

AE EDITORIAL GUIDELINES and INFORMATION FOR AUTHORS¹

We strongly encourage ophthalmic administrative professionals to share their experience in practice management through writing and submitting articles to *AE* magazine.

TOPICS. We always look for new and practical information that solves problems and provides insight into current trends and/or issues in ophthalmic management. Check a recent issue for a list of specific topic areas and to get a feel for the magazine's tone and approach.

THE AUDIENCE. Our readers include top decision makers—practice administrators, ophthalmology business managers, and some ophthalmologists—who are responsible for running the practice efficiently and in keeping with good business principles.

IF YOU HAVE AN IDEA FOR AN ARTICLE: Please e-mail AEeditor@ascrs.org, briefly describing the article's focus, key points, and what readers will learn or "take away" from the article. The editor will review your idea and if it's a good fit, will assign a due date. Once the article is accepted and you have reviewed the edits, you will be asked to submit a JPG high-resolution head shot (jpg format, high resolution, 300 dpi) and a copyright release.

IF YOU ARE WRITING A BOOK REVIEW, please know that:

Books suggested for review in *AE (Administrative Eyecare)* magazine must meet these criteria:

- Have defined educational objectives
- Have clear reader takeaways (what the reader will learn and be able to do as a result of reading this book)
- Apply to one or more specific areas of practice management

ASOA members and others may suggest books for review. The nominator is expected to provide information documenting that the book meets the above-defined criteria.

Volunteer writers, typically ASOA members, should include in their review a "disclaimer" that there is no favoritism or perceived conflict of interest between the author and the book reviewer. Reviewers are asked to submit a review according to the format and guidelines listed in these Guidelines, below the section on EDITORIAL POLICIES.

SUBMISSION CHECKLIST: The article...

...has a TITLE, is 600 – 1000 words long, and is DOUBLESPOCED using a standard word-processing program.

...includes a one-sentence bio: *Your Name (phone number; email address) is job title at name of company, city, state.*

... discloses any affiliation between you and any commercial entity with a financial interest in the article topic.

... includes any illustrations (photos, tables, charts) as separate files, in electronic format suitable for print reproduction (e.g., TIFF, JPEG, EPS).

...is being sent as an attachment, with a cover email, to AEeditor@ascrs.org by the specified due date

EDITORIAL POLICIES:

1. Articles must be original, 450–1,000 words long (except features and book reviews), not published previously, and not be accepted or scheduled for future publication by another organization.
2. *AE* pays only for feature articles commissioned for the publication and contracted with a professional freelance writer.
3. *AE* does not promote particular products or services. Therefore, authors should not mention company names or proprietary products. The articles are expected to be information-based, unbiased, and free of advertorial content or third-party attributions.

4. Editorial content and advertising are separate entities. Paid content that might be confused with independent editorial material should be labeled as advertiser-sponsored.
5. *AE* encourages paid advertisements but retains control over selection of editorial topics, treatment of issues, and other editorial decisions. Editors have the right, prior to publication, to review all sponsored and other advertiser-supplied content.
6. Advertisers may not review articles prior to publication.
7. When editors accept story leads from an advertiser, rigorous editorial evaluations determine if the information will be used.
8. Editors strive to work collaboratively with authors, for example, submitting edited articles for author review prior to publication. However, editors' decisions regarding article publication are final, including rare cases in which edits must be made at the production stage, when there is no time to consult with an author prior to going to press.ⁱⁱ

GUIDELINES FOR AE/ASOA BOOK REVIEWERS

The purpose of a book review is to help readers decide whether a particular book will be relevant to their needs or interests. To do this, reviewers generally give a concise summary of the book's focus, an overview of its contents, and some personal reactions to the content.

Drafting your article: In planning your review, think of fellow ophthalmic administrators. Write a review that concisely and thoughtfully answers questions an ophthalmic administrator might have about the book. For example:

1. What is the book's focus and/or message?
2. What content does the book cover, or what issues does it explore and/or address?
3. How might the book be relevant to administrators and to managing the ophthalmic practice?
4. Are there any "fyi's" it would be helpful for a reader to know with respect to reading or using this book? For example, are there things to know about the author's style, the book's level of difficulty, or in the case of training manuals, which competency levels the author is targeting, etc.?
5. What is your overall evaluation of the book?

Also include the **name of the book, name of the author, publisher, year published, cost, where it is available** (e.g., brick and mortar, online retailers, etc.), and a **disclaimer** that there is no favoritism or perceived conflict of interest between the author and the book reviewer.

Please write your **250- to 350-word article, double-spaced, 12-pt. Times Roman**, following the format below. Then submit your article (as a **Microsoft Word document**), and two photo files:

- An image of the **cover of the book** and
- your **head shot** (jpg format, high resolution, 300 dpi)

to **Joanne Glenn** (AEeditor@ascrs.org). THANK YOU!

