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MEDIA KIT

# EyeNet

M A G A Z I N E

THE TRUSTED SOURCE FOR CLINICAL INSIGHTS



# EyeNet

**AMERICAN ACADEMY  
OF OPHTHALMOLOGY**  
*The Eye M.D. Association*

*EyeNet* is the Academy's official newsmagazine and the premier source among the ophthalmic trade press of credible information for ophthalmologists. *EyeNet* delivers practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business and news—all in a concise, highly readable format.

## Organization Affiliation



*EyeNet* is a member benefit for American Academy of Ophthalmology (AAO) Members and Members in Training worldwide. It also is a benefit for American Academy of Ophthalmic Executives (AAOE) Members.

AAO membership includes 93% of practicing U.S. ophthalmologists.

AAOE membership includes approximately 6,000 office administrators, managers, and physicians.

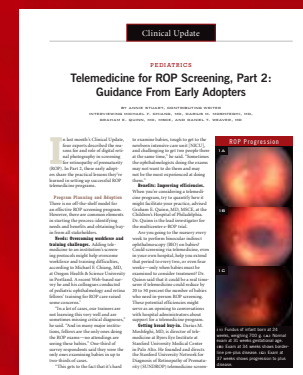
## Issuance

**FREQUENCY:** 12 times a year  
**ISSUE DATE:** First of the month  
**MAILING DATE & CLASS:** 25th of the preceding month, second class  
**AVERAGE CIRCULATION:** 22,000 (see page 10 for details)

## Advertising

**ACCEPTANCE AND COPY RESTRICTIONS:** Subject to approval by the Academy

**PLACEMENT POLICY:** Interspersed





# EyeNet Is the Answer

When the question is, “How does our brand maximize return on investment?” keep in mind these top three reasons to make *EyeNet* the cornerstone of your marketing campaign.

**1. WIDEN YOUR REACH, WIDEN YOUR WALLET.** *EyeNet's* CPM makes it the best value among competing publications such as *Ocular Surgery News*, *Ophthalmology Times*, *Ophthalmology Management*, *Review of Ophthalmology*, and *EyeWorld*.

JOURNAL	CIRCULATION	(1X) PAGE 4/C	CPM
<i>EyeNet</i>	22,000	\$5,061	\$230
<i>Review of Ophthalmology</i>	21,270	\$6,695	\$315
<i>EyeWorld</i>	22,819	\$7,545	\$331
<i>Ophthalmology Times</i>	21,638	\$7,325	\$339
<i>Ocular Surgery News</i>	17,819	\$6,835	\$384
<i>Ophthalmology Management</i>	18,218	\$7,140	\$392

**2. DRAW ON THE AAO'S REPUTATION.** Companies that advertise in *EyeNet* benefit from the Academy's status as the premier association for ophthalmologists. Readers trust *EyeNet* because of its balanced approach, making it the most reliable newsmagazine for ophthalmologists. Ensure that your brand profits by partnering with *EyeNet*, the Academy's newsmagazine.

**3. HIT EVERY MEDIUM.** With *EyeNet*, you'll get packages tailored to your budget, targeted audience, and timeline. Take advantage of multiple channels to reinforce your brand, including video, print cover tips, e-mail blasts, website banner advertising, and more. *EyeNet* will create a customized, all-encompassing solution to harness our readers for your marketing objectives.

## LET US CREATE YOUR CAMPAIGN NOW.

Contact M.J. Mrvica Associates at  
856-768-9360 or [mrvica@mrvica.com](mailto:mrvica@mrvica.com).



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## 2015 EDITORIAL CALENDAR: THE BEST IN CLINICAL INSIGHTS, 12 TIMES A YEAR

### January

#### **Generic Drugs**

Several generic drugs used in ophthalmology have experienced dramatic price increases. EyeNet takes a closer look at the phenomenon to determine the reasons behind it and to see how doctors and patients are coping with this change.

