration and Breakfast
9:00 - 9:05am	Introduction
9:05 - 9:55am	Evolving Strategies for Geographic Atrophy <i>Michael Ward, MD</i> A review of the diagnosis, classification, and management of Geographic Atrophy (GA). This course is intended to help optometrists improve their diagnostic skills and educate with regard to new treatment options for GA related to advanced Age-Related Macular Degeneration.
9:55 - 10:45am	The Year 2022: A Literature Review <i>Stephen Moster, MD</i> This course aims to examine ophthalmic literature from the previous year, concentrating on conditions frequently encountered in a general clinic setting. Participants will have the opportunity to review clinical trials and emerging trends within the field of optometry & ophthalmology. The objective of this course is to ensure participants remain updated on recent advancements in treatments, diagnostic methodologies, and clinical practices.
10:45 - 11:00am	Break and Snack
11:00 - 11:50am	Medical Management of Glaucoma <i>Cristan Arena, MD; Gregory Oldham, MD</i> This course will present and discuss the available medical treatment options that providers can utilize for the treatment of glaucoma and ocular hypertension commonly encountered in an office-based setting. Current and future medical treatment options will be reviewed.
11:50 - 12:40pm	Common Ocular Conditions Encountered in an Office-Based Setting <i>John DeStafeno, MD</i> This course will present and discuss the common ocular diseases encountered in an office-based optometry and ophthalmology setting. Case challenges will be presented with attention to management strategies for these conditions. This will be an audience-response course.
12:40 - 12:45pm	Wrap Up and Sign Out

Commercial Disclosure Statement

The content of this COPE Accredited CE activity was planned and prepared independently by Chester County Eye Care without input from members of a commercial interest.

We want explain why we are slightly changing the format of our educational conferences. There has been increasing governmental scrutiny surrounding educational events sponsored by ophthalmology practices. We are following the recommendations provided by The American Academy of Ophthalmology on the risks of kickback prosecution described here:

An ophthalmology practice recently contacted the U.S. Department of Health and Human Services Office of Inspector General and asked an important question: Does it matter who pays for such an event? The inspector general's advisory opinion in response shows it does.

The inspector general's opinion shows why it's so important to get expert legal advice before proceeding with events that could lead to new patient referrals. That's true even if an event yields indirect referrals or those you didn't explicitly solicit.

According to the opinion, continuing education events pose enough of a kickback risk that the inspector general issued a special fraud alert on them in 2020. In the newer case, the ophthalmology practice that requested the opinion already had avoided several perils:

- *No fancy meals or alcohol*
- *No special entertainment or sports events in conjunction with the talks*
- *Content certified to earn continuing education credits*

Fortunately, the ophthalmology practice in this case recognized that a substantive event posed the risk of felony punishment, due to the potential for kickbacks.

In the case addressed by the opinion, the practice weighed four payment scenarios:

- *A: Attendees pay a fair market price, and the organizer covers the shortfall or donates any profit.*
- *B: Attendees pay nothing, and the organizer covers all the costs.*
- *C: Attendees pay nothing, and the organizer would get some corporate sponsors, covering any shortfall or donating any profit.*
- *D: Attendees pay some registration fee, and the organizer would get some corporate sponsors, covering any shortfall or donating any profit. In the inspector general's opinion, all but scenario A involved the risk of kickback prosecution. Some scenarios involved the risk of multiple kickbacks.*

*In the inspector general's opinion, **all but scenario A involved the risk of kickback prosecution.** Some scenarios involved the risk of multiple kickbacks.*


We truly value our relationship with community optometrists and ophthalmologists. We enjoy our educational seminars as a time to educate and strengthen our personal relationships. To remain compliant and mitigate risk, a nominal charge will be assessed this year for the seminar. Thank you for your understanding.

Sincerely,

Bruce Saran, MD



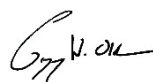
John DeStafeno, MD



Michael Ward, MD



Gregory Oldham, MD



Cristan Arena, MD

