

Comparisons of Business Administration Techniques, Management and Medical Executive Proposals among the Brazilian Society of Ophthalmology Administration (SBAO) and another Foreign Ophthalmology Administrators Societies

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ABSTRACT:

Purpose: to compare the Brazilian Society of Ophthalmology Administration (SBAO) with other foreign ophthalmology administration societies in terms of **rights and benefits for members, membership requirements and duties, services offered to members, and management and medical administration courses for ophthalmology**. **Methodology:** This study is observational, cross-sectional, and qualitative design. It involves data collection from the websites of various ophthalmology administration institutions, themes from medical administrative congresses and symposia, and communication with researchers and members via email or WhatsApp since April 2024. The institutions studied include the **Brazilian Society of Ophthalmology Administration (SBAO)**, the **American Society of Ophthalmic Administrators (ASOA)**, and the **American Association of Ophthalmic Executives (AAOE)**. The study examines shared conditions among these institutions, such as networking opportunities, access to scientific resources, participation in events, and advocacy. It also looks at the requirements for membership, including legal capacity, payment of fees, and active participation. Additional services offered to members include management consulting, discounts on events, and business administration courses. The data will be presented using contingency tables to show the association or independence of variables. **Results:** The study highlights the rights and benefits of associated members, emphasizing the importance of networking and professional interactions between business administrators and ophthalmologists. All three institutions (SBAO, ASOA, AAOE) offer similar rights and benefits, including access to scientific resources, participation in events, and representation and advocacy. However, the ASOA stands out with a more comprehensive professional journal for publication and teaching, which includes open discussions and Q&A sections.

In terms of requirements and duties, all three institutions require legal capacity, payment of fees, and active participation. The AAOE does not admit non-medical ophthalmologist members, unlike SBAO and ASOA. Extra services offered by all three institutions include management consulting programs, discounts on events, and access to business administration courses. Additionally, all institutions offer master's courses in various areas such as ophthalmic clinic management, compliance and regulation, digital transformation, patient safety, and access to ocular health. **Conclusion:** Based on this comparative study of management and administrative service options in ophthalmology, the research highlights the following conclusions: **Enhanced Professional Horizons:** Entities like SBAO, ASOA, and AAOE offer better professional development in ophthalmology administration and management compared to societies focused solely on the medical specialty.

Institutional Differences: While SBAO and AAOE show minimal differences, ASOA stands out as the most established institution for ocular health managers, catering to both ophthalmologists and non-medical professionals. **Healthcare System Influence:** The type of healthcare system (socialized, private, or mixed) and the market economy of each country significantly influence the offerings and focus of these entities. These findings underscore the importance of specialized administrative and management support in enhancing the professional capabilities and service quality within the field of ophthalmology.

The purpose of this study is to compare the evolution, similarities, and differences between the academic roles in business administration in ophthalmology within foreign Ophthalmological Administrative Societies and the Brazilian Society of Ophthalmology Administration (SBAO).

METHODOLOGY: This is a **descriptive-analytic study**. The research methodology will be based on data collected from the websites of the researched institutions, themes of medical administrative congresses and symposia, as well as contacts with researchers and members of these institutions via email or WhatsApp. These contacts have been ongoing since April 2024 up to the present date of submitting this academic text.

The researched institutions are recognized societies by legal medical entities in their respective countries. The data will be presented through contingency tables. The ophthalmic administration entities researched are as follows:

SBAO – Brazilian Society of Ophthalmology Administration - **ASOA – American Society of Ophthalmic Administrators** - **AAOE – American Association of Ophthalmic Executives** The researched variables are listed below. These variables represent shared conditions offered among these institutions. Conditions that are not shared will be separately addressed, depending on their importance and common applicability.