#### CLINICAL UPDATES

Cataract • Glaucoma • Retina

### February

#### **Spotlight on Cataract**

Revisiting the excitement from the Spotlight on Cataract session during last October's AAO 2014, *EyeNet* presents a variety of surgical cases, along with audience poll questions and answers, and expert commentary about the poll results.

#### CLINICAL UPDATES

Comprehensive • Oculoplastics • Retina

### March

#### **Dry AMD**

The AREDS formulation may be your treatment for dry AMD patients now, but many new options are in the pipeline. A review of the most promising therapies in development, with an update on research and trial results.

#### CLINICAL UPDATES

Oncology • Pediatrics • Cornea

DISTRIBUTED AT APAO

### April

#### **Astigmatism Management**

New systems for astigmatism management in cataract surgery have come to market recently. How are they similar—how do they differ? What you need to know to get the best results for your patients.

#### CLINICAL UPDATES

Comprehensive • Neuro • Trauma

DISTRIBUTED AT ASCRS

### May

#### **ACA and Ophthalmology**

The Affordable Care Act is changing the face of medicine. How has it impacted ophthalmology thus far? How will it affect your practice in the next few years? A discussion with the experts.

#### CLINICAL UPDATES

Glaucoma • Pediatrics • Refractive

DISTRIBUTED AT SOE

### June

#### **Pseudoexfoliation Syndrome**

Not just a Scandinavian disease, pseudoexfoliation syndrome is the most common cause of secondary open-angle glaucoma—and it has a major impact on cataract, as well. How to manage these challenging patients in the clinic and the operating room.

#### CLINICAL UPDATES

Comprehensive • Oculoplastics • Retina

DESTINATION AAO 2015, PART 1

### July

#### **All About Retina**

From diabetic retinopathy and age-related macular degeneration to inherited retinal dystrophies, this special retina-focused issue brings various experts together to discuss controversies in medical management, surgical technique, and patient care.

#### CLINICAL UPDATES FROM A RETINA

#### PERSPECTIVE

Cornea • Glaucoma • Oncology

DESTINATION AAO 2015, PART 2

DISTRIBUTED AT PAAO

### August

#### **A Team-Based Approach to Cataract Surgery**

Practices with one femtosecond laser are adopting new operating procedures—for example, one surgeon may handle the femtosecond laser while another performs phacoemulsification. These new paradigms may yield benefits for non-femto practices, too.

#### CLINICAL UPDATES

Comprehensive • Neuro • Retina

DESTINATION AAO 2015, PART 3

DISTRIBUTED AT ESCRS

### September

#### **Glaucoma Progression**

Optical coherence tomography has become increasingly important in monitoring glaucoma progression—but its usefulness depends on accurate interpretation. How to really understand what you're seeing. Plus pearls for patient management.

#### CLINICAL UPDATES

Cataract • Refractive • Pediatrics

DESTINATION AAO 2015, PART 4

### October

#### **The Swollen Optic Nerve**

With causes ranging from infectious to vascular to malignant, the swollen optic nerve is a crucial, but often mystifying, sign. And the patient's vision or even life may depend on your timely diagnosis. Expert advice for sorting it out.

#### CLINICAL UPDATES

Comprehensive • Cornea • Oculoplastics

DESTINATION AAO 2015, PART 5

### November

#### **AAO 2015 Meeting Issue Myopia Research**

Recent studies point to the possibility that myopia progression can be slowed or halted through medical, surgical, or optical approaches. An overview of the research to help you tell the hype from the substance in this evolving field.

#### CLINICAL UPDATES

Neuro • Glaucoma • Retina

DESTINATION AAO 2015, PART 6

DISTRIBUTED AT AAO 2015

### December

#### **OCT Roundup**

Your guide to recent developments in optical coherence tomography: a case-based approach using multiple images to demonstrate the application of anterior and posterior segment OCT techniques to specific eye diseases.

