The Pacific Vision Foundation (PVF) was established in 1977 to raise financial support for the Department of Ophthalmology at the California Pacific Medical Center. Most funding comes from grateful patients of the doctors who have cared for them. During the most recent decade, the PVF Board of Directors have been developing plans to establish an Eye Institute, a collaborative venture with the California Pacific Medical Center (CPMC), Lions Eye Foundation, Lions Eye Clinic, physicians in practice, community clinics, and the Robert Wood Johnson Foundation.

One year ago, Michael Mahoney was retained as CEO of PVF. He shares leadership responsibility with Dr. Kevin Denny, Chair of the Ophthalmology Department at CPMC in the development of The Eye Institute.

The two of them sat down to talk with Horizon about the status of developing the Eye Institute.

What do you feel are the most significant accomplishments so far in establishing The Eye Institute?

MM: Two things: first, we are close to completing Phase 1 of the construction project at 711 Van Ness, and, by the end of August, the entire 3rd floor will be filled with physicians’ practices. Secondly, we are creating a common alignment about our organizational structure and direction with our partners.

KD: Said another way, we now have the belief that the leadership and team are in place to actually make this Eye Institute happen. It has been an idea for so long that it needed to transition to reality, and the reality has now arrived! There is still much more to do, but we are on the road.

Another accomplishment that I wish to highlight is our grit and perseverance. It has been striking to me how a project like this moves forward concurrently on many separate, yet interdependent fronts. It’s really complicated, but because we believe in this project, and have been willing to do the work, we are managing the complexity with some success.

What are the primary goals for the next twelve months?

(continued on page 6)
Pictured above (left to right): Drs. Taliva Martin (Residency Program Director), Anne Fung (Barkan Society President & Chief of Research), Don Fletcher (Chief, Low Vision), Erich Horn (Vice-Chair & Chief, Comprehensive service), Richard Imes (Neuro-ophthalmology & Highland Hospital Site Director), Ken Ip (Kaiser Hospital Site Director), Marc Lieberman (Chief, Glaucoma service), Rona Silkiss (Chief, Oculoplastics service) and Kevin Denny (Chair & Service Chief, Cataract service). Not pictured, but also receiving these awards are: Drs Emmett Cunningham (Uveitis), Arthur Fu (Retina), William Good (Pediatrics & Strabismus), Margaret Liu (Cornea), and Andrew Sorenson (Refractive Surgery)

Congratulations all participants and volunteers who made the 30th Barkan Research Symposium excellent! The hard work that the residents and faculty devoted to their research projects was readily apparent in the high quality of the presentations.

Kudos to Dr. Anne Fung who is energetic and thoughtful in her efforts to bring forth the best research projects from the residents. Thanks also to Soledad O’Brien, the Barkan Day and Residency Program Coordinator, as well as Department Executive Assistant, Lynne Fichtner, who worked behind the scenes to make the event go seamlessly. The Lions Eye Foundation once again contributed by providing a wonderful lunch.

Dr. Maria Govorkova (PGY2) received the prestigious Erdbrink Award, created by Dr. Arthur Jampolsky and named for former program director; research grant on xanthelasma which has revealed surprising findings about the inflammatory nature of xanthelasma and opened up new research questions on possible treatment modalities.

Dr. Tushar Ranchod, the day’s featured speaker, gave an extremely useful overview of Electronic Health Record issues. He discussed how his practice tested various programs and configured their work stations to maximize patient interaction. He didn’t minimize the amount of time that must be committed to make the leap from written to electronic records but over-all he was encouraging about the benefits!

Annually the residents express their appreciation for our esteemed educators via the Residents’ Recognition Award. This year Dr. Edie De Niro and Dr. Ken Ip (once again a winner!)
Save the date for next year’s Barkan Day: June 10th, 2017

Dr. Stanley M. Truhlsen and his wife Dottie recently made a $300,000 pledge to the Pacific Vision Foundation in honor of Dr. Bruce Spivey and his effort to establish The Eye Institute in San Francisco. Having known each other since Dr. Spivey was a resident at the University of Iowa, Dr. Truhlsen had many accolades for his friend Bruce: “I have a lot of admiration and appreciation for Dr. Spivey and all that he has done for our field, both nationally and internationally. He has been an inspiration to many, many people.”

“Dr. Spivey has been at the forefront in the field of ophthalmology, “he continued, “as a leader in education and a wonderful executive. He deserves to be recognized because he has done so much for our profession.”

