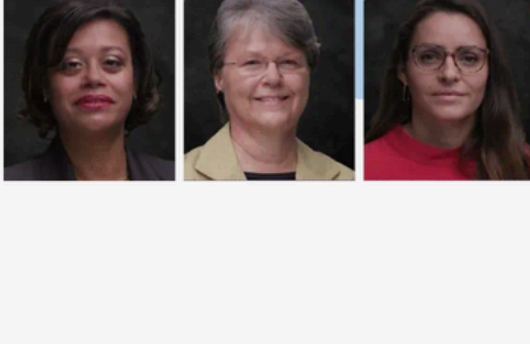


2020 Year in Review: A Year of Challenges and Perseverance

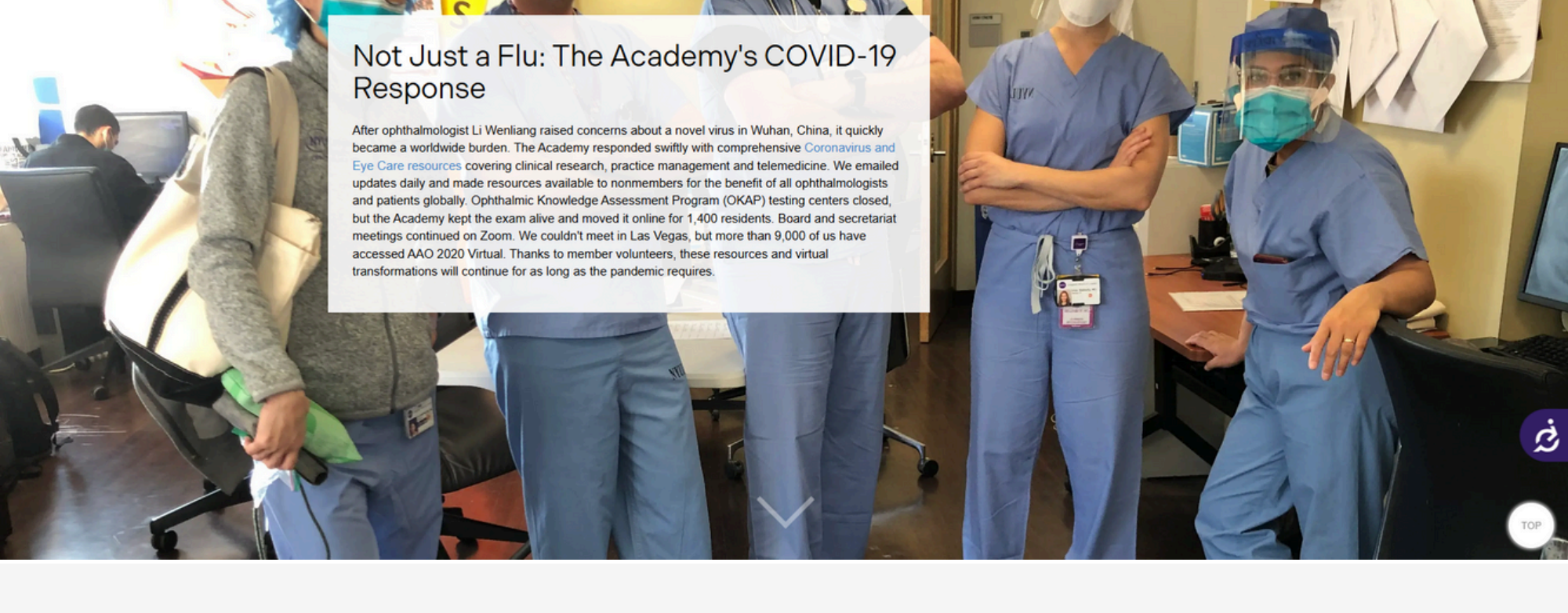
2020 was a year like no other. We recalibrated, reorganized and reinvented, all the while looking forward to a "new normal." Yet in the midst of uncertainty, we found ways to connect, grow and celebrate. Below are a few notable accomplishments of the year—and more reasons to honor how we've persevered.



2020 Year of the Eye

Celebrating Our Profession in Ophthalmology's Most Auspicious Year

The Academy's 2020 Year of the Eye campaign kicked off in January with exciting plans for celebrations throughout the year. We created a tool kit of infographics, news releases and social media templates to help members celebrate 2020 and educate their patients and communities. Despite the coronavirus derailing the trajectory of the campaign, we highlighted 31 *Unsung Heroes*—colleagues who quietly serve the underserved, mentor the next generation and share their skills with the world—and published 13 *EyeSmart* articles to inspire the public to take better care of their eyes and to educate them about the benefits of visiting an ophthalmologist.



