

Compare the depth of your knowledge about the management and treatment of dry eye syndrome against your peers through an exciting and interactive educational activity with perspectives from leading ophthalmologists.



# eye OPENERS

## COMPETITIONS AND CASE STUDIES

Wake up and challenge yourself on the complications of dry eye syndrome

**Sunday, October 17, 2010** | 6:00AM-8:00AM

Breakfast Symposium

Fairmont Chicago Millennium Park, International Ballroom, 2nd Level  
200 North Columbus Drive, Chicago, IL, 60601

Stop by **Booth #2602** for information on this and other initiatives.



### **ACCREDITATION STATEMENT**

The Institute for Continuing Healthcare Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Institute for Continuing Healthcare Education designates this educational activity for a maximum of 1.5 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

### **TARGET AUDIENCE**

The target audience for this activity includes ophthalmologists.

### **LEARNING OBJECTIVES**

Following this activity, learners should be able to:

- 1.** Identify the treatment algorithms used to combat the rising prevalence of dry eye in the United States, pinpointing any ethnic and geographic disparities responsible for this increase, in order to rationalize earlier prescription treatment versus OTC usage
- 2.** Assess the pharmacoeconomic and treatment implications of dry eye, as well as the optimal conditions of the surface of the eye pre- and post-surgery
- 3.** Weigh the risks vs. benefits of currently-approved and late-stage pipeline agents used for the treatment of dry eye conditions and implement strategy models to help improve patient care

### **STATEMENT OF EDUCATIONAL NEED**

Dry eye syndrome, also known as keratoconjunctivitis sicca (KCS), is a multifactorial disease of the tears and ocular surface that results in symptoms of discomfort, visual disturbance, and tear film instability with potential damage to the ocular surface. Epidemiological studies have demonstrated that approximately 6% of the U.S. population complains of dry eye symptoms; this prevalence increases to 15% in adults older than 65 years of age.

Patients with mild cases of dry eye may benefit from behavioral and environmental modifications such as taking regular breaks from reading or computer use and humidification of the environment. Use of over-the-counter tear substitutes often serve as first-line pharmacologic interventions, especially in mild cases of dry eye. As disease severity increases, anti-inflammatory therapies such as topical 0.05% cyclosporine may be indicated. Recent studies have also highlighted several promising new pharmacologic agents for the treatment of dry eye.

### **FACULTY**

#### **Stephen C. Pflugfelder, MD (Chair)**

Professor and James and Margaret Elkins Chair  
Department of Ophthalmology  
Baylor College of Medicine  
Baylor Eye Consultants, Houston, TX

#### **Eric D. Donnenfeld, MD, FACS**

Founding Partner  
Ophthalmic Consultants of Long Island  
Rockville Centre, NY

#### **Marguerite McDonald, MD**

Clinical Professor of Ophthalmology  
NYU School of Medicine, New York, NY

### **TWO EASY WAYS TO REGISTER**

**WEB:** To reserve your place for this activity, register online at [www.iche.edu/AAO2010](http://www.iche.edu/AAO2010)

You will receive an electronic CONFIRMATION of your registration within 48 hours of receipt.

**ONSITE:** You may also register onsite before the start of the activity. There is no registration fee for attending this program.

#### **Breakfast will be provided.**

Special needs, dietary requests, and ADA accommodations will be made in accordance with the law. If you require additional assistance, please indicate your needs at the time of registration or by e-mail at [group\\_meetings\\_ICHE@iche.edu](mailto:group_meetings_ICHE@iche.edu).

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## **COMMERCIAL SUPPORT**

This activity is supported by an educational grant from Allergan.

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