Dr. Truhlsen is an emeritus professor and former Interim Chairman of the Department of Ophthalmology at the University of Nebraska Medical Center (UNMC), a past president of the American Academy of Ophthalmology and the American Ophthalmological Society (AOS). He also provided leadership and was the lead donor to establish the Stanley M. Truhlsen Eye Institute at UNMC.

As told in the book The Oracle & Omaha by Steve Jordon, Dr. Truhlsen was one of a dozen physicians invited to a 1960 dinner at Hilltop House in Omaha. He met a 29-year-old money manager named Warren Buffett, who was looking for investors of $10,000 each. Ten of the doctors signed on. Buffett's success became legendary, and those early investors, including Dr. Truhlsen, have been handsomely rewarded for their trust in Mr. Buffett.

About his charitable giving, Dr. Truhlsen said, “I am fortunate that I can give this tribute gift and it is a pleasure to honor Bruce. The Eye Institute will be a monument to his contributions to the Pacific Vision Foundation and to the San Francisco community.”

“It takes a great deal of money, and many people involved, to found an Eye Institute,” Dr. Truhlsen said. “I am pleased and not and not a bit surprised that Bruce has been a spark plug to launch this. I hope my gift will inspire others—in San Francisco and elsewhere—to be generous.”
“I went from being an advocate for the work of the Lions Eye Foundation to being a cataract surgery patient, and that was a different pair of shoes to put on!” laughed Sally Cofer-Lindberg in a recent interview. Sally’s second husband Bert Cofer was a 40-year Lion and one-time President of the Lions Eye Foundation. Sally assisted with fundraising and communications, writing newsletters and producing videos about the “fine work being done by the wonderful people associated with the Lions Eye Foundation.” One video, “In My Eyes,” shared case studies of individuals who had to undergo cataract surgery, and demonstrated their successful outcomes.

Sally explained, “When it came my time for cataract surgery, I assumed my experience would also be positive. But it wasn’t. I knew from the get-go that the surgery did not come out well, and my eye was not right.” Her surgery had been near her home in Modesto, in the Central Valley. Based on her past experience, Sally turned to the Lions Eye Foundation for assistance, seeking a second opinion. She connected with Dr. Lee Schwartz in San Francisco.

Dr. Schwartz offered to see her immediately, so she and husband drove two hours to San Francisco on a Friday. She found that his office staff was welcoming and warm, and that Dr. Schwartz “was just awesome, an incredible human being!”

Dr. Schwartz asked Dr. Margaret Liu to join him, both teachers at the Lions Eye Clinic at CPMC. They each repeatedly reassured Sally by saying, “We’re going to figure this out.” An ultrasound was needed to aid in the diagnosis, and, Sally reports, “It was a hard procedure to get through with gel on my eyes. But the staff at CPMC was gentle, kind, and nurturing.” At first, Dr. Liu, or “Dr. Peggy” as she came to call her, tried a conservative approach. But it was determined that Sally needed to have lens replacement surgery, also known as lens explantation.

Dr. Liu scheduled surgery which, according to Sally, was “another fabulous experience.” Dr. Liu is so competent and capable that I always felt comfortable with her. And Dr. Schwartz came, too! From both of my doctors, it was all about care, compassion, and connection.”

Sally continued, “I hardly slept the night after my surgery because it was so thrilling to witness my eye coming back into focus. It had been a very difficult two months; everything was blurred by filminess, my eye twitched and jerked, and my brain couldn’t figure out what to look at. It was fatiguing and hard to live with.

The day after the surgery, the same technicians that had tested me before, when I could barely read the charts, tested me again. I had 20/20 vision and no astigmatism; it was a miracle! Dr. Liu’s first words to me were, ‘Look at that smile!’ They were all celebrating with me, and it felt very personal. It was an amazing experience.”

Sally further elaborated: “Dr. Schwartz and Dr. Liu went above and beyond, they have Lions hearts. It was all about my healing, and healing the whole person, not just the disease. I cannot sing their praises enough. I feel very blessed!”
**Study: Visual Impairment and Blindness to Double in America by 2050**