#### CLINICAL UPDATES

Comprehensive • International • Uveitis

## 2015 CALENDAR FOR AD AND MATERIALS CLOSE

### JANUARY

Ad Close: **December 1**

Materials Close: **December 5**

### FEBRUARY

Ad Close: **January 5**

Materials Close: **January 9**

### MARCH

Ad Close: **February 2**

Materials Close: **February 6**

### APRIL

Ad Close: **March 2**

Materials Close: **March 6**

### MAY

Ad Close: **March 30**

Materials Close: **April 3**

### JUNE

Ad Close: **April 27**

Materials Close: **May 1**

### JULY

Ad Close: **June 1**

Materials Close: **June 5**

### AUGUST

Ad Close: **June 29**

Materials Close: **July 2**

### SEPTEMBER

Ad Close: **July 27**

Materials Close: **July 31**

### OCTOBER

Ad Close: **August 31**

Materials Close: **September 4**

### NOVEMBER

Ad Close: **September 28**

Materials Close: **October 2**

### DECEMBER

Ad Close: **October 26**

Materials Close: **October 30**



# EyeNet

MAGAZINE

## The Heart of Your Multimedia Marketing Plan



**ACADEMY LIVE**, an e-mail blast, is also posted to [www.eyenet.org](http://www.eyenet.org) for double exposure



**GUIDE TO ACADEMY EXHIBITORS** offers several affordable advertising options



**EHR SUPPLEMENT** comes with a digital version that links to advertisers' websites

With *EyeNet Magazine* at the center of your marketing plan, you are guaranteed a loyal and avid reader base. Build out from that core with *EyeNet's* satellite offerings: AAO 2015 print and electronic publications, custom supplements offered throughout the year, and digital opportunities to engage your audience when and how they choose to read the magazine.

## Year-Round Opportunities

COVER TIP ADVERTISING

INDUSTRY-SPONSORED SUPPLEMENTS

CUSTOMIZED AD PACKAGES

EHR SUPPLEMENT

CUSTOMIZED SUPPLEMENTS

REPRINTS

## AAO 2015 Opportunities

**ACADEMY LIVE.** Capture the attention of ophthalmologists worldwide with *Academy Live*, EyeNet's clinical e-newsletter reported over four days in Las Vegas. *Academy Live* keeps ophthalmologists on top of news from Subspecialty Day and AAO 2015 and is e-mailed to more than 72,000 recipients.

**DESTINATION SERIES.** AAO 2015 attendees turn to this six-part series in *EyeNet* for deadlines, event previews, interviews, sneak peeks, and more (June to November).

**ACADEMY NEWS.** The Academy's convention tabloid provides extensive meeting news and information. There are two editions—one distributed on Friday, the other on Sunday—displayed in high-visibility locations throughout the hall. The Friday edition guarantees distribution via a door drop to 11,000+ attendees.

**GUIDE TO ACADEMY EXHIBITORS.** The ONLY printed exhibitor list for AAO 2015! Various levels of advertising are available. Its distribution is guaranteed to meeting attendees.

**EYENET "BEST OF" COLLECTIONS.** Each edition recaps the important discoveries, issues, and trends in a subspecialty. Cornea, Glaucoma, and Retina editions are distributed at Subspecialty Day, while Refractive-Cataract is distributed at both Subspecialty Day and the Spotlight on Cataract Surgery session.

**ORIGINAL PAPERS & POSTERS.** This pull-out booklet lists free papers and posters to enhance attendees' experience at AAO 2015 and mails with the November *EyeNet*.

**OPHTHALMIC PHOTOGRAPHY CALENDAR.** An eye-catching collection of striking ophthalmic images, the Calendar is distributed to meeting attendees via registration bags, and your corporate logo is displayed on each page.