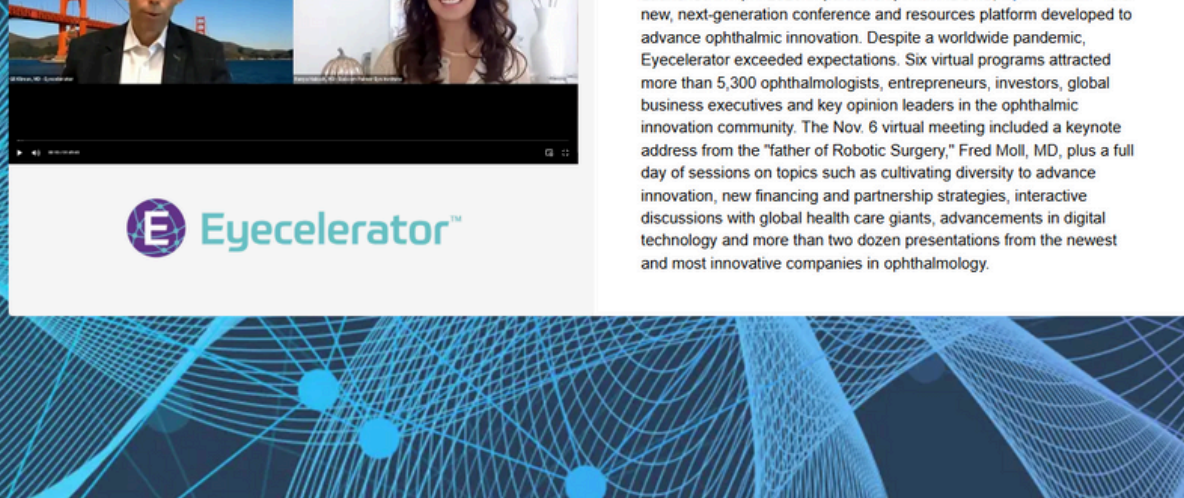
Not Just a Flu: The Academy's COVID-19 Response

After ophthalmologist Li Wenliang raised concerns about a novel virus in Wuhan, China, it quickly became a worldwide burden. The Academy responded swiftly with comprehensive Coronavirus and Eye Care resources covering clinical research, practice management and telemedicine. We emailed updates daily and made resources available to members for the benefit of all ophthalmologists and patients globally. Ophthalmic Knowledge Assessment Program (OKAP) testing centers closed, but the Academy kept the exam alive and moved it online for 1,400 residents. Board and secretariat meetings continued on Zoom. We couldn't meet in Las Vegas, but more than 9,000 of us have accessed AAO 2020 Virtual. Thanks to member volunteers, these resources and virtual transformations will continue for as long as the pandemic requires.

Millions of Dollars Saved, More Penalties Avoided

The IRIS[®] Registry (Intelligent Research in Sight) continues to be ophthalmologists' number one tool for MIPS reporting, saving millions of dollars a year overall in avoided penalties. Through the IRIS Registry—free member benefit—ophthalmologists review and utilize data to improve patient outcomes and take advantage of convenient reporting for MIPS quality measures. Last year, that reporting led to \$280 million in savings for U.S. Academy members who reported through the IRIS Registry—an average of \$28,121 each in avoided penalties.

\$28,121

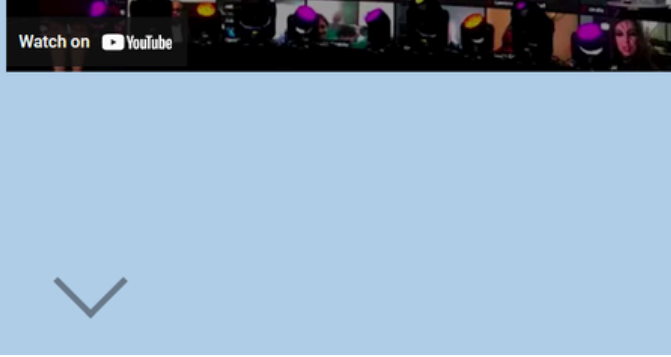


We're Accelerating Innovation

Launched in April 2020 in partnership with ASCRS, *Eyecelerator*[™] is a new, next-generation conference and resources platform developed to advance ophthalmic innovation. Despite a worldwide pandemic, *Eyecelerator* exceeded expectations. Six virtual programs attracted more than 5,300 ophthalmologists, entrepreneurs, investors, global business executives and key opinion leaders in the ophthalmic innovation community. The Nov. 6 virtual meeting included a keynote address from the "father of Robotic Surgery," Fred Itoi, MD, plus a full day of sessions on topics such as cultivating diversity to advance innovation, new financing and partnership strategies, interactive discussions with global health care giants, advancements in digital technology and more than two dozen presentations from the newest and most innovative companies in ophthalmology.

