

The Detroit Institute of Ophthalmology, a division of the Henry Ford Department of Ophthalmology, presents a three-day world congress dedicated to improving our understanding of the relationship between vision and the safe operation of motorized vehicles.

This world congress is geared for automotive, policy, scientific, research and medical professionals from across a variety of disciplines and industries.

Who should plan to attend?

Automotive engineers and designers, civil engineers, computer technologists, corporate automotive industry researchers, electrical engineers, ergonomics specialists, the general public, governmental regulatory agencies, highway safety & licensure organizations, industry/tech. journalists, medical professionals, neuro-biologists, ophthalmologists, optometrists, physicists, physiologists, the press, vision researchers, occupational therapists, driving rehabilitation specialists.

Sessions will be devoted to a variety of topics.

Each topic will be explored from the medical, technological and policy aspects. Tentative topics to be presented will include: operator cognition, driver visual and medical challenges, the aging driver, interior and exterior vehicle design, lighting systems, road and signage design, environmental challenges, and road illumination. Bringing several dozen of the world's leading experts to Detroit to discuss these topics may be costly; however, only by having these leaders with us for an intense several days can we truly advance this world of inquiry.

Congress Objectives

- To appreciate "Vision", its range of capabilities, its challenges and how vision and cognitive impairment, age, crash avoidance systems, glare, ergonomics, vehicle design, highway architecture, road signs, driver distraction, among other factors, including rehabilitation efforts, impact safe driving;
- To assess more accurately which visual, cognitive and decision-making factors make any real difference to drivers; leading to more rational driver licensure evaluation;
- To evaluate the efficacy of crash avoidance technologies, multi-dimensional maps, artificial intelligence, machine learning, (semi-) autonomous driving systems, V2X information exchanges, and how these other technologies extend driver performance;
- To evaluate the efficacy of autonomous vehicle technologies, route planning, crash avoidance and heads-up display technologies and to address mobility challenges of persons with compromised abilities.

"An exceptional experience...this beats them all—scientifically as well as socially. The quality of the presentations was exceptional."

— Kare Rumar, PhD UMTRI, Ann Arbor, MI

WHY ATTEND?
Collegiality facilitates collaboration,
Collaboration accelerates progress!

DEPARTMENT OF OPHTHALMOLOGY
Detroit Institute of Ophthalmology
15415 E. Jefferson Avenue
Grosse Pointe Park, MI 48230



DEPARTMENT OF OPHTHALMOLOGY
Detroit Institute of Ophthalmology

2015 World Congress: The Eye, The Brain & The Auto

Registration Information



Seventh Biennial World Research Congress on the relationship between vision and the safe operation of a motorized vehicle.

September 9 - 11, 2015

The Dearborn Inn, A Marriott Hotel
20301 Oakwood Blvd., Dearborn, Michigan 48124
www.HenryFord.com/TheEyeTheBrainTheAuto

Keynote Speakers

Scott McCormick, President
Connected Vehicle Trade
Association, Plymouth, MI
“Advanced Connected Vehicles: Key
Enablers for Widespread Deployment”

Peter A. Hancock, Ph.D., D.Sc.
University of Central Florida, Orlando, FL
“The Mind and Brain of the Driver and The Vehicle.”

Stewart Reed,
Chairman of Transportation Design,
Art Center College of Design, Pasadena, CA

2015 Research Panel

The invited research panel includes professionals from the fields of driver safety and performance including scientists, physicians, engineers, clinicians, designers and policy makers.

Karlene Ball, Ph.D., University of Alabama at Birmingham, Birmingham, AL

Donald Fisher, Ph.D., University of Massachusetts Amherst, Amherst, MA

John P. Lee, Ph.D., University of Wisconsin, Madison, WI

Gerald McGwin, Ph.D., MSPH, University of Alabama at Birmingham, Birmingham, AL

Cynthia Owsley, Ph.D., MSPH, University of Alabama at Birmingham, Birmingham, AL

Julie Paxion, Ph.D., French Institute of Science and Technology for Transport, Salon-de-Provence, France

Eli Peli, M.Sc., OD, Schepens Eye Research Institute, Harvard University, Boston, MA

Pietro Pietrini, M.D., Ph.D., University of Pisa Medical School, Pisa, Italy

Matthew Rizzo, M.D., F.A.A.N., University of Nebraska, Omaha, NE

Ulrich Schiefer, M.D., Aalen University of Applied Sciences, Aalen, Germany

Judith Ungeweiss, B.Sc., Aalen University of Applied Sciences, Aalen, Germany

“Very useful for my field of work (vision and aging, driving). The conference was well organized, educational and fun.”

