

# Multi-Channelled Marketing Solutions for the 21<sup>st</sup> Century Vision Care Market



*Committed to Innovation, Informed by Experience*

## PentaVision

[www.pentavisionmedia.com](http://www.pentavisionmedia.com)

**Retinal  
PHYSICIAN  
SYMPOSIUM**

GLOBAL  
**Specialty Lens Symposium**  
presented by Contact Lens  
SPECTRUM



the  
**OPTOMETRIC  
Management  
SYMPOSIUM ON  
CONTEMPORARY  
EYE CARE**



PentaVision Management Team

## PentaVision

PentaVision LLC is the publishing leader in ophthalmology, optometry and opticianry. Today, PentaVision produces six free-standing magazines, four live conferences, multiple virtual events, over a dozen subscription-based email newsletters, ten product websites, and nearly one hundred special media projects annually in print and online. PentaVision also produces touring seminars, digital “infomercials”, influential roundtables featuring key opinion leaders, market research as well as a commercial email-based direct marketing program that leads the vision care industry. All of this is produced at our central office in Ambler, Pennsylvania by an experienced team of writers, editors and publishing professionals with roots going back 50 years in the vision care market. Not to be overlooked is PentaVision’s extensive network of hundreds of doctors, writers, artists and editors who further enable the company to sustain an enviable track record of progress and success.

PentaVision is a privately held company with an operational focus on business agility that chooses to empower its publishing team through the best technology available today. Our leadership team of LLC “members” is enlightened from a technology standpoint, committed to marketer return-on-investment and embracing innovation that advances industry practices which provide measurable results.

Please take the opportunity to learn more about our resources by browsing this company profile, and imagine where PentaVision can help you build your company’s business in the vision care market. Then, please reach out to one of our PentaVision partners and challenge us to take your company to the next level. We believe you will find our experience and capabilities are unique, and that PentaVision is your marketing partner for the 21<sup>st</sup> century.

Sincerely,

Thomas J. Wilson  
President and Manager  
PentaVision LLC

# PentaVision Management Team

## Brief History

PentaVision was formed as a Delaware LLC in January of 2013. Management acquired the VisionCare group from Springer ADIS on January 16, 2013. Based in Ambler, Pennsylvania, the company is independent and focused on the vision care marketplace.



### **Thomas J. Wilson**, President

Tom Wilson is a 37-year veteran of business-to-business media with a broad range of experience in producing media and marketing solutions. Wilson's management background includes senior positions with *Advertising Age*, *The National Law Journal* and *The New York Law Journal*, International Data Group and CMP Media. In 1997 he joined Bob Boucher and Pat Herron to form BCI, leading that organization's seven-magazine Information Technology Group as Executive Vice President. In 1999, BCI chose to sell the IT Group to 101 Communications and Wilson subsequently formed his own company, Unisphere Media, and purchased *Database Trends* magazine. Unisphere Media pioneered web-based, sponsored subscriber and user group research projects underwritten by the largest organizations in IT; built an extensive and innovative content syndication business; developed a wide range of contract and independent email newsletters; created a sponsored webcast business; and built the information management segment's most dynamic email marketing programs. In 2008, Unisphere Media merged with Information Today, Inc., where Wilson carried on as President until establishing the PentaVision LLC partnership and leading the acquisition of Springer's VisionCare Group in January, 2013.



### **Mark Durrick**, Executive Vice President, Publisher of *Eyecare Business* and PentaVision Consumer Influence Group

Mark has had 35 years of experience in business-to-business publishing with successful ventures in all phases of publication management, sales leadership, research and marketing. Mark spent nearly 20 years in technology publishing with Cardinal Business Media/BCI, which published technology media, as well as the current vision care publications produced by PentaVision. Mark founded the first newspaper serving the Microsoft Windows NT market in 1996, which quickly grew into the leading publication in its field. In 2005, Mark assumed publisher duties for *Eyecare Business* magazine, and has been steadily expanding its media platforms to better serve the evolving vision care market. Mark also served as Vice President of Sales for CMP media, International Data Group, and Ziff Davis Publishing.



