



POST MEETING REPORT



Rue des Francais
Frenchmen Street



Presented by AMERICAN ACADEMY of OPTOMETRY
ACADEMY 23 NEW ORLEANS



OUR VISION

Inspiring Excellence in Eye Care

OUR MISSION

The American Academy of Optometry provides exceptional education, supports innovative research, and disseminates knowledge to advance optometric practice and improve patient care.

OUR VALUES

Lifelong Learning:

Fostering intellectual curiosity, embracing innovation, and pursuing knowledge.

Excellence:

Achieving the highest standards of clinical practice, critical thinking, scholarship, and professionalism.

Evidence-based Care:

Promoting high-quality care informed by rigorous research.

Integrity:

Inspiring ethical behavior in scientific research, clinical practice, and the educational environment.

Collaboration and Collegiality:

Encouraging a respectful and collegial environment across the Academy and in our engagement with diverse external partners.

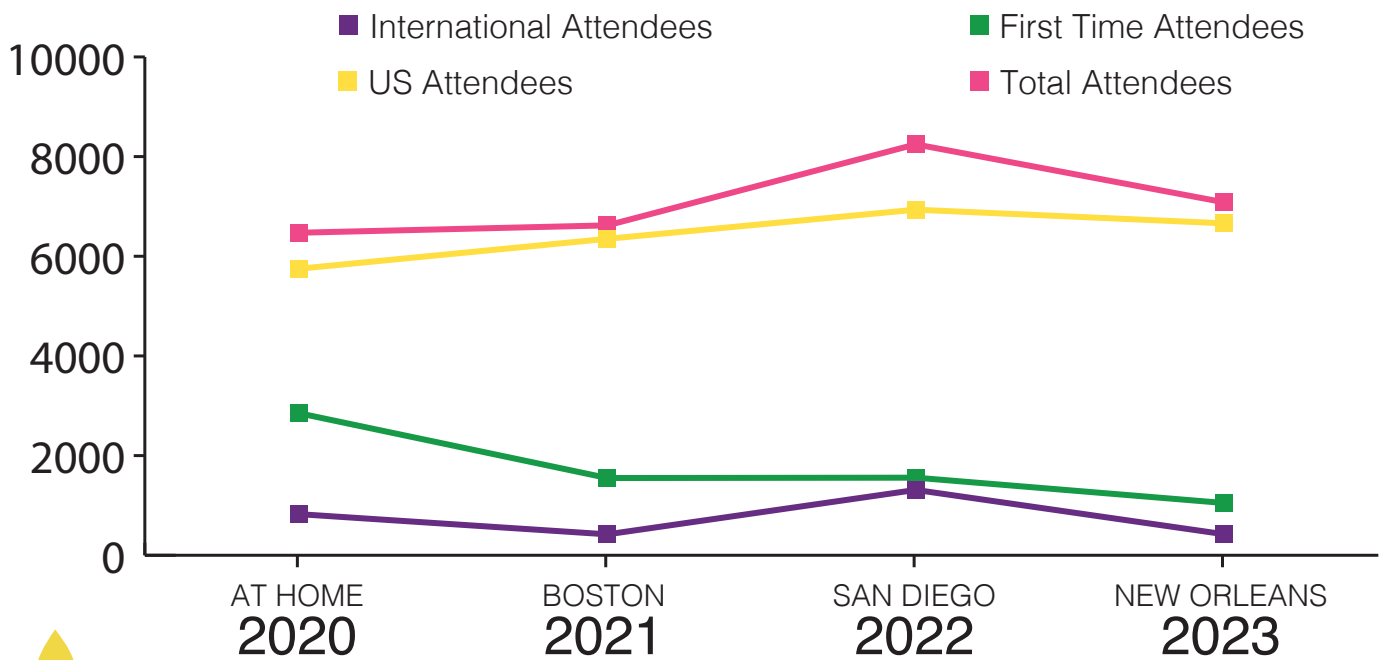


Attendance

Academy 2023 New Orleans brought together more than 7,000 attendees from 44 countries from October 11-14, 2023. Offering more than 400 hours of continuing education and 150+ exhibitors, in addition to dozens of exciting social events and networking opportunities, the annual meeting continues to attract the best and brightest in optometry.



Four Year Academy Attendance



Did you know?