(I)	(II)	(III)	(IV)
Rights and Benefits of Associated Members: 1 -Networking and Professional Interaction 2 -Access to Specific Scientific Resources and Information 3 -Participation in Entity Events and Congresses 4 -Representation and Advocacy Journal for Publication and Teaching Area 5 - Journal for Publication and Teaching Area	Requirements and Duties of Associated Members: 1 -Legal capacity to perform ophthalmology professional acts. 2 -Payment of the financial contribution or membership fee established by the association. 3 -Active participation in activities and events promoted by the association. 4 -Annual dues payment. Admission of non-medical ophthalmologist members. 5 - Admission of non-medical ophthalmologist members	Extra Service Offerings to Associated Members: 1 -Access to Management Consulting Program 2 - Discounts on Annual Congresses and Events 3 -Access to virtual and in-person Business 4 – Administration Courses	Offered Master's Business Administration Courses: 1 - Ophthalmic Clinic Management, 2- Compliance and Regulation, 3 - Digital Transformation in Ophthalmology, 4 - Patient Safety, 5 - Access to Ocular Health

RESULTS:
Tables I to IV. - P – Present, A - Absent

(I)	SBAO	ASOA	AAOE
1	P	P	P
2	P	P	P
3	P	P	P
4	P	P	P
5	P	P	A

(II)	SBAO	ASOA	AAOE
1	P	P	P
2	P	P	P
3	P	P	P
4	P	P	P
5	P	P	A

(III)	SBAO	ASOA	AAOE
1	P	P	P
2	P	P	P
3	P	P	P
4	P	P	P

DISCUSSION

However, when it comes to medical specialties, ophthalmology stands out as the only field with its own dedicated administrative society, as highlighted in the current study. Other countries still use their own ophthalmological societies to teach management and administration in ophthalmology, as well as provide technical support in business administration.

Table V: Comparisons of Methodologic Variables with Predominant National Ophthalmology Institutions

	(I) presented	(II) presented	(III) presented	(IV) presented
RCOphth	Four items	Four items	One item	Three items
SOE	Four items	Four items	One item	Three items
AIOS	Four items	Four items	One item	Four items
COS	Four items	Four items	One item	--
Results Observations	lacking just one item:	lacking just one item:	lacking two items:	lacking average of two items courses:

RCOphth - Royal College of Ophthalmologists, SOE - European Society of Ophthalmology, AIOS – All India Ophthalmological Society, COS - Chinese Ophthalmological Society

Although this assertion may still be influenced by the type of healthcare system (socialized, private, or mixed) and the market economy pattern of each country, given this new data (Table V), the vision and professional horizon of specific entities in ophthalmology and administration and management are better enhanced in these entities (SBAO, ASOA, AAOE) than in ophthalmological societies solely focused on the medical specialty or subspecialty.

Similarly, based on the results obtained in this research, there are few differences between SBAO, ASOA, and AAOE. However, ASOA is the most consolidated institution truly focused on this professional class of ocular health managers, whether as ophthalmologists or non-medical professionals. A very competitive healthcare market highlights these needs.

In the United States, the presence of two entities related to ophthalmology administration can be attributed to the diversity and complexity of the healthcare system and the multifaceted nature of ophthalmology.

The American Academy of Ophthalmology Executives (AAOE):

The AAO is a professional association representing ophthalmologists in the U.S. and worldwide. It focuses on education, research, patient advocacy, and promoting clinical excellence in ophthalmology³. The AAOE provides resources, clinical guidelines, training, and networking opportunities for ophthalmologists and eye health professionals.

The American Society of Ophthalmic Administrators (ASOA): The ASOA is a non-profit organization that focuses on the management and administration of ophthalmology practices, clinics, and hospitals. It supports administrative aspects of ophthalmic practice, including finance, regulation, and operations.

The ASOA aims to improve the efficiency and quality of ophthalmic care delivery. Actually, the AAO caters to ophthalmologists, while the ASOA is dedicated to administration and management within the field of ophthalmology. These two entities work together to promote eye health and professional excellence.