

2025 ASOA PROGRAM SPEAKER GUIDE



ADVANCING INNOVATION
Through Education and Collaboration

TABLE OF CONTENTS

Important Dates	Pg. 2
Policies and Requirements for ASOA Program Speakers	Pg. 3
Speaker Instructions	Pg. 4
Creating Your Presentation	Pg. 5
Testing Your Presentation	Pg. 6
Presenting at the Meeting	Pg. 6
First Slide Example	Pg. 6
Attendee Feedback	Pg. 6

Important Dates

February 14, 2025	Tier 1 registration deadline
March 24, 2025	Deadline for ASOA faculty to register
March 5, 2025 – April 1, 2025	Uploads for electronic ASOA Practice Management course handouts open
April 2, 2025	Speaker handouts due
April 25-8, 2025	ASOA Annual Meeting

Thank you for agreeing to present within the ASOA Practice Management Program at the 2025 ASOA Annual Meeting, held in conjunction with ASCRS, in Los Angeles, CA .

The purpose of this guide is to provide you with the information you need to prepare and deliver your presentation at the meeting. This guide is organized into sections for you to easily locate information for each step of the process in developing your presentation for the 2025 ASOA Annual Meeting.

POLICIES AND REQUIREMENTS FOR ASOA PROGRAM SPEAKERS

EDUCATIONAL OBJECTIVES

At the conclusion of the program, ASOA Annual Meeting attendees will be able to:

- Discuss various aspects of business management and integrate adjustments to practices as necessary
- Describe and implement adjustments to policies and procedures related to human resource management
- Assess leadership qualities and practices and apply concepts
- Evaluate current practice marketing campaigns and efforts and recommend improvements where possible
- Describe advancements in electronic health records and health information technologies
- Summarize the latest compliance and coding updates

REGISTRATION

All ASOA speakers are required to register for the ASOA Annual Meeting. Visit our website

<https://annualmeeting.ascrs.org/programs/aso-program> for registration details. All ASOA speakers are encouraged to complete their registration by the “Skip-the-Line Deadline”, February, 14, 2025.

HONORARIA AND EXPENSE REIMBURSEMENT

ASOA does not pay honoraria or travel/housing expenses for presenters or faculty participating in the annual meeting.

FINANCIAL INTEREST DISCLOSURES

All individuals participating in a CME activity must disclose any financial interest, or lack thereof, or relationships with a company(s) that produces, markets, resells, or distributes ophthalmic products/devices/drugs or services discussed in an educational presentation. Financial interest can include such things as grants or research support, consultant, stockholder, member of speakers' bureau, financial relationships held by spouse, etc. Any relationship that occurred within the past 12 months should be reported. To enter a financial interest disclosure, visit <https://ascrs.confex.com/ascrs/ficme25/cfp.cgi>.

SPEAKER INSTRUCTIONS

- ASOA Practice Management courses are 60 minutes.
- Speakers must allow time for Q & A within the 60-minute time frame.

RESPONSIBILITIES OF THE LEAD INSTRUCTOR:

- Confirm course participation of all faculty and notify ASOA staff of any faculty changes.
 - Adding/removing participants from a presentation: to add or withdraw faculty, contact courses@asoa.org. All faculty must be listed on the program and must meet all the Financial Interest Disclosure requirements.
- Notify all faculty of the scheduled date and time for the accepted course.
- Notify all faculty to complete the annual meeting registration.
- Notify all faculty to complete their financial interest disclosures.
- Prepare or coordinate comprehensive handouts for posting on the ASCRS ASOA Meetings App and online. ASOA will not photocopy or distribute handout copies.

PRESENTATION UPLOADS:

- ASOA course instructors and faculty do not upload their presentations. Instead, each course room will be equipped with IPC and IMac. If instructors wish to use their own laptop, there will be connection cables in all course rooms.
- Speaker Ready Room- Instructors are encouraged to visit the Speaker Ready Room and review their presentations and videos in advance of their presentation.

ASOA COURSE HANDOUTS:

- ASOA course instructors are strongly encouraged to prepare high-quality handouts to accompany their curriculum. Handouts give course participants a written overview of the course subject matter and can provide detailed information that may not be covered due to time constraints.
- Handouts must adhere to ASOA guidelines regarding impartiality and valid content. Corporate materials are prohibited. Annual Meeting attendees will be able to download the handouts before arriving at the conference, as well as during and after the meeting.

