



Ophthalmic Pearls Writers Guidelines

Ophthalmic Pearls: Mission and Definition

Ophthalmic Pearls is EyeNet’s literature review section that is intended to provide readers with clinical advice they can use immediately. Pearls reflect mainstream practice and provide readers with advice on procedures in widespread use or provide a review of disease management. All articles are doctor-written and are developed from the perspective of 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 EyeNet at eyenet@aao.org to indicate your desired topic. Once your topic is approved, you must submit:

- Summary of the concept and why it is important (one or two paragraphs)
- Outline of the main points
- Key citations from the peer-reviewed literature.
- At least one high-resolution image

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 as those who are new to the field.

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 10 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.

Use these guidelines for citations:

- Do not use a reference when stating information that is well established or is readily available through textbooks.
- Use references when you:
 - present specific data or research findings.
 - discuss material that is speculative, new, or controversial—that is, not yet part of the mainstream.
- Use one reference, rather than several, to support a statement.

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 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 and on social media, where it may remain archived indefinitely. You may republish this article elsewhere with written permission from EyeNet Magazine's Executive Editor.

Contact

Pearls Editor
EyeNet Magazine
655 Beach Street
San Francisco, CA 94109
415-447-0384
eyenet@aaopt.org