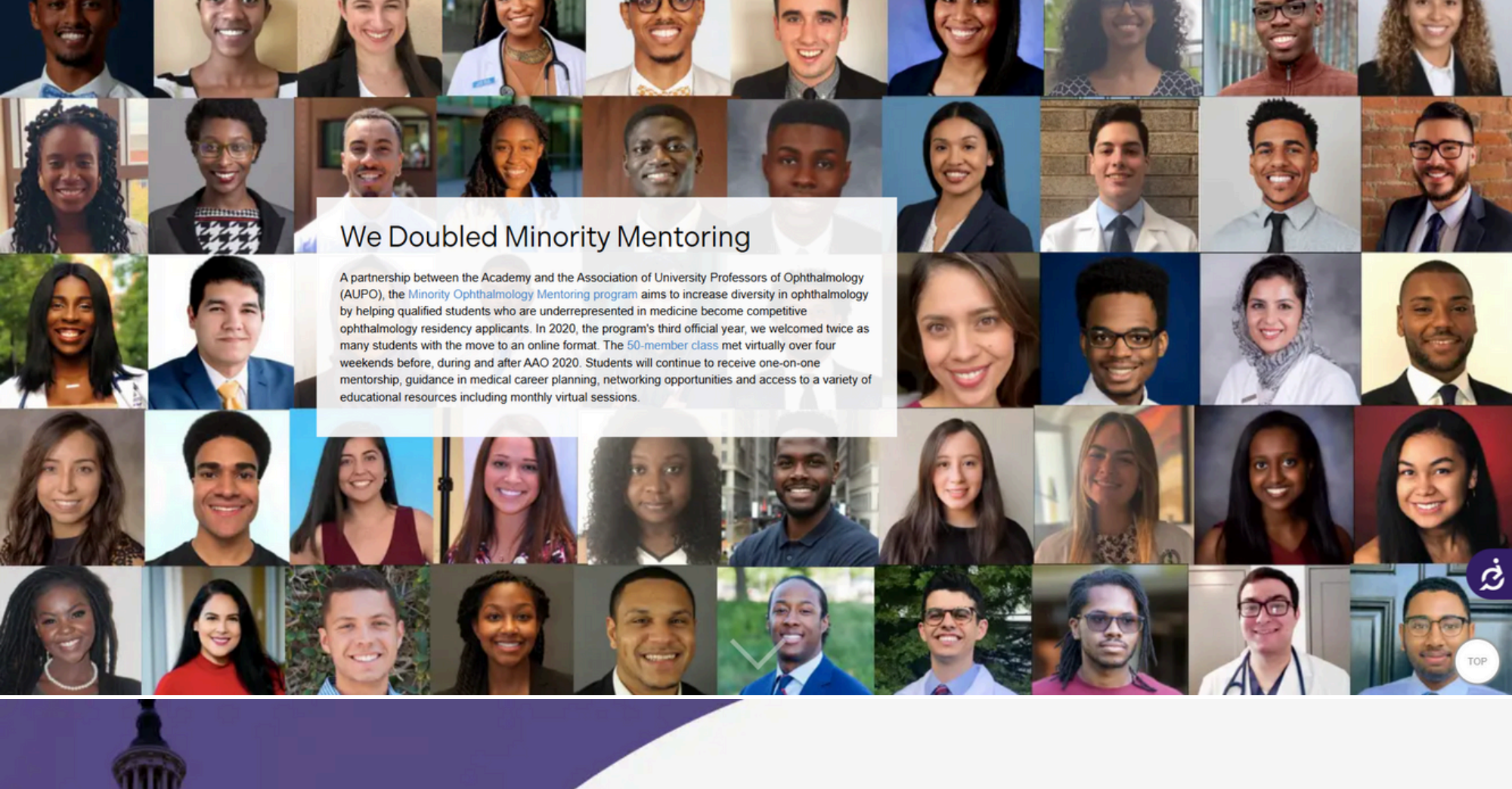
AAO 2020: Together, a Vision for a New Future