Attendees from 44 countries joined us in New Orleans. The top five international countries by attendance were:

1. Canada
2. United Kingdom
3. Australia
4. Denmark
5. South Africa

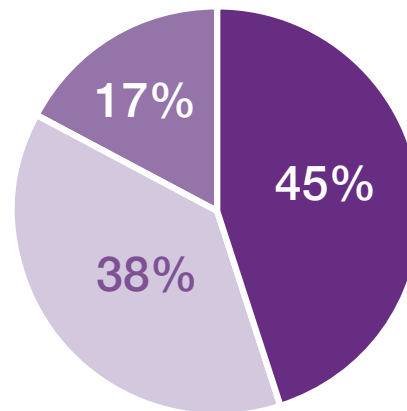
Academy Registration By Category

Registration By Category	2023	2022	2021	2020
Fellows/Candidates	2,568	2,905	1,985	2,075
Non-member OD	1,259	1,493	1,059	933
Residents	519	501	501	674
Students	1,058	1,426	1,457	2,790
Exhibitors	1,301	1,401	1,299	0
Guest	227	274	123	0
Exhibit Hall Only	151	246	196	0
TOTAL	7,083	8,246	6,620	6,472

Practice Mode:

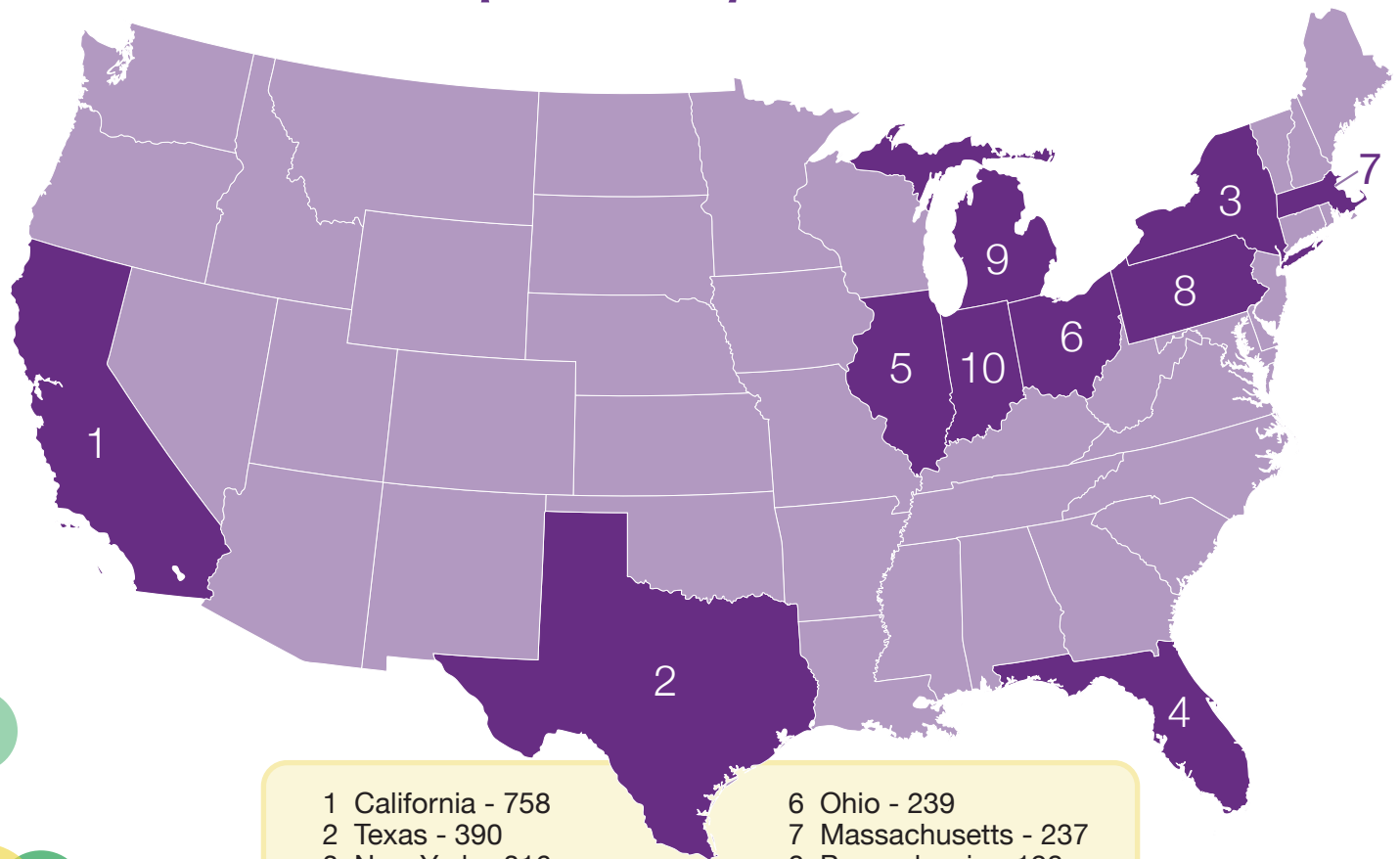
Private Practice	1,198
Academic	988
Federal	444
TOTAL	2,630**

