

# OPTOMETRIC Management

Wolters Kluwer | VisionCare  
Pharma Solutions | Group

*The Leading Publication for a  
Successful Optometry Practice*

Circulation: 35,000

"It's very crucial. I have trouble with practice management, and this is a help to me and my office manager."

"Keeps me updated with the latest technology in this field."

"I read it front to back as soon as I receive it. I find the clinical information excellent for brushing up, but the management end is very helpful and insightful."

"It's really the best publication for optometric news. It's not tossed aside after thumbing through it. The supplements are almost always interesting."

*Source: 2011 Signet Research AdProbe Study*

# OPTOMETRIC Management

FEBRUARY 2011

## Navigate the Managed Care Maze



Use these six strategies  
to maintain profitability with  
managed care plans.

- ALSO**
- Can effective collections procedures promote patient loyalty? PAGE 34
  - How to manage ocular allergy. PAGE 39
  - Your practice can minimize contact lens dropout. PAGE 44
  - Monitoring progression in glaucoma and retinal disease. PAGE 57

## 2012 Editorial Calendar & Rate Card

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

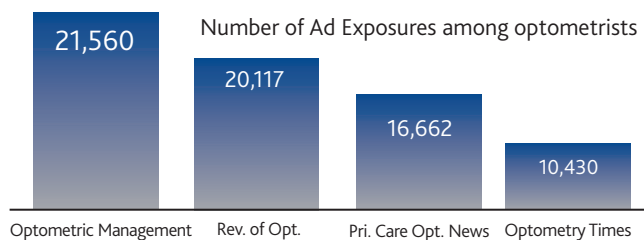
# Why Optometric Management?

OPTOMETRIC  
Management

*Optometric Management* 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, *Optometric Management* is optometry’s most popular guide to practice management.

## THE LEADER IN AD EXPOSURE

According to the 2011 Kantar Media (formerly PERQ/HCI) syndicated readership study, *Optometric Management* RANKS NUMBER ONE AGAIN in ad exposure (vs. competing journals) across the board among optometrists.



The Kantar study ranks the magazine as **NUMBER ONE** overall in ad exposure among optometrists as well as within these key categories:\*\*

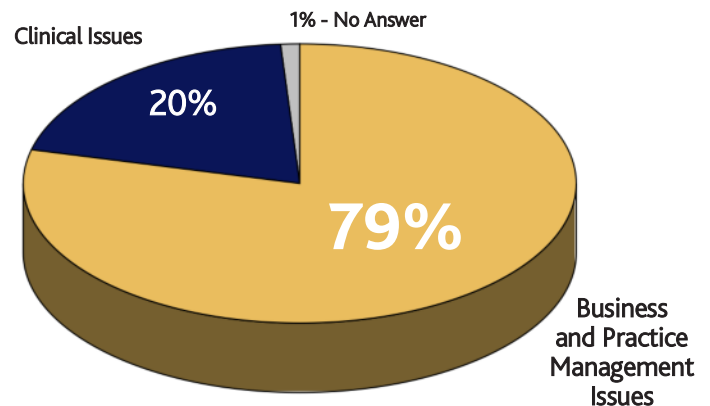
- #1 Solo Practice
- #1 High Volume of Patients (76+/wk)
- #1 51+ Refractions per Week
- #1 High Volume of Prescriptions (11+/wk)
- #1 High Volume of Contact Lens Fits/Refits (21+/wk)
- #1 High Volume Dispensers of Lenses, Frames & Sun Lenses
- #1 High Volume Dispensers of Contact Lenses (all modalities)
- #1 Annual Revenue of \$500,000 or more
- #1 Making or Influencing the Purchase of:
  - Frames
  - Spectacle Lenses
  - Lens Finishing Equipment
  - Examining Equipment
  - Contact Lenses
  - Contact Lens Solutions
  - Computerized Office Management Systems
  - Displays/Furniture

## QUALITY CIRCULATION

Total circulation: 35,167\*. Audited by BPA Worldwide

## RELEVANT, APPLICABLE EDITORIAL

The vast majority of ODs consider business and practice management issues most challenging in their practice, and 94% rely on *OM* for practice management information.†



## MOST POPULAR SOURCE OF INFORMATION

93% of *OM* readers rely on professional publications as the #1 source for information related to their profession.†

## EXCLUSIVE MEDIA SPONSOR OF LEADING OD CONFERENCE



*Optometric Management* sponsors an annual symposium which attracts more than 350 attendees. Focused on the issues affecting the progressive OD — including posterior segment disease, glaucoma management, surgical management and co-management, contact lens management — the symposium delivers hours of practical strategies for the practice of the 21st century.