### **Douglas Parry**, Executive Vice President and Publisher of *Ophthalmology Management*, *Retinal Physician* and *Ophthalmic Professional*

Doug Parry has been in the ophthalmology and optometry publishing space since the mid 1980's. He created and launched the titles of *Ophthalmology Management*, *Retinal Physician* and *Ophthalmic Professional*. In addition, he's carved out a slew of cutting edge custom supplements including *The Ophthalmic ASC*, *New Retinal Physician* and *The Cornea Report*. Doug also spearheads the PentaVision proprietary conferences within the ophthalmology market, the *Retinal Physician* Symposium and the Advanced Cornea Conference.



### **Robert Verna**, Executive Vice President E-media

Rob Verna is a 15-year business-to-business digital sales director. Rob was one of the pioneers in email marketing within the business-to-business sector when he started with Boucher Communications Inc. (a predecessor company of PentaVision) in 1997. He has created integrated electronic and print media sales strategies including webcasts, live events, research and custom publishing projects. Rob manages all phases of the development, creation and deployment of custom e-mail newsletters, and contract e-mail, including custom marketing and e-research. Rob is an excellent collaborator and regularly teams with publishers, print sales representatives, the art department, developers, and vendors throughout the development process for PentaVision's Emedia group.

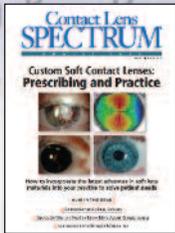


### **Roger Zimmer**, Executive Vice President and Publisher of *Optometric Management* and *Contact Lens Spectrum*

Roger joined Viscom Publications in December of 1990 as an account manager for *Contact Lens Spectrum* and *Eyecare Business* magazines. He was promoted to publisher of *Contact Lens Spectrum* in 1996 and to Director of Business Development in 2000 under BCI, focusing on web opportunities for the VisionCare Group. In December of 2009 he was named Group Publisher-Optometry, responsible for both *Contact Lens Spectrum* and *Optometric Management*. Roger began his career as an editor at Business Journals, a trade publisher serving a range of industries. He also oversees PentaVision's highly successful Global Specialty Lens Symposium and the *Optometric Management* Symposium on Contemporary Eye Care events.

# Leading Vision Care Magazines Serving Core Marketplaces

## Optometry, Opticianry, Allied Eyecare Professionals and Students



### Contact Lens Spectrum

[www.clspectrum.com](http://www.clspectrum.com)

*Contact Lens Spectrum (CLS)* is the most respected source of clinical contact lens information for optometrists, opticians and ophthalmologists. Written by contact lens practitioners for contact lens practitioners, *CLS* offers timely editorial on fitting, overcoming complications, utilizing new technologies, improving patient compliance and more. *CLS* is the foundation for an integrated marketing solution that includes the influential live event the *Global Specialty Lens Symposium*, the heavily referenced and visited [www.clspectrum.com](http://www.clspectrum.com) website and the weekly industry newsletter *Contact Lenses Today*.



### Eyecare Business

[www.eyecarebusiness.com](http://www.eyecarebusiness.com)

*Eyecare Business (EB)* leads the market in providing profitable solutions for eyecare dispensing. Targeting eyecare professionals (ECPs) the monthly *EB* delivers the highest-composition audience of qualified optometrists, dispensing opticians, optical outlet managers, chain executives, frame buyers, vision assistants, optical laboratories/wholesalers and product buyers at chain headquarters and ophthalmologists available through any single publication. The companion website, [www.eyecarebusiness.com](http://www.eyecarebusiness.com), has emerged as a dominant, scalable marketing platform that continues to extend *EB's* audience through sophisticated SEO practices and “native” search engine indexing.

PentaVision’s Consumer Influence Group has the ability to identify and deliver print and online media that meet the needs of vision care’s consumer marketers. Built on proprietary industry media relationships, the Consumer Influence Group merges vision care market expertise and a broad range of available media resources to deliver the consumer cost effectively and cost competitively. *Eyecare Business* executives manage this unique program for consumer marketers.



### Optometric Management

[www.optometricmanagement.com](http://www.optometricmanagement.com)

*Optometric Management (OM)* is the leading practice management resource for optometry and celebrates 50 years of publication in 2014. *OM* is recognized as the must-read publication for optometrists who seek to improve their practice through better patient care and practice management skills. Each issue delivers articles with a “how-to” approach on a variety of topics, from patient management skills to improving the medical economics of running the practice. With expert insights and profit-boosting strategies, *OM* is optometry’s most popular guide to practice management. The print magazine is at the core of a marketing solution that offers PentaVision’s largest website, [www.optometricmanagement.com](http://www.optometricmanagement.com), the influential newsletters *Management Tip of the Week* and *Ocular Surface News*, and the publication that “bridges the gap between optometry’s classroom and exam room,” *New OD*.