**Reprint of a study published by the Keck School of Medicine at USC**

A study published May 19 by researchers at the USC Gayle and Edward Roski Eye Institute in *JAMA Ophthalmology* found that the U.S. prevalence in visual impairment (VI) and blindness is expected to double over the next 35 years. By 2050, the number of Americans with a variety of eye disease and impairment issues, including age-related macular degeneration (AMD), glaucoma, diabetic retinopathy (DR) and cataracts, will dramatically increase, impacting both individuals and society. The National Eye Institute (NEI)-funded study, led by principle investigator, Rohit Varma, MD, MPH, interim dean of the Keck School of Medicine at USC and director of the USC Roski Eye Institute, found that by 2050, 16.4 million Americans over age 40 will have VI due to uncorrected refractive error compared to 8.2 million in 2015. In addition, more than 2 million age 40+ will be blind and 6.95 million will have VI by 2050 compared to 1.02 million and 3.22 million respectively from 2015. The group most at risk—non-Hispanic whites, older Americans and women—do not change from 2015 data to 2050 projections.
KD: There are five primary goals on my list: 1. Transition PVF from being a fine but quiet organization supporting the CPMC Ophthalmology Department to become a more widely recognized player on the San Francisco non-profit scene; 2. Build a Board of Directors that fully reflects the dynamism of the Bay Area; 3. Secure the funding to accomplish all of our goals; 4. Continue to create a network around the Bay Area so we can fulfill the mission to expand access to first class eye care, regardless of a patient’s financial status; and 5. Put the Department’s Residency Training Program on a sustainable path where volunteer faculty contributions are better valued and recognized.

MM: Kevin’s fourth point is also on my list. Said another way: expand our opportunity to work with community-based clinics in outlying areas to ensure the development of a safety net in ophthalmological care. My other primary goals are: 1. Complete the business plan; 2. Start construction of the Ambulatory Surgery Center (ASC) in partnership with physicians and other organizations; 3. Strengthen The Eye Institute’s identity; 4. Continue recruitment of ophthalmologists for the remaining office spaces in the building; and 5. Expand research capabilities in partnership with Smith-Kettlewell Eye Research Institute.

Would you elaborate on what is meant by “The Eye Institute is a game-changing entrepreneurial concept in health services”? 

MM: We are developing a business model with sufficient earned and contributed income to enable The Eye Institute to ensure that the Residency Program remains tops in the country and that patients will have access to care regardless of their socio-economic status.

KD: We are incredibly fortunate that we live and work in such a dynamic, innovative, ideas-driven community. It is timely, and appropriate, for us to adapt that successful energy in how we—the medical industry—delivers care. This is not to say that we haven’t had incredible examples of thought leaders in ophthalmology and related areas, such as Drs. Bruce Spivey, Arthur Jampolsky, Bill Stewart, and Alan Scott. As we are on the frontier of this updated business model, it would be wonderful if a device, a concept, a way of working with one another would generate an income stream to support our charitable work.

“Visual impairment and blindness will double in the U.S. in the next thirty-five years, largely due to our aging population. The Eye Institute and a network of providers is preparing to respond to this increasing need.”

way of working with one another would generate an income stream to support our charitable work.

Would you define the intended scope beyond the soon-to-open facility at 711 Van Ness Avenue?

KD: The facility at 711 Van Ness will be the essential center, the hub of the wheel, that enables us to create a system that supports our community and our partners in the delivery of ophthalmological care. We are expanding our partnership beyond the strong traditional one with CPMC and Lions Eye Foundation to include affiliated doctors distributed throughout Northern California. We see the appeal of a cohesive system, and are hoping The Eye Institute can be a collaborative force where we can be stronger together than we are separately. We want to be the go-to Center of Excellence in Ophthalmic Care and leverage our historic prestige to best possible advantage.

MM: To expand on Kevin’s wheel imagery, The Eye Institute, based at 711, will radiate, reaching into all surrounding areas. There will be a benefit in both directions when community clinics and doctors all over the region can say, “…affiliated with The Eye Institute.” It will be a classic case of “the whole is greater than the sum of its parts.”

Please explain why this matters to the average citizen in the Bay Area?

MM: Access to ophthalmic specialty care is of crucial importance to our society, especially given that it is projected that visual impairment and blindness will double in the U.S. in the next thirty-five years, largely due to our aging population. The Eye Institute and a network of providers is preparing to respond to this increasing need, knowing that many instances of visual impairment and blindness are preventable.

KD: The service delivery model of The Eye Institute will be a win for patients because of prompt consultation, excellent coordination, access to state-of-the-art equipment, and a cutting edge ambulatory surgery center.

What is the status of renovations at 711 Van Ness?

MM: We have successfully completed the transformation of the building from a commercial to a medical-use facility. As an example, the third floor used to have 2 sinks and now there are 30, it used to have 2 bathrooms and now there are 6. We’ve increased energy efficiency, and the lobby is currently being renovated.