## Spotlight on Digital



**NEW! VIDEO.** EyeNet offers two options for video advertising on [www.eyenet.org](http://www.eyenet.org).

**LEADING INTO THE MULTIMEDIA EXTRA.** The Multimedia Extra is front and center on the home page. Placing a 7-second video spot at the beginning guarantees undivided attention from

ophthalmologists, as they must watch the ad before viewing the clinical content.

**FREESTANDING.** Create a stand-alone video about your product for placement on [www.eyenet.org](http://www.eyenet.org). We will drive traffic to the video by mentioning it in a native ad in the e-TOC.

**e-TOC.** This monthly e-newsletter provides all members with on-the-go highlights of each issue. The blast features two prominent ad positions that stand out in both horizontal and vertical preview panes.

**Metrics:** More than 27,000 recipients, 30 percent open rate, and 6 percent click-through rate.

**NEW! e-TOC ADD-ON.** Add a text-only native ad to the e-TOC to complement your print ad.

**DIGITAL EDITION.** This version of the magazine combines the content of the print publication with multimedia and other extras. Amplify your campaign with digitally enhanced advertising, ranging from toolbar branding and skyscrapers to premium-placement, digital stand-alone ads, video, and more.

**Metrics:** Averages 475 unique visitors, 595 visits, and 11,720 page views per month.

**[www.eyenet.org](http://www.eyenet.org).** Multiple advertising opportunities are available: leaderboards (run-of-site ads), skyscrapers, buttons, and banner spaces.

**Metrics:** 225,000 page views and 165,000 unique visitors per month.

COMING SOON!  
New Website  
New Ad Opps



*THE eTOC goes to a highly engaged and targeted audience.*



*THE DIGITAL EDITION has all the benefits of print, plus digital enhancements.*



*THE WEBSITE gets 165,000 visitors and 225,000 page views per month.*

**Page Unit**

Spread (two facing pages)

Full page

 $\frac{1}{2}$  page (horizontal) $\frac{1}{2}$  page (vertical) $\frac{2}{3}$  page (vertical) $\frac{1}{4}$  page**Non-Bleed**

15" x 10"

7" x 10"

7" x 4 $\frac{3}{4}$ "3 $\frac{1}{4}$ " x 10"4 $\frac{1}{2}$ " x 10"3 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "**Bleed**16 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "8 $\frac{3}{8}$ " x 5 $\frac{1}{2}$ "4 $\frac{1}{4}$ " x 11 $\frac{1}{8}$ "5 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "

N/A

**Trim**

EyeNet Trim Size (Page):

8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "

EyeNet Trim Size (Spread):

16 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "

Live Matter:

Bleed sizes include  $\frac{1}{8}$ " trim from outside, bottom, top, and gutter. Keep live matter  $\frac{1}{2}$ " from trim size of page.**EYENET  
ADVERTISING  
MATERIALS**

Business Manager  
*EyeNet Magazine*  
 655 Beach Street  
 San Francisco, CA 94109  
 Tel. 415.447.0325  
[cmorris@aao.org](mailto:cmorris@aao.org)

**PRODUCTION SPECIFICATIONS***Paper Stock*

Inside Pages: 50 lb. text

Cover: 70 lb. cover with varnish

**DIGITAL AD REQUIREMENTS****High-resolution PDF is the preferred file format.**

These files (PDF/X-1a:2001) should be created using Adobe Acrobat Distiller 4.05 (or greater) or exported from Quark XPress or InDesign using the PDF/X-1a:2001 setting. All graphics and fonts must be embedded. Spot colors and RGB color should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area ( $\frac{1}{8}$  inch from trim). Scanned images must be saved as high resolution (at least 266 dpi) in TIFF or EPS format.

TIFF and EPS files created with Illustrator or Photoshop are also acceptable. Supply both printer and screen fonts, including fonts embedded in art files. If submitting an InDesign document (CS4 or greater), you must supply all fonts and art files. Line art should be scanned at 600 dpi. Images (TIFF or EPS) should be at least 266 dpi and saved in CMYK mode.