Each month, *Optometric Management* provides coverage on topics ODs have told us they care about most — vital information that they can put to use in their practice. We will continue to provide the issues these successful bottom line-oriented optometrists expect from us. Reach this proactive audience through *Optometric Management*, in print, online and in person.

## SOURCES

\* June 2011 BPA Worldwide audit statement

\*\* 2011 Kantar Media (formerly PERQ/HCI) Eyecare study

† Signet Research AdProbe study, 2011

# 2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	EHR Issue	SECO Issue	Vision Expo East Issue	Contact Lens Issue	Ocular Surface Issue	AOA Issue
<b>Features</b>	<p>EHR: Beyond Stage 1 Implementation</p> <p>Best Practices for Training Staff on EHR</p> <p>Report Card: How Quickly Are Practices Adapting to EHR</p> <p>Managing Contact Lens Related Disease (Part 1 of 3)</p> <p>How to Maximize the Utility of Digital Fundus Cameras</p>	<p>How to Build an Allergy Toolkit</p> <p>A Practical Guide to the Use of Off-Label Drugs</p> <p>Quantifying the Impact of Managed Care on an Optometric Practice</p> <p>Managing Contact Lens Related Disease (Part 2 of 3)</p> <p>How to Add Glaucoma/Retina Screening to Comprehensive Exams</p>	<p>Developing an Online Marketing and Sales Strategy</p> <p>Understanding High-Definition Spectacle Lens Systems</p> <p>How to Maximize Sales Through Optical Displays</p> <p>Managing Contact Lens Related Disease (Part 3 of 3)</p> <p>A Primer on Generic Prostaglandins</p>	<p>Contact Lens Update</p> <p>How to Ensure Contact Lens Solution Compatibility</p> <p>Exceeding Patient Expectations With Contact Lens Wear</p> <p>Succeed With an Investment in Corneal Topography</p> <p>Optometrist's Guide to VEGF Trap Therapies</p>	<p>Economic Analysis of Anterior Segment Disease Management</p> <p>A Systematic Approach to Diagnosing Ocular Surface Disease</p> <p>Adding an Anterior Segment Camera to the Optometric Practice</p> <p>How to Manage the Dry AMD Patient</p> <p>Understanding Vision Plans and S Codes</p>	<p>Emerging Trends in Practice Ownership</p> <p>Glaucoma-Related Practice Pitfalls — and How to Avoid Them</p> <p>Wavefront Technology in the Optometric Practice</p> <p>The Basics of Collagen Cross-Linking</p> <p>Why Should Patients Purchase Contact Lenses from Their Optometrist?</p>
<b>Columns &amp; Departments</b>	<p><b>O.D. to O.D</b> Walter West, O.D., the chief optometric editor of <i>OM</i>, offers his wit, analysis and down-to-earth advice on the timely issues that impact optometry.</p> <p><b>Viewpoint</b> Jim Thomas, the editorial director of <i>OM</i>, discusses practice management from his unique perspective based on his 20 years as a business author, columnist and editor.</p> <p><b>O.D. News</b> <i>OM</i> presents the latest news, analysis, research and practice management trends that impact optometry.</p> <p><b>View From the Top</b> Gary Gerber, O.D., a successful and well-known business consultant, teaches readers how to take their optometric practice to the next level of success.</p>		<p><b>Business Advisor</b> Jerry Hayes, O.D., is the founder and president of an optometric buyer's group. His column provides proven, top-level financial solutions to optometrists.</p> <p><b>Dry Eye</b> Kelly Nichols, O.D., Ph.D., a recognized expert in the areas of dry eye and ocular surface disease, brings her expertise to <i>OM</i> as the coordinator and chief writer of this department.</p> <p><b>Staffing Solutions</b> Bob Levoy, O.D., a former corporate executive and acclaimed speaker on human resource issues, provides effective answers for today's often complicated staffing questions.</p>		<p><b>Tech Time</b> Scot Morris, O.D., F.A.A.O., an international speaker, educator and practice leader, shares his expertise in office technology, including today's hot button topic: electronic medical records.</p> <p><b>Spectacle Lens Strategies and Spectacle Lens Focus</b> This column discusses how innovation in the latest lenses creates opportunities for optometric practices in terms of both patient care and management.</p> <p><b>Fix This Practice</b> Richard Kattouf, O.D., a well-recognized practice management consultant, answers our reader's toughest questions on a variety of management and business topics.</p>	
<b>Special Marketing Opportunities</b>	Bonus Distribution at the Global Specialty Lens Symposium	Bonus Distribution at the Southern Council of Optometrists (SECO) meeting	Bonus Distribution at Vision Expo East		<b>Free Ad Study</b>	Bonus Distribution at Optometry's Meeting (AOA annual meeting)
<b>Closing Dates</b>	Space: December 13 Ad Materials: December 20	Space: January 16 Ad Materials: January 23	Space: February 13 Ad Materials: February 21	Space: March 15 Ad Materials: March 22	Space: April 13 Ad Materials: April 20	Space: May 15 Ad Materials: May 22