**Number is comprised of Fellows, Candidates, and Residents from the above chart who denoted this information at the time of registration.





..... **Top 10 States by Attendance**

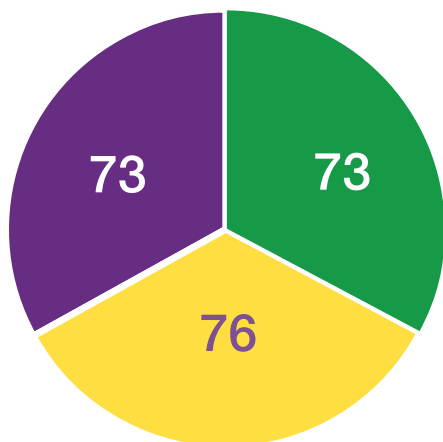


1 California - 758	6 Ohio - 239
2 Texas - 390	7 Massachusetts - 237
3 New York - 316	8 Pennsylvania - 198
4 Florida - 271	9 Michigan - 163
5 Illinois - 265	10 Indiana - 125

.....
“The best CE is always at the Academy. It is always something new that will change not only what I am doing today in my practice but also what I will do five and even 10 years from now. New Orleans is a great match to this great CE. A classic town with something new to find around every corner.”

Overall Meeting Satisfaction

“From my first attendance at Academy in 2016, I have always looked forward to attending as the vast opportunity for continuing education is like no other.”



Net Promoter Score (NPS)

The Academy is pleased to announce another strong Net Promoter Score, which places us in the top 25% of associations most recommended by their constituents.



“Speakers are the best and present their newest information first at this meeting. It is an international meeting with attendees arriving from all over the world. This is helpful when exchanging information in the hallways about what is going on elsewhere in the world. Simply put, Academy is a must-attend conference for education, camaraderie, and innovation.”



Sustainability Initiatives

In 2023, the Academy created a new Sustainability Task Force responsible for identifying and implementing sustainability initiatives. We're pleased to share the following initiatives as a sample of what was accomplished already during Academy 2023 New Orleans:

- **Recycled Materials:** The lanyards and bags provided at registration were crafted from recycled content.
- **Eco-friendly Food Service:** Only compostable or recyclable materials were used in the Exhibit Hall.
- **Canned Rain Water:** Where boxed lunches were served, bottled water was replaced with a recyclable/reusable aluminum bottle with rain water.
- **Carpet Reuse:** The Exhibit Hall carpeting was repurposed from a previous meeting.
- **Water Stations:** Numerous water stations were available throughout the center and attendees were encouraged to bring their reusable water bottles to participate.
- **Digital Signage:** Digital materials were utilized over printed items whenever possible.
- **Bausch + Lomb ONE by ONE Recycling Program:** Contact lens recycling stations were available in contracted hotels and the convention center.

Thank you to our corporate partners, Alcon, Bausch + Lomb, and EssilorLuxottica, who contributed to these efforts.



Membership

During Academy 2023 New Orleans, 257 new Fellows were inducted into the American Academy of Optometry after passing their oral examinations. These Fellows represented 14 countries and 46 optometry schools in the US and abroad. New Fellows were celebrated at the New Fellows Reception on Thursday, October 12.