Send the following:

- Ad file (high-resolution PDF or native files).
- Any supporting graphics that are incorporated in the ad (e.g., logo file, images).
- Screen and printer fonts. Fonts must still be included even if the ad is saved as an EPS file.

**BINDING***Perfect Bound***FTP INSTRUCTIONS**

Ads can also be submitted via FTP. Materials should be placed within a folder titled with the company name and issue date.

E-mail *EyeNet* at [cmorris@aao.org](mailto:cmorris@aao.org) when the ad is uploaded.

Server Address: [ftp.aao.org](ftp:aao.org)

Username: enm

Password: provided by [cmorris@aao.org](mailto:cmorris@aao.org)**REPRODUCTION REQUIREMENTS**

In order to ensure reproduction accuracy, color ads must be accompanied by a proof prepared according to SWOP standards. If a SWOP-certified proof is not supplied, the publisher cannot assume responsibility for correct reproduction of color.

*The Academy is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.*

**INSERT REQUIREMENTS**

Average run is 22,000. Contact M.J. Mrvica Associates for further details.



**Black-and-White Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$2,893	\$2,401	\$1,880	\$1,157
3x	\$2,835	\$2,353	\$1,843	\$1,134
6x	\$2,748	\$2,281	\$1,786	\$1,099
12x	\$2,690	\$2,233	\$1,749	\$1,076
18x	\$2,603	\$2,161	\$1,692	\$1,041
24x	\$2,574	\$2,137	\$1,673	\$1,030
36x	\$2,517	\$2,089	\$1,636	\$1,007

**Color Rates**

Frequency	Full Page	2/3 Page	1/2 Page	1/4 Page
1x	\$5,060	\$4,554	\$4,048	\$3,289
3x	\$4,959	\$4,463	\$3,967	\$3,224
6x	\$4,807	\$4,327	\$3,846	\$3,125
12x	\$4,706	\$4,236	\$3,765	\$3,059
18x	\$4,554	\$4,099	\$3,644	\$2,960
24x	\$4,504	\$4,053	\$3,603	\$2,927
36x	\$4,403	\$3,962	\$3,522	\$2,862

**PREMIUM POSITIONS AND INSERTS****COVER AND OTHER SPECIAL RATES****COVER 2:** 35% over earned black-and-white rate.**COVER 3:** 20% over earned black-and-white rate.**COVER 4:** 50% over earned black-and-white rate.**TABLE OF CONTENTS:** 15% over earned black-and-white rate.**OPPOSITE EDITORIAL BOARD:** 10% over earned black-and-white rate.**INSERTS****2-PAGE INSERT:** Two times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**4-PAGE INSERT:** Four times earned black-and-white rate, plus \$1,250 noncommissionable tip-in charge.**OTHER ITEMS:** Consult advertising representative at M.J. Mrvica Associates.**ADVERTISING INCENTIVES****ADVERTISING CONTINUITY PROGRAM:** Advertise in three issues and earn a free ad of equal size in the third issue.**CUSTOM ADVERTISING PACKAGE:** Contact M.J. Mrvica Associates for details.

**COMING SOON!**  
New Website  
New Ad Opps

**AGENCY INFORMATION****AGENCY COMMISSION:** 15% allowed to agencies of record, with billing to the agency. In-house agencies are acceptable.**AGENCY RESPONSIBILITY:** Payment for all advertising ordered and published.**EARNED RATES:** Earned rates are based on the total number of insertions (full or fractional pages) placed within a 12-month period.*Space purchased by a parent company and its subsidiaries is combined.***EYENET'S ADVERTISING SALES FIRM**

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
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Tel. 856.768.9360  
Fax. 856.753.0064

**MARK MRVICA, KELLY MILLER**  
mjmrvica@mrvica.com

**EYENET WEBSITE ADVERTISING**

The home page provides high visibility for your advertising message and links potential customers to your website.