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
<b>Diagnostic Instruments Issue</b>	<b>Vision Expo West Issue</b>	<b>Glaucoma Issue</b>	<b>AAO Issue</b>	<b>Dry Eye Issue</b>	<b>Retina Issue</b>	
<p>How Advances in OCT Technology Impact Optometric Practices</p> <p>Perimetry and the Diagnosis of Glaucoma, Retinal Disease and Neurological Disorders</p> <p>The Keys to Operating Efficient Exam Lanes</p> <p>Best Practices in Practice Leadership</p> <p>Critical Occupational Vision Issues</p>	<p>How to Educate Presbyopes on Vision Correction Options</p> <p>The Basics of Managing Infection</p> <p>Differentiating Ocular Allergy From Dry Eye</p> <p>How to Avoid Malpractice Lawsuits</p> <p>Creating Effective Collections Procedures</p>	<p>New Ways to Understand Glaucoma Progression</p> <p>Alternative IOP Measurement and Corneal Hysteresis</p> <p>Tips to Keep Patients Compliant With Glaucoma Medications</p> <p>Smart Phones, Tablet Computers and Patient Management</p> <p>Guide to Savvy Advertising Programs</p>	<p>Managing the Aging Patient</p> <p>IOLs: What's Offered Today and What's in the Pipeline</p> <p>Will EHR Impact Disease Management?</p> <p>Expand the Practice With Scleral Contact Lenses</p> <p>Update on Femtosecond Technology</p>	<p>How to Minimize Factors That Cause Dry Eye</p> <p>Treating the Severe Dry Eye Patient</p> <p>The Future of Dry Eye Therapy</p> <p>Troubleshooting Common Contact Lens Complications</p> <p>A Critical Look at Buying Groups</p>	<p>Emerging Therapies for Retinal Disease</p> <p>Genetic Testing and AMD</p> <p>Comanagement: Cultivating Relationships With Retina Specialists</p> <p>How to Discuss Eye Disease With Patients</p> <p>Solving the Top Challenges in Staff Management</p>	<b>Features</b>
<p><b>Lessons Learned</b> Jack Runninger, O.D., draws from his years as an editor and optometrist to present lessons to laugh at — and live by.</p>		<p><b>Marketing Fundamentals</b> This column from Leah Colby, O.D., shows O.D.s how to set their practices apart from the competition in today's competitive environment.</p>		<p><b>Reflections</b> Written by a different guest optometrist each month, "Reflections" looks outside and within optometry to explore life's lessons learned from both professional and personal challenges.</p>		<b>Columns &amp; Departments</b>
<p><b>Therapeutic Insights and Therapeutic Focus</b> These departments recognize optometry's therapeutic prescription authority by presenting the benefits of the latest eye-related drugs and treatments.</p>		<p><b>Contact Lens Management and Contact Lens Focus</b> Together, these two departments offer readers complete coverage of the latest in contact lenses — effective practice management and patient care strategies for readers who fit contact lenses as well as the benefits of new contact lenses introduced to the profession.</p>		<p><b>NEW! EHR Strategies and EHR Focus</b> These columns offer readers insight into one of today's hottest topics, electronic health records, discussing both "big picture" and tactical, day-to-day issues.</p>		
<p><b>Instrument Strategies and Instrument Focus</b> In these two departments, <i>OM</i> discusses the issues affecting equipment that go beyond price, including patient care, reimbursement, coding, staff training as well as providing readers with a "test drive" of the newest equipment launched in the marketplace.</p>		<p><b>What's New</b> "What's New" provides capsule summaries of new equipment, instruments, technologies and services available to the ophthalmic community.</p>		<p><b>NEW! My View</b> Industry leaders describe some of the pivotal moments of their careers in this Q&amp;A column.</p>		
	Bonus Distribution at Vision Expo West	Bonus Distribution at the East-West Eye Conference	Bonus Distribution at the American Academy of Optometry meeting	Bonus Distribution at the <i>Optometric Management</i> Symposium on Contemporary Eyecare		<b>Special Marketing Opportunities</b>
<p>Space: June 13</p> <p>Ad Materials: June 20</p>	<p>Space: July 16</p> <p>Ad Materials: July 23</p>	<p>Space: August 15</p> <p>Ad Materials: August 22</p>	<p>Space: September 14</p> <p>Ad Materials: September 21</p>	<p>Space: October 16</p> <p>Ad Materials: October 23</p>	<p>Space: November 12</p> <p>Ad Materials: November 19</p>	<b>Closing Dates</b>