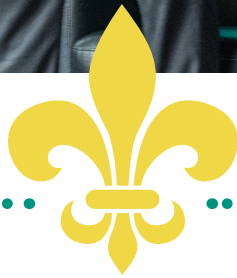
.....
“I received my Fellowship at Academy 2023 New Orleans. The process of achieving Fellowship was so rewarding. I enjoyed the oral examination and felt it was very professionally organized. I’m thankful for those on my committee for being so prepared regarding my submitted works. Can’t wait to continue attending for years to come.”
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The Academy also recognized 12 new Diplomates, Fellows who wish to demonstrate their extensive skill in a specific area. New Diplomates in 2023 belonged to Academy Sections: Binocular Vision, Perception, and Pediatric Optometry (1); Comprehensive Eye Care (3); Cornea, Contact Lenses & Refractive Technologies

(4); Low Vision (1); Optometric Education (1); and Public Health & Environmental Vision (2). The Academy offers nine total Sections in which Fellows may become a Diplomate. Diplomates were recognized during the Academy’s Closing Celebration on Saturday, October 14.



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“It was such an honor to attend such a prestigious meeting with great minds of the profession. Coming from Africa and attending for the first time and again sitting for an oral examination as a Fellow was a the best decision and a thrilling experience in my entire decade of being in the profession. I applaud the leadership of the Academy for the great work.”
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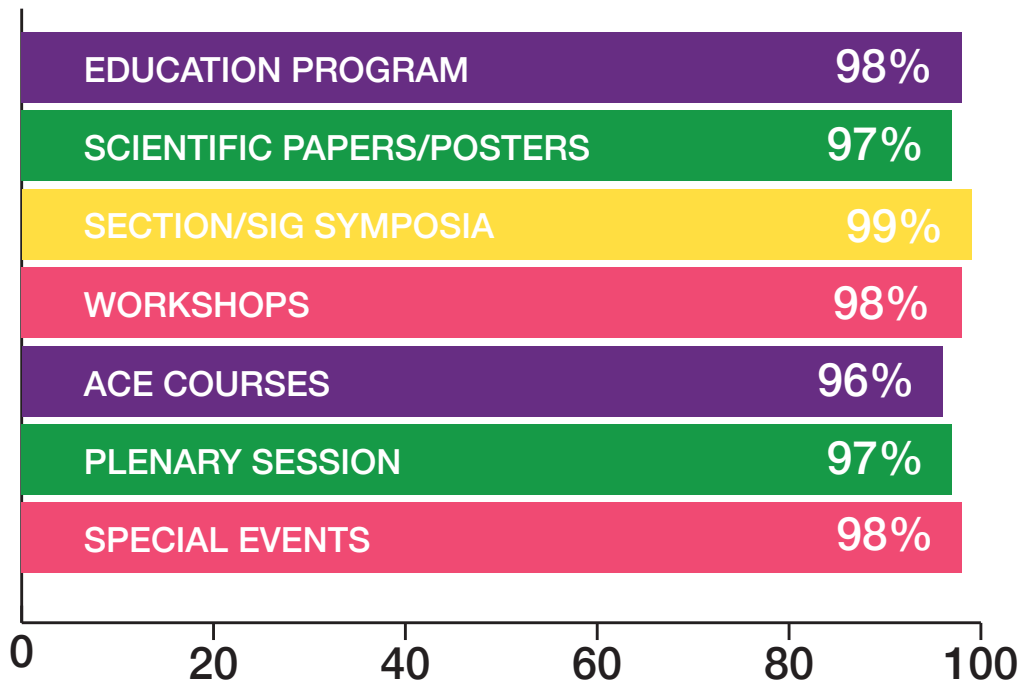
Education

The Academy annual meeting was held over the course of four days, which offered attendees the opportunity to earn 31 continuing education credits.