*New OD* is produced by *Optometric Management* as the career- and practice-planning multimedia resource that offers students and recent optometry school grads the valuable information they need to make the right career moves, run a successful practice by mastering the business of eyecare, and tap into optometry’s hottest opportunities.

*OM's* annual conference, the *Optometric Management Symposium on Contemporary Eye Care*, is the go-to CE and practice management event in the industry taking place for the tenth time in December 2014.

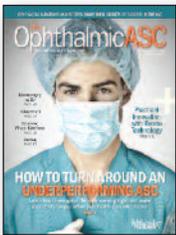
## Ophthalmic Practice Management, Retinal Surgery and Allied Ophthalmic Professionals



### Ophthalmology Management

[www.ophthalmologymanagement.com](http://www.ophthalmologymanagement.com)

*Ophthalmology Management (OMD)* is a behavior-changing publication that is dedicated to helping ophthalmologists improve their practice through better patient and business management. Each issue delivers articles with a “how-to” approach on a variety of topics, from patient management skills to improving the medical economics of running a successful practice. The pioneer in ophthalmic practice management insight, *OMD* is the foundation for a robust online community that reads the *AMD Update*, *Strategies for Success* and *The Glaucoma Minute* subscription email newsletters, and that accesses *OMD* content on [www.ophthalmologymanagement.com](http://www.ophthalmologymanagement.com).



*OMD* also publishes the quarterly supplement, *The Ophthalmic ASC*, which reaches the dynamic ophthalmic ambulatory surgery center marketplace. This special section is distributed as an outsert through *OMD* and offers a limited inventory of marketing opportunities to organizations targeting this specific market segment.

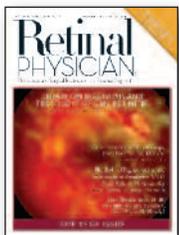
Now more than ever before, ophthalmologists are required to think as an MD and a CEO. The right balance of clinical and practice management skills is critical for a practice to flourish. Every month just one publication delivers the essential strategies needed to navigate and grow today’s ophthalmology practice. Led by Chief Medical Editor Larry Patterson, MD, *Ophthalmology Management* provides all the tools ophthalmologists need to succeed, bringing them the latest practice management pearls, clinical advancements and medical economics they need to help their practices grow.



### Ophthalmic Professional

[www.ophthalmicprofessional.com](http://www.ophthalmicprofessional.com)

Six times a year, *Ophthalmic Professional* reaches ophthalmic techs, nurses, assistants and office managers with the critical information they need to make the maximum contribution to the ophthalmology practice. Key topics covered are practice flow and efficiency, staff management, new technologies, government regulations, surgical procedures, EMR/EPM systems, coding, case studies, compensation programs, as well as business and financial planning.



### Retinal Physician

[www.retinalphysician.com](http://www.retinalphysician.com)

Research indicates that age-related macular degeneration (AMD) could reach epidemic proportions in the next decade due to the general aging of the population. In addition, fully half of America’s 26 million people afflicted with diabetes over a 20-year period will suffer from diabetic retinopathy. *Retinal Physician (RP)* covers the latest advances in AMD, diabetic retinopathy, macular edema, retinal vein occlusion as well as surgical intervention in posterior segment care. *Retinal Physician* puts into perspective what the scientific developments mean to today’s practice and discusses ramifications of new studies, treatments and patient management strategies.

The *RP* website, [www.retinalphysician.com](http://www.retinalphysician.com), is by a wide margin the go-to resource online for retinal physicians globally. In addition, *RP* publishes the *Retinal Physician eUpdate* and the *Retina Practice Efficiencies* newsletters. *RP* also produces the *Retinal Physician Symposium* annually, the top professional event in the field.

# PentaVision Marketing Solutions: Online and Live

## Custom EMedia Programs



### Email and Custom Email Initiatives

PentaVision is a pioneer in business-to-business email marketing, offering commercial email blasts supported by a unique reporting program that stands alone in documenting advertising accountability. For 15 years, PentaVision's Emedia team has refined the techniques of email marketing and created new, customized solutions that have moved email beyond basic direct marketing into the area of integrated content creation. By integrating print and digital content creation with the most robust email capability in the industry, PentaVision email solutions stand apart.



