ADMINISTRATIVE EYECARE EDITORIAL GUIDELINES and INFORMATION FOR AUTHORS

We strongly encourage ophthalmic administrative professionals to share their experience in practice management through writing and submitting articles to Administrative Eyecare (AE) or Administrative Eyecare Ezine. Use these guidelines to prepare your article.

TOPICS. AE, the official, award-winning publication of the American Society of Ophthalmic Administrators, leads the market in giving ophthalmology practices and their employees focused, up-to-date information on the business of managing an ophthalmology practice. The magazine and ezine are structured into the following topic areas:

- Advice for New Administrators
- Business Operations
- Current Practices, Future Trends
- Human Resources
- Information Technology
- Legal Issues
- Management
- Marketing
- Coding/Insurance/Medicare
- Washington Watch: Legislative/Regulatory Update
- Focus on Specialty Practices
- Technicians
- Book Reviews
- Ophthalmic News and Information
- Specialty practices, such as cosmetic services, hearing/audiology services, and retina practices
- Specialty topics or service areas, such as advanced administration, optical shop, and ambulatory surgery centers.

We always look for new information that solves problems and provides insight into current trends and/or issues in ophthalmic management. We like articles to take a practical rather than scholarly approach and to provide easily accessible information. For this reason we encourage liberal use of subheads and sidebars.

THE AUDIENCE. Our readers include top decision makers—practice administrators and ophthalmology business managers—who are looking for practical information about and solutions to administrative practice management issues.

IF YOU HAVE AN IDEA for AN ARTICLE:
1. Please submit a short e-mail that briefly describes the article's focus, the key points or ideas the article will cover, and what readers will learn or "take away" from the article. Also note the length of the article. **N.B**.: we prefer articles that are 600 –1,000 words long.

2. Send this email to AEeditor@asoa.org for review.

SUBMISSION GUIDELINES:
1. The article should have A TITLE and be DOUBLESPACED using a standard word-processing program. Style should be consistent with the Associated Press Stylebook.

2. The article should include a bio in the following format: *Your Name (phone number; email address) is job title at name of company, city, state.*

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

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

5. Send the article as an attachment, with a cover email, to AEeditor@asoa.org by the agreed-upon due date.

6. Once the article is accepted and you have reviewed the edits, you will be asked to submit a JPG high-resolution photo and a copyright release.

EDITORIAL POLICIES:

1. Articles must be original, 600–1,000 words long (except features), not published previously, and not be accepted or scheduled for future publication by another organization.

2. *Administrative Eyecare* pays only for feature articles commissioned for the publication and contracted with a professional freelance writer.

3. *Administrative Eyecare* does not promote particular products or services. Therefore, authors should not mention company names or proprietary products in a bylined article. The articles are expected to be information-based and unbiased in presentation, 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. *Administrative Eyecare* encourages advertisers to advertise their products in the magazine, but selection of editorial topics, treatment of issues, and other editorial decisions are made by editors, who 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 publishability of an article 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.