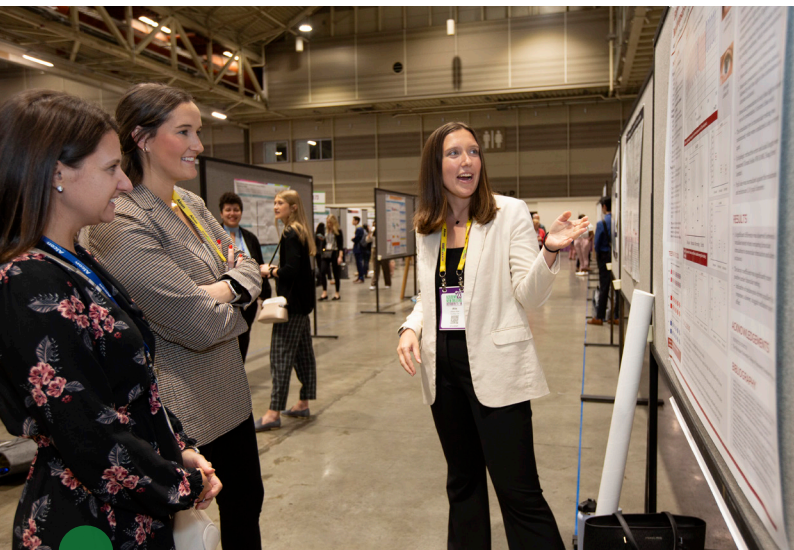
- Number of sessions delivered: 322
- Number of CE hours delivered: 417
- Number of speakers: 1,139
- Most attended sessions
 1. Plenary Session: Mental Health in Optometry - Brandon Marshall, former NFL player
 2. Visual Field Defects: Looking Beyond Glaucoma - A. Mika Moy, OD, FAAO (Recipient of this year's Vincent Ellerbrock Clinician Educator Award)
 3. An Update on Inherited Retinal Diseases - Raman Bhakhri, OD, FAAO, Xiao (Shawn) X. Yu, OD, FAAO
 4. Choroidal Neovascularization – How Not To Miss It! - Michael Yapp, MOptom, FAAO
 5. The Evidence-based Work-up for Retinal Vein Occlusions - Andrew Mick, OD, FAAO, Sandra Harpster, OD, FAAO

Overall Satisfaction with Education Programs

Percentage of very satisfied/satisfied attendees who completed the post-meeting survey.



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“What a wonderful experience at the annual Academy meeting in New Orleans. The scientific program and CE were excellent! I’ll be back in 2024.”
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“The American Academy of Optometry meeting offers the highest quality of CE of all the big meetings. I always return to clinic re-energized with new ways to benefit my patients.”
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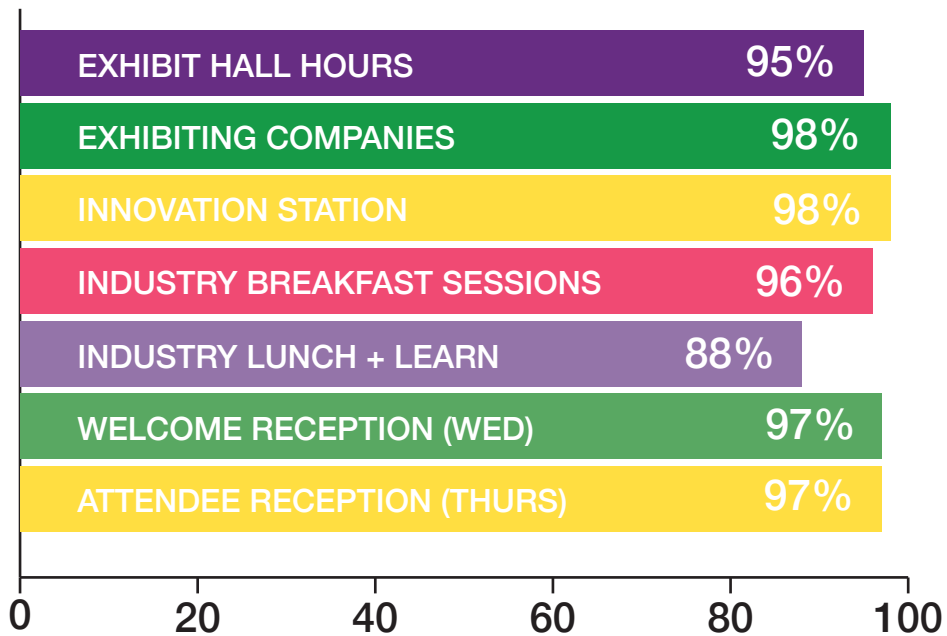


Exhibit Hall

Over the course of three days of exhibits, the hall saw an average of 4,261 attendees. Thursday, October 12, saw the highest exhibit hall attendance at 5,461. On average, attendees spent 155 minutes in the exhibit hall.