– Peter Delahunt, PhD, Posit Science, San Francisco, CA

Pedro Miguel Valero-Mora, Ph.D. University of Valencia, Valencia, Spain

Joanne Wood, Ph.D., Queensland University of Technology, Brisbane, Australia

Additional panel members to be identified

The Eye, The Brain & The Auto Co-Organizing Committee

Philip C. Hessburg, M.D. Medical Director, Detroit Institute of Ophthalmology, Department of Ophthalmology, Henry Ford Hospital

Cynthia Owsley, Ph.D. Professor of Ophthalmology, Vice Chair for Clinical Research, Director of the Clinical Research Unit, Department of Ophthalmology, School of Medicine, University of Alabama at Birmingham

Gerald McGwin, M.S., Ph.D. Professor, Vice Chairman, Department of Epidemiology, University of Alabama at Birmingham

Consultants to Organizing Committee

Thomas G. Dennehy, Connected Vehicle Trade Association, Plymouth, MI

Steve Hung, Ph.D., KonseptWerks, LLC, Grosse Pointe, MI

David J. Goldman, M.D., Associate Medical Director, Detroit Institute of Ophthalmology, Department of Ophthalmology, Henry Ford Health System

Edward R. O'Malley, M.D., Physician-in-Charge, Henry Ford Medical Center – Cottage, Department of Ophthalmology, Henry Ford Health System

“I found the meeting to be very informative and enjoyable. Drawing from a wide range of disciplines who all applied their expertise to the central theme of vision and driving provided a dynamic and very useful ‘feel’ to the meeting. The mix of speakers from industry as well as academia was also very successful and provided a broad perspective to the meeting.”

– Joanne Wood, PhD, Queensland University of Technology, Brisbane, Australia

Registration Information

Registration Fees

General Rate:

\$400 for the 3-day World Congress

\$140 each day

Medical Resident Rate: \$330 for the 3-day or \$110 each day

Ophthalmology & Neurology Resident Rate: \$25 each day

Medical Student Rate: \$25 each day

Ophthalmology Tech. Rate: \$25 each day

Rehab. Intern Rate: \$25 each day

To register go to www.henryford.com/cmeevents and select “The Eye, The Brain and The Auto” from the CME event listing. For more information please call Carolyn Barth, PhD at (313) 824-4710.

Education Credits

Each participant will receive 18.75 AMA PRA category 1 credits.

Hotel Accommodations & Reservations

The Dearborn Inn, A Marriott Hotel
20301 Oakwood Blvd.
Dearborn, Michigan 48124

Start Date: 9/9/15 End Date: 9/11/15
Last Day to Book: 8/7/15

To book group rates: call 877-757-7103
and mention “World Congress”

“This was a comprehensive multidisciplinary meeting in an ideal format to foster free exchange of ideas and opinions.”

– Ronald Cole, MD Medical Vision Technology Visual Rehabilitation Center, Sacramento, CA

For more information and sponsorship opportunities, contact:

Carolyn L. Barth, PhD
Coordinator Special Projects
World Research Congresses
313-824-4710
cbarth2@hfhs.org

ACCREDITATION STATEMENT: Henry Ford Health System is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Henry Ford Health System takes responsibility for the content, quality, and scientific integrity of this CME activity.

DESIGNATION STATEMENT: Henry Ford Health System designates this live course for a maximum of 18.75 AMA PRA Category 1 Credit(s)TM. Physicians should claim only the credit commensurate with the extent of their participation.

In the State of Michigan, AMA PRA Category 1 Credit(s)TM are applicable to nursing contact hours.

FACULTY/PLANNING COMMITTEE DISCLOSURE STATEMENT: All faculty and planning committee members and spouses/partners of those participating in continuing education activities sponsored by Henry Ford Health System are required to disclose to the audience any relevant commercial relationships, and/or non-FDA approved use of a drug or a device that is included in the presentation.

Henry Ford provides at no cost qualified interpreters and other aids and services for the deaf and hard of hearing. To request assistance, call Carolyn Barth at (313) 824-4710 or email cbarth2@hfhs.org. If possible, please notify us three days in advance of the event.