## FOUR-COLOR RATES

	1X	6X	12X	24X	36X	48X	72X
Full Page	\$ 9,750	9,450	9,190	8,820	8,680	8,470	8,270
Spread	18,940	18,330	17,810	17,130	16,820	16,440	16,010
1/2 Page	7,070	6,780	6,620	6,420	6,300	6,170	6,030
1/3 Page	6,140	5,920	5,730	5,570	5,460	5,360	5,290
1/4 Page	5,360	5,260	5,150	5,010	4,900	4,800	4,690

## BLACK & WHITE RATES

	1X	6X	12X	24X	36X	48X	72X
Full Page	\$ 6,880	6,560	6,310	6,010	5,860	5,650	5,450
Spread	13,740	13,170	12,620	12,040	11,740	11,360	10,920
1/2 Page	4,180	3,910	3,750	3,590	3,470	3,320	3,200
1/3 Page	3,260	3,050	2,860	2,740	2,640	2,520	2,460
1/4 Page	2,450	2,380	2,270	2,170	2,080	1,950	1,890
Reply Card	2,670	2,590	2,540	2,450	2,380	2,270	2,210

**FIFTH COLOR** (Matched or Metallic) **Per Page:** \$2,430 **Per Spread:** \$4,250

Advertising rates are based upon the number of insertions within the calendar year, whether units are the same or of varying sizes.

### POSITIONS

Premium Position Charge — 15% of earned B/W rate. Premium position charges for cover pages are as follows: cover 2 is 25% of earned B/W rate, cover 3 is 15% of earned B/W rate and cover 4 is 50% of earned B/W rate. Orders specifying positions without including premium charge will be accepted but position cannot be guaranteed.

### COMBINED FREQUENCY DISCOUNT

Advertising in *Optometric Management* may be combined with insertions in other Wolters Kluwer Pharma Solutions VisionCare Group publications to earn greatest frequency discounts.

### INSERTS & BUSINESS REPLY CARDS

Supplied inserts for binding will be billed at earned b/w rate times the number of pages; no bind-in charge. Business reply cards to be supplied by advertiser and must accompany at least one full page of advertising. Tip-in, if required: \$2,000. Contact the Production Manager on all inserts prior to issuing insertion orders for manufacturing requirements, quantity and shipping instructions.