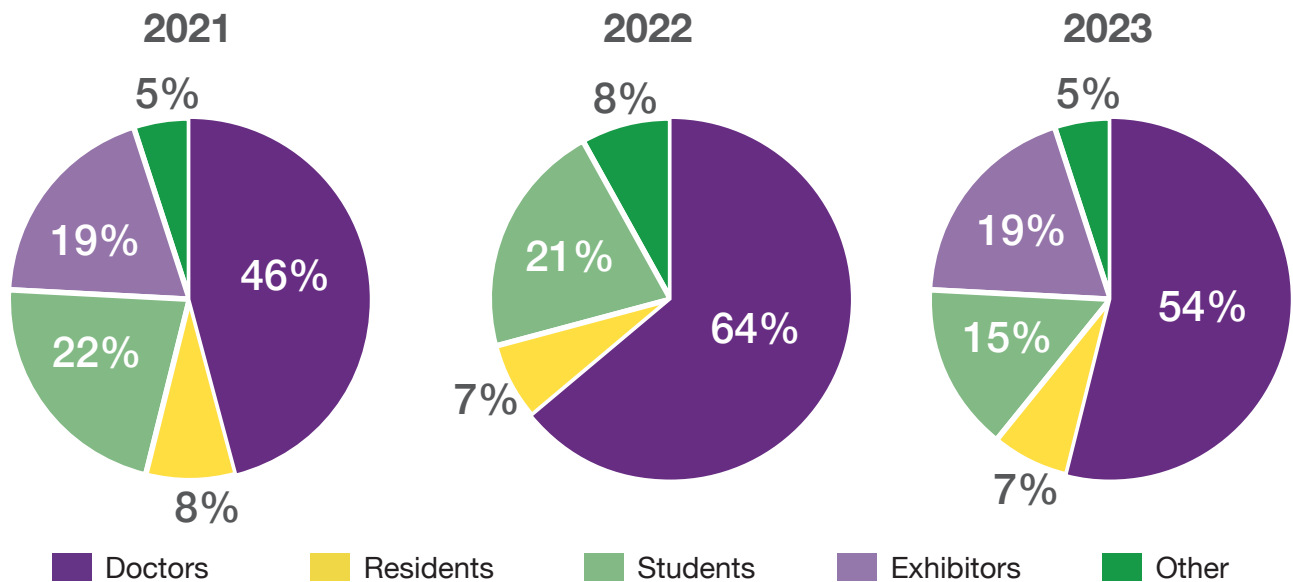
Overall Satisfaction with the Exhibit Hall

Percentage of very satisfied/satisfied attendees who completed the post-meeting survey.

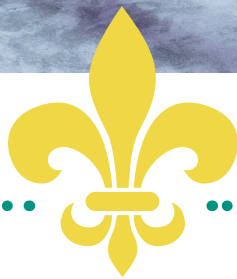


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“The Academy, for me, is one of the best conferences to grow a professional network, establish connections with like-minded people from around the world, share research findings, and gain clinical skills and knowledge.”

..... Exhibit Hall Visitors



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“Academy is an amazing place to learn the latest in optometry! I learned new clinic recommendations I will implement on Monday, and trends that will impact us for years in the future.”



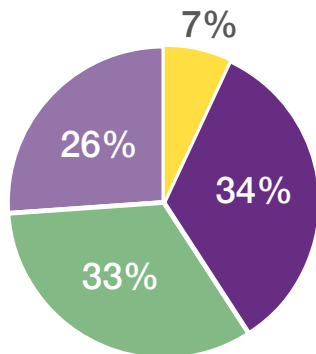
Digital Engagement

Social Media Activity

Data captured from October 8-15, 2023

Impressions

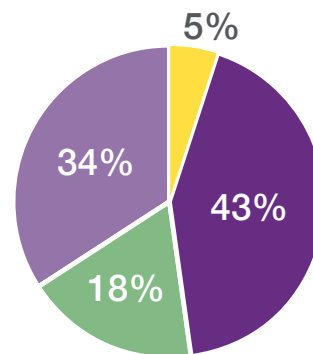
Total Impressions: 146,174



Number of times Academy social media pages were opened a digital screen during October 11-14

Engagement

Total Engagement: 9,854

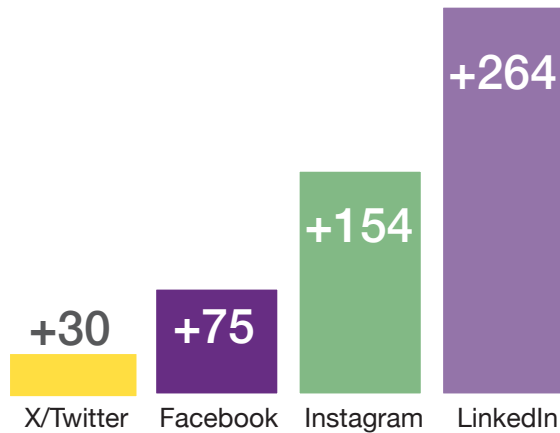


Number of times users interacted with a post (likes, comments, shares, reposts, etc.)