For only the second time since 1896, the Academy was not able to hold a face-to-face annual meeting. As AAO 2020 in Las Vegas transformed into AAO 2020 Virtual, we built a robust event that would match the excitement and quality of our in-person meeting. More than 8,700 attendees came together for three full days of learning, embracing a new interactive environment that included OKAP and chat. 588 colleagues and industry representatives committed to presenting 215 live sessions in clinical education, Subspecialty Day and AAOE[®] Practice Management. Special guests joined us to discuss visions of a remodeled future including Michael V. Drake, MD, Malcolm Gladwell and Penn Jillette. In the Expo, 118 companies acquainted us with the latest technologies. With content available to view until Oct. 15, 2021, more than 700 have connected to the virtual experience since the live broadcast concluded.



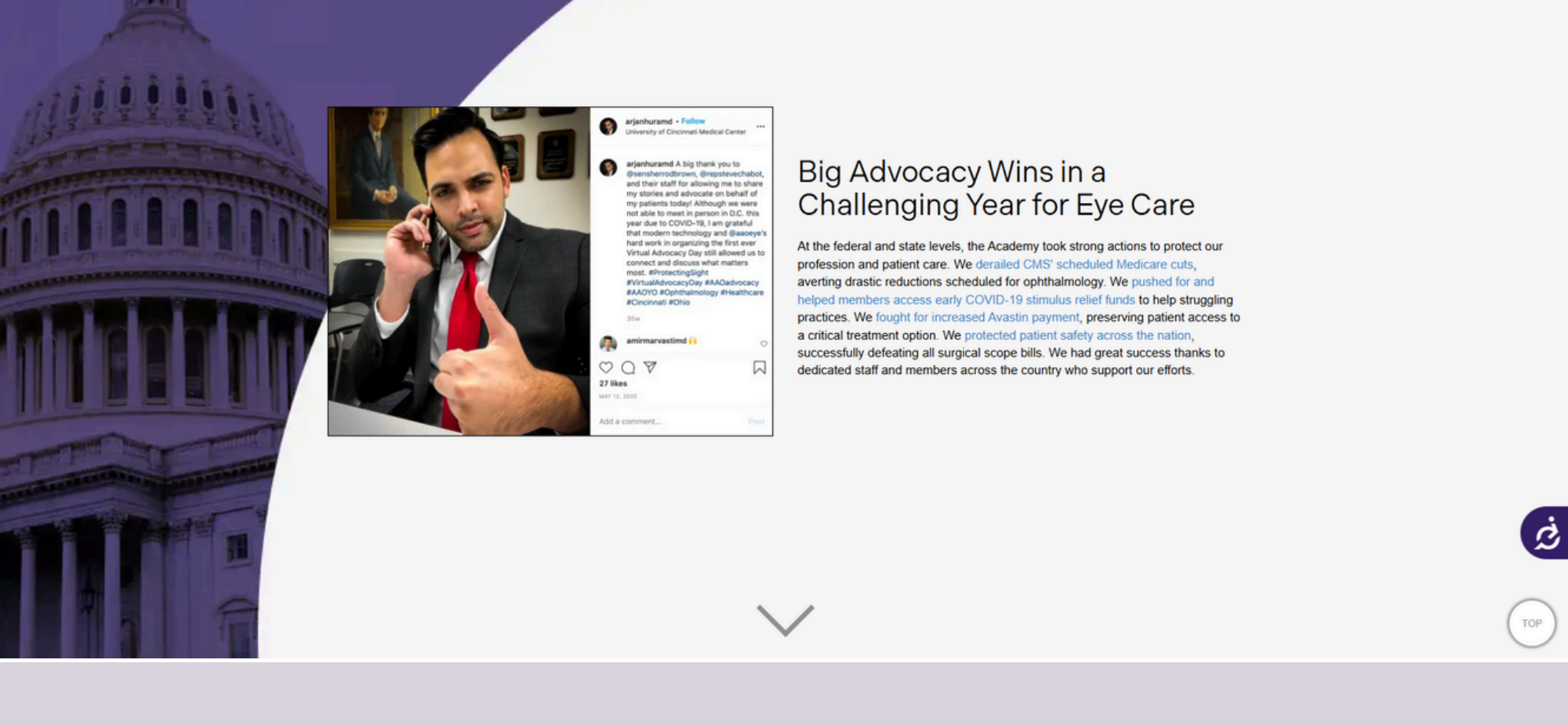
A Record-Breaking Year for Practice Management

COVID-19 presented numerous practice management obstacles and the American Academy of Ophthalmology Executives' (AAOE[®]) rose to the challenge. COVID-19 webinars and other resources covered topics such as how to navigate financial relief programs, safely reopen ASCs and practices, appropriately code for telehealth visits, and reboot practice recovery. The *Recovery for Practice Management* webinars series has exceeded 170,000 views compared to the average 1,000 page views. During AAO 2020 Virtual, AAOE provided 21 hours of programming. Many of the sessions had record attendance, including the AAOE opening session, "From Recovery to Resilience: Create a Thriving Practice Post COVID-19"—the second most-watched session overall.