### MECHANICAL REQUIREMENTS

Publication Trim Size: 8" wide X 10 7/8" deep  
 Keep live matter 3/8" from trim.  
 Binding Method: Perfect bound  
 Printing Process: Web offset on publication-grade coated stock

### ADVERTISING DIMENSIONS

	Live Area width X depth	Bleed width X depth
2 Page Spread	15 1/2" X 10 1/8"	16 1/2" X 11 1/8"
Full Page	7 3/8" X 10 1/8"	8 3/8" X 11 1/8"
2/3 Page	4 1/2" X 10"	5 1/8" X 11 1/8"
1/2 Page, Horizontal	7" X 4 7/8"	8 1/4" X 5 1/2"
1/2 Page, Vertical	3 3/8" X 10"	4 1/8" X 11 1/8"
1/3 Page, Horizontal	7 3/8" X 3" —	
1/3 Page, Vertical	2 1/4" X 10"	—
1/3 Page, Square	4 1/2" X 4 7/8"	—
1/4 Page	3 3/8" X 4 7/8"	—

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# Advertising Submission Information

## DIGITAL AD MATERIAL REQUIREMENTS

Files must have all high-resolution images and all fonts included. Type 1 fonts must include both screen and printer elements. Do not stylize fonts from program palette. Required trapping should be done prior to creating the file.

PLEASE DO NOT create your PDF using PDF Writer or directly from the application file. Create a postscript file first then distill to a press optimized PDF. Spread ad must be sent as a one-page file.

**Bleeds:** 1/8 inch for all sides. Hold live area/border 1/4 inch from final ad size.

**Images:** CMYK or Grayscale in TIFF, EPS or JPEG format. Resolution - 1.5-2 times the LPI @100%. CTP LPI is 150. Scanned images must be 300 dpi or more. 150 line screen. Total density should not exceed 300%. No RGB or Index mode images. No JPEG encoded .eps files.

**Color:** Convert Spot/PMS colors to CMYK unless they print as a Spot/PMS color. Designate the name of the PMS.

**Proofs:** Provide a Digital proof (color or b/w) from the furnished file. Laser should be supplied at 100%. Proofs accepted are: Chromalin, Fujis, Pictros or Iris proofs. If a valid proof is not provided, Wolters Kluwer Pharma Solutions VisionCare Group is not responsible for color inconsistencies/inaccuracies.

**Documentation:** Provide a document that lists all fonts, files and software used to create the ad.

**Media supported:** CD and DVD. Contact your production manager for FTP instructions.

**File Formats:** PDF/X-1A preferred. InDesign, QuarkXpress 6.0 & up, InDesign 2 & up, Photoshop, Illustrator 8 & up.

## ISSUANCE AND CLOSING DATES

Refer to the Editorial Calendar for closing dates. All cancellations must be in writing. No cancellations will be accepted after insertion order closing date.

## MAILING INSTRUCTIONS

Send insertion orders and materials to:  
Wolters Kluwer Pharma Solutions | VisionCare Group  
Attn: (Journal Title), 323 Norristown Rd., Suite 200, Ambler, PA 19002; Fax: (215) 646-5610.

Send pre-printed inserts to RR Donnelley, Inc.-Warehouse Attn: (Journal Title), Route 251 and 4099th Road, Mendota, IL 61342. Cartons must be clearly marked with advertiser's name, publication name, month of insertion and quantity. **Please send four insert samples with instructions to Production Department at the Ambler office.**

## GENERAL CONDITIONS

All advertising is subject to the following conditions:

- A. Advertising shall be accepted only by the Publisher.
- B. The Publisher reserves the right to reject or cancel any advertising which is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Any attempt to simulate the publication's format is not permitted, and the Publisher reserves the right to place the word "advertisement" with any copy which in the Publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by Publisher, without notice.
- F. Positioning of advertisements is at the discretion of the Publisher except where specific positions are contracted for or agreed to, in writing, by the Publisher.
- G. Publisher shall have no liability for error in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- H. Advertisements not received by the Publisher by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. Advertiser is liable for any costs incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to provisions of the current rate sheet.
- L. Cancellation of space reservations for any reason in whole or part by the advertiser will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- N. 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 advertising which advertiser or its agent ordered and which advertising was published.
- O. No conditions other than those set forth in this rate sheet shall be binding on the Publisher unless specifically agreed to, in writing, by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate sheet.
- P. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Q. As used in this section entitled General Conditions, the term "Publisher" shall refer to Wolters Kluwer Pharma Solutions | VisionCare Group.
- R. Agency Commissions: 15% of gross billing allowed to recognized advertising agencies for space, color and position. Commission is never paid on the cost of art or production work, nor on the cost of list rentals or prints.

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