



AAO 2017 Daily

Capture the attention of ophthalmologists worldwide with an ad in *AAO 2017 Daily*, a daily clinical e-newsletter from *EyeNet*. Reported over 4 days in New Orleans, *AAO 2017 Daily* allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2017.

DISTRIBUTION

AAO 2017 Daily is emailed daily during the meeting, Friday through Monday, to all ophthalmologists and ophthalmic executives (domestic and international) in the Academy's database, including AAO 2017 and Subspecialty Day attendees. *AAO 2017 Daily* is also posted online at aao.org/eyenet. Approximate circulation: 67,000.

RATES

\$12,500 per day or \$40,000 for all four days

PRODUCTION SPECS

- 600 x 100 pixels (with a 320 x 100 backup for mobile)
- gif or jpg format (static)
- 15K max file size
- Send one url for the banner to link to

VIDEOS


Dr. Philip Rosenfeld discusses the latest trial results on geographic atrophy.
[View](#)


Dr. Louis Pasquale makes the case for redefining primary open-angle glaucoma.
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Cataract Spotlight: Selected Pearls
Monday's Cataract Spotlight Session focused on complicated phacemulsification cases, with speakers offering their top 5 pearls derived from hard-won clinical experience.

Combined Therapy Appears Superior in Polypoidal Choroidal Vasculopathy
Adrian H. Koh, MD, reporting the 12-month data from the EVEREST II trial, said that ranibizumab in combination with verteporfin photodynamic therapy (vPDT) appears superior to ranibizumab monotherapy in patients with symptomatic macular polypoidal choroidal vasculopathy.

Gene Therapy's Potential for a Single Lasting Treatment of Retinal Disease
Robert E. McLaren, PhD, discussed the promise that adeno-associated viral (AAV) vectors have shown in the treatment of inherited retinal diseases.

Are Topical Antibiotics Necessary for Intravitreal Injections?
Routine use of topical antibiotics for intravitreal injections may select for drug-resistant bacterial strains of ocular and nasopharyngeal flora, said Stephen J. Kim, MD.

Tips for Patient Safety
The World Health Organization (WHO) estimates that 1 in 10 patients is affected by medical errors. A panel of experts shared what they have been doing to eliminate mistakes.


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Next-Generation Treatments for Uveitis Secondary to Rheumatological Diseases
Ashvini K. Reddy, MD, presented a look at new and emerging treatments for managing the ocular inflammation associated with systemic rheumatological diseases.

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