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

# Writers Guidelines for
# Ophthalmic Pearls

## Ophthalmic Pearls: Mission and Definition
Ophthalmic Pearls is *EyeNet*'s "how-to" section, intended to provide readers with clinical advice they can use immediately. Pearls reflect mainstream practice and provide readers with tips on procedures in widespread use or provide a review of disease management. All articles are doctor-written and are drawn from clinical experience.

Each Pearls column reviews a medical or surgical entity or procedure. Many of the articles offer step-by-step overviews of etiology, diagnosis, treatment, and follow-up. Grand Rounds presentations often provide a good foundation for such an article.

## Ophthalmic Pearls: How Is It Different From Clinical Update?
Writers familiar with *EyeNet Magazine* may wonder how Pearls articles differ from Clinical Updates. Pearls topics tend not to be news oriented but rather a review of fundamental topics or techniques, an update on a topic, technique or procedure for which there is new research, or an introduction to a new (but proven!) technique or procedure.

## How to Submit an Article
Before you start writing, contact either of the Pearls Section Editors and let them know the topic you plan to cover and the approach that you intend to take.

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They can let you know whether the topic has been covered recently and provide guidance before you write.

*EyeNet* considers only material that is written originally and specifically for us. By submitting a manuscript for publication in *EyeNet*, you certify that it is your own original work and that you have not submitted it for publication elsewhere. If figures have been published previously, please secure a release. If the image has not been previously published, the Academy will take copyright (See Rights, below) but will provide a release for reuse elsewhere, upon request.

There is no financial remuneration for published Pearls articles, but a resident's article published in *EyeNet* will satisfy the RRC requirements for resident scholarly activity.

## How to Prepare Your Manuscript
**Coauthor.** If you are medical student, resident, fellow, **a faculty member must coauthor the manuscript.** The faculty mentor should critically review and approve the manuscript prior to

submission and add pearls to the draft, as appropriate, to ensure that the article is useful to the mature clinician as well learners.

**Tone.** Use active voice whenever possible. Be brief and clear. When appropriate, opt for a conversational style.

**Introduction.** This short section lets readers know why this topic is important and may lay the groundwork for the body of the story. Introductions have included demography or history related to the topic or simple statements of fact to establish relevance to readers.

**Body.** *EyeNet* uses many subheadings to help readers easily navigate its stories (e.g., Etiology, Signs and Symptoms/Associated Illnesses, Differential Diagnosis, Diagnosis, Indications, Treatment, Technique, Outcome, Follow-up, Complications, Risks, Benefits). These will vary as appropriate to the content.

**Sidebars.** (Optional) Tables, bullet format, lists, flowcharts, and other graphic elements may be included to provide an "at-a-glance" guide to the topic.

**References.** Because *EyeNet* is a newsmagazine, we keep the number of references to a minimum. Please aim for five references or fewer, if possible. Please draw your references from the peer-reviewed literature whenever possible and avoid citing facts that would be considered common ophthalmic knowledge or can be found in textbooks or in other reference material that readers can easily locate on their own. Do not cite trade publications.

**Bio and financial info.** For each author, provide the name, title, institution, city, state, and any financial disclosures.

**Fact-checking.** Writers are solely responsible for the accuracy of their stories. Be sure to fact check manuscripts before submission for statements of fact and spellings.

**Word count.** Approximately 1,500 words total for main story and sidebars.

**Inadvertent plagiarism.** In the course of doing your background research, you may sometimes copy passages from journal articles with the intent of rewriting them in your own words at a later time. But this is a dangerous practice, as it may lead to inadvertent plagiarism. Please synthesize the literature such that you are able to express the concepts in your own terms before adding information derived from other sources to your manuscript.

## About Art
Manuscript must be accompanied by at least one photo or illustration. **The art files must be provided in high resolution (300 dpi at a minimum of 4 inches in longest dimension)** in JPG, TIF, EPS, or BMP formats.

**Art permissions.** Please also provide a statement from the art copyright holder that *EyeNet* has permission to use the image in the print publication of EyeNet, as well as to post it in perpetuity at the EyeNet Web site (aao.org/eyenet).

**Video.**  Whenever appropriate/available, please submit video of procedures that may be of illustrative or educational value to the readers of your article. (Contact us regarding technical specifications.) We will post this at [aao.org/eyenet](aao.org/eyenet) along with your article.

**Video permissions.** Please also provide a statement from the video copyright holder that *EyeNet* has permission to post the video in perpetuity.

## The Editorial Process: What You Can Expect
Although *EyeNet* is not a peer-reviewed publication, the Pearls articles undergo a rigorous multistage editing process.

### 1. Review by the Section Editors
In deciding whether to accept your manuscript, the Section Editors will review your manuscript for qualities such as:

**a) Appropriateness for *EyeNet* and Pearls**

**b) Content**

**c) Writing**

The Section Editors will work with the corresponding author to fine-tune the article as much as possible prior to the review by the rest of the group.

### 2. Group Review
The manuscript goes out for review to the Chief Medical Editor and Executive Editor for approval. It may also be sent out for review to an expert in the field.

Our policy is to respond with a manuscript acceptance or rejection as early as possible, but we reserve the right to reject the manuscript at any point.

### 3. Manuscript Goes in the Queue
Reviewed manuscripts go into a database for publication, based on editorial needs and schedules.

### 4. Editorial Production
**a)** An EyeNet staff editor thoroughly edits the article according to Pearls standards for style and formatting. This may be a very heavy edit and may include structural changes.

**b)** At this point, depending on extent of changes, comments, and queries, the staff editor may either return the manuscript to the author for further refinement or proceed directly into layout and typesetting. Please respond to any queries within two days.

### 5. The Production Process
The manuscript goes to production, where it is laid out and formatted. The author will receive a PDF proof to review before publication.

## Rights
By submitting this manuscript and art, you agree to transfer all rights to the American Academy of Ophthalmology, meaning *EyeNet* may publish the article in its monthly magazine, and various other print and electronic publications, where it may remain archived indefinitely. You may

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