**RATES**

- A Leaderboard:** \$3,500 net
- B Skyscraper:** \$3,000 net
- C Button:** \$800 net
- D Banner:** \$2,860 net

**EYENET E-NEWSLETTER**

EyeNet's monthly e-mail blast provides all members with on-the-go highlights of EyeNet content.

- E Wide skyscraper plus**
- F bottom banner:** \$2,750 per issue



EyeNet Circulation Profile\*

Active U.S. Academy Members.....	17,321
U.S. Academy Members in Training .....	2,244
U.S. AAOE Members (nonphysician).....	3,723
Online only (International Members and.....	13,274
Members in Training)	

American Academy of Ophthalmology Members

Self-Reported Subspecialty Focus\*  
(primary and secondary)

Administration/Business .....	95
Anterior Segment .....	956
Cataract/IOL.....	5,097
Comprehensive Ophthalmology.....	6,956
Contact Lenses .....	61
Corneal Surgery/External Disease .....	1,731
Genetics.....	36
Glaucoma.....	1,951
Low Vision Rehabilitation .....	33
Medical Education.....	24
Medical Ophthalmology .....	47
Medical Retina .....	579
Neuro-Ophthalmology .....	397
Ocular Oncology .....	154
Ophthalmic Pathology.....	80
Ophthalmic Research .....	167
Ophthalmic Surgery.....	213
Optics/Refraction .....	36
Pediatric Ophthalmology .....	1,013
Plastics/Reconstructive .....	1,084
Refractive Surgery .....	2,108
Retina/Vitreous Surgery.....	2,565
Strabismus .....	438
Trauma .....	69
Ultrasound.....	9
Uveitis/Immunology .....	324

\* SOURCE: American Academy of Ophthalmology Membership Data, August 2014.

**PRACTICE PERFECT**  
BUSINESS OPERATIONS & FINANCE

**Narrow Networks:  
How to Stay Part of the Plan**

BY LAURA M. R. AUSTFALL, CONTRIBUTING WRITER  
INTERVIEWING JOHN BULLOCK, MARY CHRISTENSEN, TATIANA MARTYKO, MD,  
AND ROBERT E. C. MORGAN, JR., MD, MBA

With the advent of the Affordable Care Act's health insurance exchanges, narrow networks are becoming more prevalent. How will this impact your practice, and what can you do to make sure you're included on the list of providers that insurance companies offer to enrollees?

The list (and threat) of Preferred Provider Organizations (PPOs) is not what they used to be. Recently, by changing access to certain physicians (the "dual tier" or "dual network" model), PPOs have been able to "pull out" certain doctors from their networks, leaving them as "out-of-network" providers. This is a concern for many physicians, as it can result in a loss of income and a loss of continuity of care for their patients.

But the way they are doing this is not as simple as you might think. The new PPOs are not just "pulling out" doctors; they are also "pulling in" new ones. This is a challenge for many physicians, as it can result in a loss of income and a loss of continuity of care for their patients.

Dr. Morgan pointed out that the new PPOs are not just "pulling out" doctors; they are also "pulling in" new ones. This is a challenge for many physicians, as it can result in a loss of income and a loss of continuity of care for their patients.

**Clinical Update**

**ONCOLOGY**

**Retinoblastoma: Genetics That Affect Treatment and Lifelong Follow-Up**

INTERVIEWING DAVID W. ARAMBERG, MD, JAVIERE HOFFMAN-FRANKLIN, MD, BENJAMIN L. KALLIE, MD, AND LYDIA LAMBERG-LE ROUNC, MD

Infra-arterial Chemotherapy

Infra-arterial chemotherapy is a treatment for retinoblastoma. It involves injecting chemotherapy drugs directly into the artery that supplies blood to the eye. This treatment is used for children with retinoblastoma who are not responding to other treatments. It is a more aggressive treatment than enucleation, but it can save the eye and potentially the child's life.