HANDOUT SPECIFICATIONS:

- File Size Requirements: Files may not exceed 20MB.
- File Format Requirements: We will only be accepting PDF formatted documents. You will be unable to upload documents with any other format (this includes PowerPoint and Word). If you are providing a PDF of your slides as part of your handout, please format as 2 slides per page to allow adequate room for notes.
- File Naming Requirements: Use the following naming format for your handout: presenter-lastname_first three words of course title.pdf.
For example: jones_LASIK Pearls 101.pdf

UPLOADING YOUR HANDOUTS

- Handouts are due no later than April 2, 2025.
- ASOA course handouts will be available online and through the ASCRS ASOA Meetings App.
- ASOA speakers will upload their handouts in the speaker center starting on February 3, 2025.

CREATING YOUR PRESENTATION

Know Your Audience - Although ASOA Annual Meeting attendees are primarily ophthalmic administrators and practice managers, the audience may include attendees from other professional backgrounds including ophthalmologists, optometrists, technicians, nurses, and staff involved in marketing, human resources, accounting/billing, and front-desk operations.

- Presentations should be created in either Microsoft PowerPoint, Apple Keynote or individual video files depending on the format of the session.
- Presentation slides should be developed in 16:9 wide screen format.
- ASOA does not require speakers to use a slide template. You are welcome to use your own, however, it should not include any commercial logos, images or names.
- Relevant financial interest, or lack thereof, must be included on your title slide or second slide to include the type of relationship and the name of the company, if applicable.
- All ASOA Practice Management courses are 60 minutes in length. You will receive a speaker schedule with times for each of your presentations. Please be considerate of attendees and your fellow presenters and confine your presentation to the allotted time.
- All presentations should be free of commercial bias and must give a balanced view of the content. The use of generic names will contribute to this impartiality. If trade names must be used, where available, trade names from several companies must be used - not just trade names from a single company. Faculty members are urged to adopt a consistent treatment of products throughout their presentations (e.g., if a trade name is used, the competitor's trade names must also be used).
- Educational materials such as presentation slides, abstracts, and handouts cannot contain any advertising, corporate logos, trade names, or a product-group message of **any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients**. Presentations should not include individually identifiable health information, in accordance with the Health Insurance Portability and Accountability Act (HIPAA), as amended.

PRESENTATION GUIDELINES

- Meet standards of integrity (free of commercial bias).
- Clearly state when offering your opinion.
- Use your own slides.
- Please note product logos are strictly prohibited.

TESTING YOUR PRESENTATION

ASOA Practice Management course instructors and faculty do not upload to the AV software system in advance of the meeting. You must bring your presentation file with you on a flash drive or other memory device to your presentation room.

ASOA Practice Management course presenters are not required to visit the Speaker Ready Room but are encouraged to visit and test their presentations in advance of their presentation time. This is highly encouraged for any presentations that may contain pictures, videos, or other multimedia. All videos used in any presentation should be reviewed in the Speaker Ready Room to ensure successful playback in the session room.

Speaker Ready Room hours will be available closer to the meeting.


PRESENTING AT THE MEETING

ASOA COURSE ROOM SET-UP AND AUDIO-VISUAL

All ASOA session rooms will be set with theater-style seating, a head table with at least 2 chairs and the following AV equipment (at a minimum): podium microphone, table microphones, one lavalier/lapel microphone, wireless slide advancer, LCD projector, screen, and confidence monitor.

FIRST SLIDE AND VERBAL DISCLOSURE

All ASOA speakers and faculty must include a Financial Interest Disclosure (or lack thereof) on the title slide or second slide of the presentation to include the type of relationship and the name of the company. In addition to a written statement as shown below, anyone speaking from a podium must verbally disclose any relevant financial interests (or lack thereof) at the time of presentation.



Presentation Title
(Title must match edited title)

Speakers
(All speakers must be listed in the ASOA abstract submission database in order to be listed on the presentation)

Examples of Financial Disclosures

The speakers for this presentation are members of company X's speaker bureau.
Or
Speaker 1 is a consultant of company ABC, Speakers 2 and 3 have no relevant financial interest in the subject matter of this presentation.
Or
The speakers have no relevant financial interest in the subject matter of this presentation.

ATTENDEE FEEDBACK

ASOA attendees will have an opportunity to evaluate the quality of presentations for all ASOA courses. The aggregated attendee feedback for the ASOA Program will be shared with the ASOA Program Committee.

All speakers should remind attendees at the beginning of the session to complete an evaluation for the session at the Claim CME/CE Credit Stations located throughout the convention center or through the ASCRS ASOA Meetings App.