### ENewsletters

PentaVision management has been publishing successful, sponsored email newsletters since 1995. Skilled in creating engaging content authored by industry experts and in building involved subscriber audiences, PentaVision now produces over a dozen weekly and monthly email newsletters targeting specific content categories within its marketplaces.



### Web Banners

Websites deeply populated with specific content have enabled PentaVision's six magazine websites to become extensively indexed by Internet search engines. The company's many outbound email messages in support of its site contents and other activities drive traffic directly. Sophisticated SEO strategies and the evolution of new mobile apps have worked to further extend the reach of the website content and advertising. PentaVision websites significantly advance the individual magazine audiences, building readership via both reach and frequency, while creating new advertising platforms and innovative messaging opportunities for its many banner sponsors.



### Webcasts

PentaVision integrates its branding and subscriber databases with virtual event technology to produce a strong foundation for sponsored webcasting. Skilled in utilizing multimedia marketing to attract registrants, PentaVision's mastery of webcasting extends beyond registration and into audience development at the event itself. Beyond the event, PentaVision webcasts are marketed in their archived versions to extend sponsor return-on-investment. PentaVision is a turnkey webcast provider from audience development, engagement and through to event archiving. Visit the webcast archive to view past events through the toolbar on one of the PentaVision magazine websites.



### Social Media

In addition to its more traditional emedia programs, PentaVision also reaches niche eyecare markets via social media websites. Both *Eyecare Business* and *New O.D.* share the latest news, thought-provoking topics and entertaining professional tidbits with their respective audiences. PentaVision's proprietary meetings also share important information with eyecare professionals on their respective Facebook pages. Plans are being made to introduce a social media extension of other PentaVision titles in the near future.

## Proprietary Live Events and Special Print Projects

GLOBAL  
**Specialty Lens Symposium**  
presented by  
CONTACT LENS SPECTRUM

the  
**OPTOMETRIC  
Management**  
SYMPOSIUM ON  
CONTEMPORARY  
EYE CARE

**Retinal  
PHYSICIAN  
SYMPOSIUM**



### Global Specialty Lens Symposium

The Global Specialty Lens Symposium (GSLs) is the premier event serving the contact lens industry. The 2014 Global Specialty Lens Symposium (GSLs) was a resounding success with nearly 500 attendees from 29 countries and 44 US states. This comprehensive meeting produced by *Contact Lens Spectrum* focuses on the latest techniques and technologies for the successful management of ocular conditions using today's specialty contact lenses.

### The Optometric Management Symposium on Contemporary Eye Care

The *Optometric Management* Symposium on Contemporary Eye Care (OMS) is the perfect balance of timely, disease management courses and practice-building courses with plentiful networking and leisure time to enjoy all that Disney resorts and theme parks have to offer. The ninth annual conference in December 2013 offered a comprehensive program, flexible schedule, 25 COPE and Florida Board approved credits.

### Retinal Physician Symposium

The *Retinal Physician* Symposium is a highly-focused meeting engendering spirited debate and extensive audience participation. Focused on current and future treatment strategies in medical and surgical retina care, the symposium offers education, instruction and insight on new therapies and treatments for posterior segment disease and disorder as well as valuable networking opportunities.

### Advanced Cornea Conference

The Advanced Cornea Conference was developed to provide a comprehensive cornea learning experience, both in medical and surgical corneal arenas, that also encompasses the ocular surface and anterior segment of the eye. General ophthalmologists and cornea specialists can accelerate and augment their ability to diagnose and manage both the common diseases and also the complicated issues relating to the cornea by attending this conference.

### Special Projects

Content marketing is a core PentaVision capability. The company's special project team manages all aspects of content creation, from event provision and roundtables to authorship, editing, formatting, transcription, production and distribution of special project content. Each year, this group manages over 100 special projects and delivers on time and on budget. Contact PentaVision for samples of our work and speak to us about your needs or requirements – chances are good that PentaVision has the experience and capabilities to produce your content or key opinion leader (KOL) project completely with impeccable quality in print, online or as a fully integrated package.

## Contact Information

# PentaVision<sub>LLC</sub>

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