**News in Review**  
INTELLIGENCE AND INFORMATION

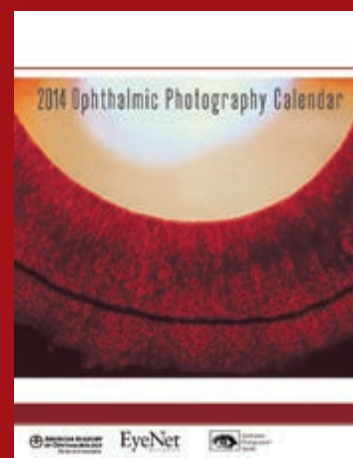
**ROP Telemedicine  
Passes Big Test**

Telemedicine is a growing field, and ROP telemedicine is no exception. A recent study showed that ROP telemedicine is safe and effective. The study involved 100 children with ROP. The children were treated with ROP telemedicine, and the results were compared to those of children who were treated with traditional ROP treatment. The results showed that ROP telemedicine was just as effective as traditional ROP treatment, and it was also safer and less expensive.



The following terms and conditions shall be incorporated by reference into all insertion orders submitted by Advertiser or its advertising agency (collectively, "Advertiser") to the American Academy of Ophthalmology, *EyeNet*, and/or M.J. Mrvica Associates (collectively, "Publisher") for all *EyeNet* publications, including but not limited to *EyeNet Magazine*, *EyeNet's Academy News*, *EyeNet Best of*, *EyeNet's Guide to Academy Exhibitors*, *EyeNet's Academy Live*, *EyeNet's Ophthalmic Photography Calendar*, *EyeNet's Original Papers and Posters*, *EyeNet's Destination AAO 2015*, *EyeNet's Home Page*, *EyeNet's Digital Edition*, *EyeNet Extra*, *EyeNet Online Exclusives*, *EyeNet E-Newsletters*, and *EyeNet Reprints*:

1. Only Publisher may accept advertising.
2. Invoices are rendered on the publication date of each issue and are due and payable upon receipt of invoice.
3. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Publisher for published advertising ordered by advertiser or its agent.
4. Publisher reserves the right to reject or cancel any advertisement that, in Publisher's sole opinion, Publisher determines is not in keeping with the publication's standards or for any other reason, even if advertising has been published previously by Publisher.
5. Advertiser assumes all liability for all content (including text, illustrations, representations, copyright, etc.) for published advertisements and further indemnifies and holds harmless Publisher for any claims against Publisher arising from the advertisement.
6. Any attempt to simulate the publication's format or content is not permitted, and the Publisher reserves the right to place the word "advertisement" with any copy that, in the Publisher's sole opinion, resembles or simulates editorial content.
7. Terms and conditions are subject to change by Publisher without notice.
8. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, between Publisher and Advertiser.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or if the advertisement is misplaced or mispositioned.
10. Publisher shall have no liability for error in the Advertiser Index.
11. Advertisements not received by the Publisher by ad close date will not be entitled to revisions or approval by Advertiser.
12. Advertiser may not make changes in orders after the ad close date.
13. Cancellations must be in writing and will not be accepted after the ad close date.
14. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by the Publisher.
15. Under no circumstances shall Publisher be liable to Advertiser for any indirect, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill). Under no circumstances shall the Publisher's total liability to any Advertiser exceed the invoiced cost of the advertisement.
16. Publisher will hold Advertiser's materials for a maximum of one year from last issue date. Advertiser must arrange for the disposition of artwork, proofs, or digital materials prior to that time; otherwise, materials will be destroyed. All requests regarding disposition of Advertiser's materials shall be in writing.
17. No conditions other than those set forth in this Media Kit shall be binding on the Publisher unless specifically agreed to, in writing, between Publisher and Advertiser. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Media Kit.





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