6.7% Overall Engagement Rate
Average for healthcare/non-profit engagement is 2%

Audience Growth

Number of new followers during week of the annual meeting

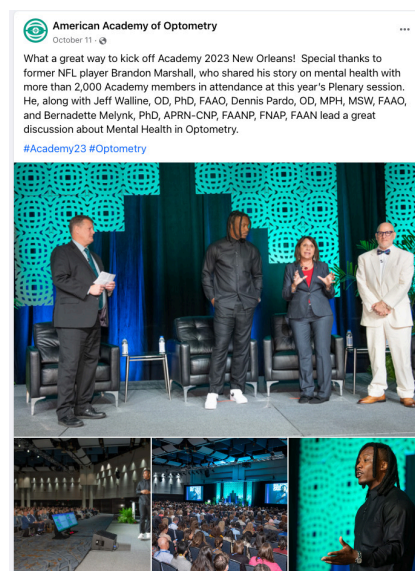


Top 3 Social Media Posts

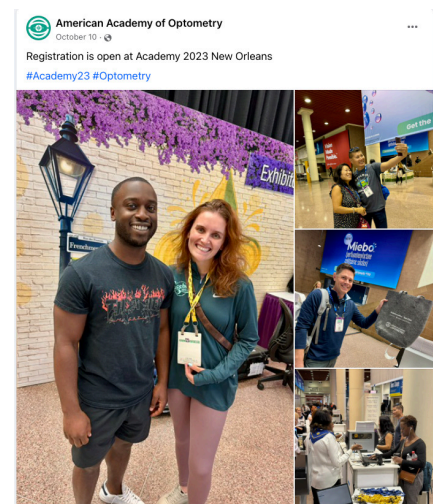
Number of people who viewed the post



New Fellow Congratulations:
7,600



Plenary Kick Off:
6,900



On-site Registration Opening:
4,300

Video

Video Views

Views that were at least 0:05 second

- Twitter: 681
- Facebook: 871
- Instagram: 9,192
- LinkedIn: 913

Daily Update



Serving as a quick recap of the day, these informative videos were a hit Wednesday-Friday. Thursday's update brought in more than 3,400 views across all social channels.

..... Innovations in Vision and Eyecare



Formerly known as the Press Conference, this year the Academy opened the annual meeting on Wednesday morning with Innovations in Vision in Eyecare. This session highlighted the top industry presenters and scientific presentations at Academy 2023 New Orleans. This year, the event was live and livestreamed. Since airing, this session has been viewed more than 400 times.

..... Academy.23 App

User Information

Unique Users to Academy.23 App	4,862
Unique Users to Academy Online Planner	185
Unique Users to Web App	2,215
iPhone Downloads	5,327
Android Downloads	883
Sponsored Login Screen	131,000
Sponsored unique user banner ad views	27,618
Sponsored unique user clicks	1,750
Impressions	437,106





2023 Exhibitors

The Academy sincerely thanks our loyal exhibitors and corporate partners for their support of Academy 2023 New Orleans and their Exhibit Hall participation.

ABB OPTICAL GROUP

AccuLens Inc.

Alcon

Allergan, an AbbVie company

American Academy of Optometry

American Academy of Optometry
Foundation

American Board of Opticianry &
National Contact Lens Examiners

American Board of Optometry

American Optometric Association

American Vision Partners

Apellis Pharmaceuticals, Inc.

Armed Forces Optometric Society

Art Optical Contact Lens, Inc.

Association of Schools and
Colleges of Optometry

Barti Software

Bausch + Lomb

Bausch + Lomb

Bayou Ophthalmic Instruments

Benign Essential Blepharospasm
Research Foundation

Bernell

Bruder Healthcare Company

Bryn Mawr Communications, LLC

CareCredit

Carl Zeiss Meditec, Inc.

CATS Tonometer LLC

CCLRT

Chadwick Optical, Inc.

Choroideremia Research

Foundation, Inc.

Coburn Technologies

Compulink Healthcare Solutions

Contamac

CooperVision, Inc.

Corza Medical

Crystal Practice Management

Designs for Vision, Inc.

DGH Technology, Inc.

Diagnosys LLC

DigitalOptometrics LLC

Dompé

Earned Wealth

eClinicalWorks

Elsevier, Inc.