(continued from page 1)
KD: Some doctors have been practicing in the building for a few months in transition spaces. In August, they will move into newly built offices on the 3rd Floor, and others of us who are also core clinical faculty will be moving our practices there. The Lions Eye Clinic, the Ophthalmic Diagnostic Center and the Conference Center will be moving from CPMC into newly renovated spaces on the 2nd Floor in the fall.

What will be the role of PVF relative to The Eye Institute?

KD: The mission of PVF has always been to support the Department of Ophthalmology at CPMC, and it is a remarkable gift from those who had the foresight to create it 40 years ago. While PVF leaders have catalyzed the effort to develop The Eye Institute, the transition will be that leaders of the Ophthalmology Department will increasingly set the goals and direction. PVF will continue its historic support role with enhanced capacity.

MM: I agree with Kevin. The role of PVF will be as the fundraising arm of The Eye Institute. And The Eye Institute will probably have its own leadership group, ideally headed by an ophthalmologist.

With the $19 million purchase of the building, and $9.8 million being spent on this round of renovations, how much more money is needed from the philanthropic community to accomplish the goals of The Eye Institute?

MM: We have a long-term goal of raising a $50 million endowment.

KD: That endowment will be needed if we are to remain an aspirational organization. We have to continue to get the brightest, most-energized doctors and support staff who can both do the work of today, AND come up with the ideas that change tomorrow. The CPMC Department of Ophthalmology tradition is to be, despite our small size, among the best anywhere in the world. The goal is to develop the next generation of super stars.

What is your leadership role relative to each other?

KD: I was on the search committee to identify the first Chief Executive Officer (CEO) of The Eye Institute, and we knew we needed to find a strong, experienced executive to create the foundation of a preeminent eye institute. Michael Mahoney, as a candidate, impressed me with his ability to connect with people. He understood that building an organization is less about the numbers and more about the interactions of the people involved. Michael’s nature, and his experience as the CEO of a safety-net hospital, informed his deep understanding of all sectors of the community.

Now, through countless discussions and problem-solving sessions, I am very pleased that Michael is every bit the person I could have hoped for as a partner in this project. As a relatively new Department Chair, it’s really helpful to have a seasoned colleague to work with as we navigate this uncharted terrain.

MM: Thank you, Kevin, the feeling is mutual. I believe that you are the perfect person to be the department chair at this time because you are willing to roll up your sleeves and do the necessary work to establish The Eye Institute. You are a bridge-builder, and your leadership is inspirational.

Thank you both for your time and your leadership.
Congratulations to Alan B. Scott, MD for being elected to the American Society of Cataract and Refractive Surgery (ASCRS) Ophthalmology Hall of Fame. The physicians selected for this honor are chosen by their peers—more than 30,000 ophthalmologists in the U.S. and abroad—for their contributions to the field, shaping the way modern ophthalmology is practiced. Since its inception, 55 scientists and physicians have been recognized.

Susan H. Day, MD is the 2016 recipient of the Howe Medal, conferred by the American Ophthalmological Society. The Howe Medal is one of the highest honors in the field of ophthalmology. The American Ophthalmological Society was founded in 1864 to promote excellence in the field and to advance the art and science of ophthalmology. Since 1922, just 80 ophthalmologists have received the Howe Medal, named for noted ophthalmologist Lucien Howe, M.D.

Donald C. Fletcher, MD will receive a 2016 Distinguished Alumni of the Year Award from his alma mater, the University of Alberta, Edmonton, Canada. Members of his family will join him as he receives the award on September 22. This award recognizes accomplishments of living University of Alberta alumni who have earned national or international prominence as a result of their outstanding professional achievements and service to society.

As part of The AIDS Eye Initiative of the Seva Foundation Center for Innovation in Eye Care, David Heiden, MD was one of four expatriate ophthalmology trainers to offer two 4-day training workshops in Yangon, Myanmar, in February, 2016. Thirteen HIV clinicians with no prior eye experience were trained in retinal examination by indirect ophthalmoscopy for improved management of opportunistic infections, reduction of blindness and mortality for people with HIV/AIDS.

Pacific Vision Foundation was founded in 1977 with the mission to prevent blindness and to improve vision for those who see imperfectly by fostering the highest level of eye care for the public. This is to be accomplished through contributing to excellence in patient care, improving eye care education of both medical professionals and the public, and supporting innovative ophthalmic research.