

## 2021 Member Recruitment Email

Achieved 5.4% conversion – goal was 2%

Subject Line	Join the Academy Today and Save \$100
Preview Pane	Be part of the largest ophthalmology community
Target Audience	US nonmember (3+ years) practicing ophthalmologists who registered for AAO 2020
Key Message	\$100 Discount for 2021 Application
Version	1/2
Blast Date	TBD

### Boost the success of your career and everyday practice. Apply for 2021 membership.

When you attended AAO 2020, you got a taste of our world-class CME sessions and respected experts. Now, become a member of the American Academy of Ophthalmology and continue to access our educational resources all year-round.

**Save \$100 off your dues\* when you apply for 2021 membership by Jan. 31, 2020.**

The Academy is the leading resource for ophthalmic education and practice management resources. Only Academy members enjoy these [exclusive benefits](#):

- **Free access to the IRIS® Registry (Intelligent Research in Sight).** Use the registry for free to report for MIPS, avoid penalties and benchmark your practice against data from 248+ million patient visits. Last year, our members saved an average of \$28,121 in avoided penalties.
- **Free print subscription to *Ophthalmology*® and digital access to 15 other peer-reviewed journals.** Find cutting-edge research and the latest clinical developments with your access to the #1 peer-reviewed journal in our profession.
- **Eligibility for Ophthalmic Mutual Insurance Company coverage:** Only Academy members are eligible for coverage through OMIC, the ophthalmology-specific medical liability insurance carrier.

Our global community of 32,000 ophthalmologists are passionate about advancing the standards for high-quality, safe and effective eye care—we protect sight and empower lives every day. We hope you'll join us.

Apply for 2021 membership today at [aao.org/join](http://aao.org/join). The \$100 discount will be automatically refunded to eligible applicants.

*\*Offer valid for practicing ophthalmologists who are first-time applicants or who have not been a member since 2017. 2021 membership starts on January 1, 2021, and expires on December 31, 2021.*