Envision University

epipole

Eschenbach Optik of America

eSight

Essilor Custom Contact Lens Specialists
 EssilorLuxottica
 EssilorLuxottica Eye Care
 E-SWIN USA
 Euclid Systems Corporation
 EyeCare Partners
 Eyeovia, Inc.
 Falck Medical, Inc.
 Fellows Doing Research SIG
 Glaukos
 Global Myopia Awareness Coalition (GMAC)
 Good-Lite Co.
 GPLI (GP Lens Institute & Contact Lens Manufacturers Association)
 Haag-Streit USA
 Harrow
 Heart of America Eye Care Congress
 Heidelberg Engineering
 HEINE
 Horizon Therapeutics
 Icare USA, Inc
 Indigo Iris Designs, LLC
 INVISION Magazine
 Iveric Bio
 Johnson & Johnson Vision
 Keeler USA
 Kentucky College of Optometry
 KMK Educational Services
 Konan Medical USA
 LENZ Therapeutics
 LKC Technologies, Inc.
 Lombart Healthcare
 Lumenis
 M&S Technologies
 Marco
 MDelite
 Menicon America
 Midwestern University - AZCOPT & CCO
 MyEyeDr.
 Myze
 Nanodropper
 National Alliance for Eye and Vision Research (NAEVR)
 National Board of Examiners in Optometry
 NIDEK
 Notal Vision
 Nova Southeastern University College of Optometry
 NovaSight Ltd.
 OCULUS, Inc.
 OcuMetra
 OcuRx



Ocusoft, Inc.
 Ocutech Inc.
 Olleyes
 OmegaQuant
 Opticyte by Merakris Therapeutics
 optometric aesthetics
 Optometry Giving Sight
 Optometry Times
 OptoPrep
 Optos Inc.
 Orcam
 Pearle Vision
 PentaVision-BroadcastMed
 Perc Merchant Services
 Pharamanex
 PHELCOM TECHNOLOGIES LLC
 Precision Vision
 Prism Vision Group
 QuidelOrtho
 Radius XR
 ReBokeh Vision Technologies
 Regener-Eyes
 REMOTE AREA MEDICAL
 Review Of Optometry
 RVL Pharmaceuticals
 Rx Loupes
 ScienceBased Health
 Scope Health
 Seonix Bio
 Sight Sciences
 Solutionreach
 Strategic Tax Planning

Sun Ophthalmics
 Tarsus Pharmaceuticals, Inc.
 The Circle of Least Confusion
 The Dry Eye Doctor, Inc.
 The Dry Eye Foundation
 The Relief Products
 Thea Pharma Inc
 Topcon Healthcare
 TruForm Optics
 Trukera Medical
 Twenty Twenty Therapeutics
 US Navy Medical Recruiting
 US Ophthalmic, LLC.
 Valley Contax, Inc.
 Versea Ophthalmics
 Viatrix, Inc.
 Virtual Vision Health
 Vision Source
 Visioneering Technologies, Inc.
 Visionix
 VisionServe Alliance Inc.
 Vital Tears
 VOLK Optical
 VOSH International
 VSP Vision
 Warby Parker
 WaveFront Dynamics
 WEAVE
 Western University of the Health Sciences College of Optometry
 Wolters Kluwer
 Zilia



Corporate Partners

Thank you!

The Academy gratefully acknowledges the year-round involvement and generous support of our Corporate Partners. With their ongoing commitment, the Academy continues to provide the highest level of optometric education, develop new programs, enhance member engagement, and support the Foundation's awards and programs.

VISIONARY

Alcon

SEE BRILLIANTLY

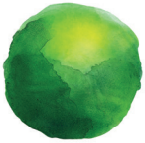
BAUSCH + LOMB

EssilorLuxottica | Eye Care

LENSCRAFTERS' OPTICAL' PEARLE^{EST. 1961}OOVISION

Johnson & Johnson VISION

PATRON



CooperVision®

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PRACTICAL CHANGE ADVICE

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REVIEW
of OPTOMETRY



TelScreen



ACADEMY 2024 INDIANAPOLIS

presented by the American Academy of Optometry

NOVEMBER 6-9

SAVE THE DATE

NOVEMBER 6 - 9



See you in Indy!



ACADEMY
2024
INDY
NOV 6-9 presented by the American
Academy of Optometry



AMERICAN ACADEMY
of OPTOMETRY