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Joy Woodke, COE, OCS, OCSR, is the Director of Coding and Reimbursement for the American Academy of Ophthalmology. Her 35+ years of experience in ophthalmology includes all aspects of practice management, accounting, coding and billing. She is the author of The Profitable Retina Practice series, the director of the Academy coding product line and provides private consultation services. Ms. Woodke is a recipient of the Academy's Secretariat and Achievement Awards.