We Doubled Minority Mentoring

A partnership between the Academy and the Association of University Professors of Ophthalmology (AUPO), the *Minority Ophthalmology Mentoring* program aims to increase diversity in ophthalmology by helping qualified students who are underrepresented in medicine become competitive ophthalmology residency applicants. In 2020, the program's third official year, we welcomed twice as many students with the move to an online format. The 56 monthly class met virtually over two weekends before, during and after AAO 2020. Students will continue to receive one-on-one mentorship, guidance in medical career planning, networking opportunities and access to a variety of educational resources including monthly virtual sessions.



Big Advocacy Wins in a Challenging Year for Eye Care

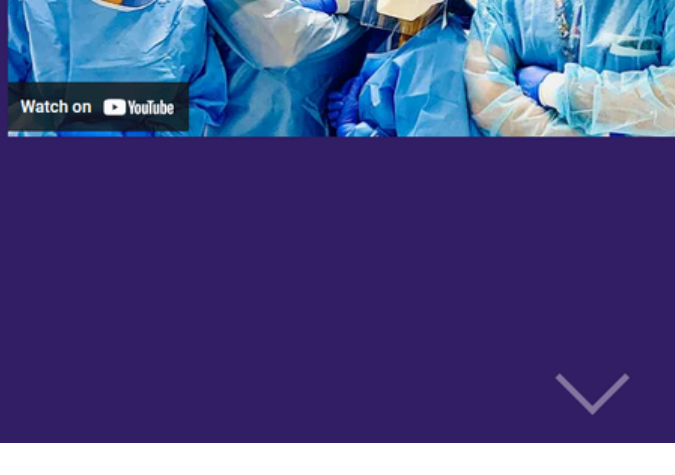
At the federal and state levels, the Academy took strong actions to protect our profession and patient care. We lobbied CMS to schedule Medicare cuts, averting drastic reductions scheduled for ophthalmology. We pushed for and helped members access early COVID-19 stimulus relief funds to help struggling practices. We fought for increased Avastin payment, preserving patient access to a critical treatment option. We protected patient safety across the nation, successfully defeating all surgical scope bills. We had great success thanks to dedicated staff and members across the country who support our efforts.

Rubber Bullets: Using Your Voice Shouldn't Mean Losing Your Vision

Images of peaceful protesters suffering traumatic eye injuries after being hit by rubber bullets during last summer's protests shocked the conscience. The Academy took a stand and launched a campaign to send a singular message: Using your voice shouldn't mean losing your vision. Our statement was published in the *Wall Street Journal* and was included in nearly 1,000 news articles. We amplified our message with a social media campaign. We're working on legislation to ensure law enforcement training programs include evidence-based protocols to govern any future use of rubber bullets and similar devices.

Using your voice shouldn't mean losing your vision.

#NoRubberBullets #NotOneMoreEye



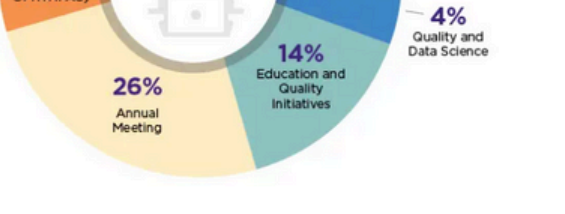
Looking Forward to 2021

We have a lot to look forward to in the coming year. With this video, may you find hope and inspiration. We are a tenacious community and together, we're protecting sight and empowering lives.

Academy Revenue and Expenses for Fiscal Year 2019-20

Academy revenue and expenses do not include the American Academy of Ophthalmology Foundation. FYE 2020 began April 1, 2019 and ended March 31, 2020. The Academy's net revenue is 100% dedicated to its mission of Protecting Sight and Empowering Lives.

FYE 2020 Expenses – Academy Only
Top expense categories are education-related.



FYE 2020 Revenue – Academy Only
Major categories of revenue have remained relatively stable.

