

Meeting Name	IHE Eye Care Planning Committee, Marketing and Education Subgroup
Meeting Date and Time	August 1, 2008, 12:30 – 2:30 p.m. ET
Next Meeting Scheduled	August 15, 2008; 1:00 – 3:00 p.m. ET
Location / Dial-in Numbers	1 800 605-5167 use passcode 724635
Gotomeeting	

Agenda

- I. Description of Pre-Connectathon Testing Process and Connectathon
- II. Planning for the August 21 webinar for Connectathon Participants
- III. Summary of Marketing Activities

Decisions and Actions

Decisions and Action Items	Person responsible	Timeline
<p>1. Don and Flora discussed the plans and expectations for the pre-Connectathon testing for the vendors. There will be a kudu, as was last year, for registration and uploading of MESA test results. All vendor participants are expected to run the pre-Connectathon MESA tests (e.g., testing their application against a tool which evaluates their messages against the Technical Framework requirements). Most of the vendors ran these tests last year without difficulties. These tests will be uploaded to Don for review prior to the Connectathon.</p> <p>What is different about this year is that we were unable to secure MESA test support, Thus, Don and Lynn Felhofer (another project manager contracted for the IHE Eye Care Connectathon) will try to answer questions to the best of their ability, and other vendors are encouraged to help out, but unfortunately, we are unable to provide complete MESA test support. The MESA tools will be the primary means to ensure vendors' success at the Connectathon.</p>		
<p>2. The group discussed an agenda for the August 21 webinar for all Connectathon and Showcase participants. This webinar will review the following:</p> <p>Timeline to Connectathon</p> <p>Kudu webtool</p> <p>MESA Test Software – Documentation; Code Tables; Installation; Submission of Results</p> <p>MESA Test Data Specific to Eye Care</p> <p>Review IHE Eye Care Technical Framework Year 3</p> <p>Changes for Year 3, New DICOM Standard for Refractive Data</p> <p>Introduction of Demonstration Scenarios</p>		8/21/2008

<p>Flora will send out the draft agenda to all IHE participants on 8/1/08.</p>		
<p>3. Flora described the following marketing activities to inform ophthalmologists and administrators about IHE Eye Care in advance of the Annual Meeting</p> <ul style="list-style-type: none"> - Academy Express to all members, 7/31 - Academy Eynet to all members, September issue - AAOE Newsletter, August - Young Ophthalmologists Newsletter, planned for fall - Annual Meeting Brochure mailing to all members, July - Advance Program Guide to all members, June - Academy Guide to Exhibitors to all members, October - Business Event Planning Kit to all attendees, October - www.iheeyecare.org site , August - http://one.aao.org/CE/PracticeGuidelines/IHEEyecare.aspx since June - http://www.aao.org/meetings/annual_meeting/exhibits/tech_pavilion.cfm on Annual meeting site in July 		

General Notes

Prepared by Flora Lum

Documents Discussed

Meeting Minutes

July 25 meeting minutes

Scheduled Calls & Meetings

U.S.: 1800-605-5167

Code: 724635

Gotomeeting:

Dates: August 15, 2008, 1:00 – 3:00 p.m., Eastern Time

Participants

The following members participated in person or by phone in the meeting.

<i>Attendee, Project Role</i>	<i>Org.</i>	<i>E-mail Address</i>	<i>Present</i>
Michael Schmidt, Co-Chair	Medflow	mschmidt@medflow.com	X

Attendee, Project Role	Org.	E-mail Address	Present
Mark Horton, Co-Chair	IHS	Mark.Horton@ihs.gov	X
Don Van Syckle	AAO	don@dvsconsulting.com	X
Flora Lum, Secretary	AAO	flum@aao.org	X
Ketan Bagia	MDoffice	ketan@mdoffice.com	
Allen Brewer	Washington National Eye Center	Allen.Brewer@medstar.net	X
Christopher Brown	VersaSuite	cbrown@versasuite.com	
Shagun Grover	TSG Integrations	Shagun.grover@gmail.com	X
Susanne Hornauer	Carl Zeiss Meditec	susanne.hornauer@meditec.zeiss.com	X
Doug Johnson	Compulink	doug@asknice.com	X
Rishabh Kapoor	TSG Integrations	kapoorrishabh@gmail.com	X
Young Kim	ANKA/Topcon	young@ankasystems.com	X
Tobias Kurzke	Carl Zeiss Meditec	Tobias.kurzke@meditec.zeiss.com	X
Rachel Mandac	Compulink	rcm@compulink-systems.com	
Hiro Matsuzaki	Nidek	Hiro_Matsuzaki@nidek.com	
Ken Pearson	Kowa	ken@kowa.com	
Duncan McLean	OPKO	Duncan@oti-canada.com	
Imran Chaudhri	Topcon	Imran@ankasystems.com	X
Heiko Roesch	Heidelberg Engineering	Heiko.roesch@heidelbergengineering.com	X
David Silverstone	ASCRS	Silverstone@theeyecaregroup.com	
Emily Graham	ASCRS	egramham@ascrs.org	
Sascha Stops	Ifa systems	sstops@integration-ag.com	
Linda Wedemeyer	VA	linophth@cox.net	X
Brad Yates	OIS	byates@oisi.com	