Study Examines Use and Involvement of Social Media in Ophthalmology

A study in *Clinical Ophthalmology* examined the use and involvement of social media in ophthalmology.¹ The goal of the study was to evaluate and quantify the extent of involvement of peer-reviewed journals, professional organizations, trade publications, and patient advocacy organizations in ophthalmology on Facebook, Twitter, and LinkedIn.

Investigators examined an archived list of 107 ophthalmology media (SCImago journal ranking search on October 14, 2014) for their presence on social media platforms Facebook, Twitter, and LinkedIn. Activity and popularity of each account was quantified by using the number of “likes” on Facebook, the number of followers on Twitter, and members on LinkedIn. Journals were retrieved using the following search criteria: medicine (subject), ophthalmology (subject category), all countries, 2014 (year), and no minimal citations. Each ophthalmology journal was then searched on Facebook and Twitter using the journal name and abbreviations in the search box of each site.

Of the 107 journals ranked by SCImago, 21.5% were present on Facebook and 18.7% were present on Twitter. *Journal of Community Eye Health* was the most popular on Facebook (3,989 likes) and *JAMA Ophthalmology* was most popular on Twitter (4,623 followers). Among professional organizations, the International Council of Ophthalmology had the most Facebook likes (11,872) and the American Academy of Ophthalmology had the most Twitter followers (11,800). Among trade publications, surgical video site Eyetube.net (Bryn Mawr Communications) attracted the most Facebook likes (4,132), while *Ophthalmology Times Europe* (UBM Medica) had the most Twitter followers (8,788).

Patient advocacy groups attracted the most social media followers. The Fred Hollows Foundation had 72,698 Facebook likes, while the Royal National Institute of Blind People had 22,900 Twitter followers.

The complete study can be found here: [www.ncbi.nlm.nih.gov/pmc/articles/PMC4334327/](www.ncbi.nlm.nih.gov/pmc/articles/PMC4334327/)

Salutaris Medical Devices Announces 510(k) Clearance

At the Ophthalmology Futures European Forum 2015 meeting, Salutaris Medical Devices announced that its SMD

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PEARLS FROM THE DEEP

By Cynthia Matossian, MD

Having a successful business requires more than just hard work. You also have to master the art of working “smart.” One way to do this is to protect yourself from inflated credit card processing rates and eliminate hidden fees that are buried in your statements.

Merchant Advocate is recognized as an expert in the credit card processing industry and has a consistent record of advocacy on behalf of you, the merchant. The services provided include

- **Analysis.**
  The team at Merchant Advocate provides a free analysis of your credit card statement.

- **Adjustments.**
  They negotiate with your current processor to lower rates and eliminate hidden fees.

- **Audits.**
  The Merchant Advocate staff monitors your account every month to ensure the processor does not increase rates or slip in hidden fees.

Your business does not need to switch credit card processors or interrupt long-standing banking relationships. Moreover, there are no upfront costs for the Merchant Advocate services; they are paid out of the savings they achieve for you, recovering revenue that would otherwise be lost. They pride themselves on their transparency as they help you look for buried credit card fees and penalties. For example, the
Sr90-1 Radionuclide Brachytherapy Source received 510(k) clearance from the US Food and Drug Administration, according to a company news release. The SMD Sr90-1 RBS is indicated for episcleral brachytherapy of tumors and benign growths, and is intended for use within a manual brachytherapy applicator system.”

“Reaching this important regulatory and commercial milestone further validates the company’s progress to date, and advances its clinical research agenda,” Laurence Marsteller, MD, CEO of SalutarisMD, said in the news release.

Dr. Marsteller’s presentation at Ophthalmology Futures European Forum 2015 also included a review of recent study results from the SalutarisMD investigational therapy for wet age-related macular degeneration (AMD) utilizing a single dose of episcleral brachytherapy. He concluded, “The study data are encouraging and bring us closer to offering this novel therapy, which is precise and customized, to patients.”

A processor (ie, the merchant account provider) can introduce fees upwards of $30 per month if you do not complete their payment card industry survey.

For more information, visit http://advocate.com. We at Matossian Eye Associates have been using Merchant Advocate for several years with great success.

To learn more about and register for the 2016 ACES/SEE Caribbean Eye meeting, visit www.caribbeaneyemeeting.com.

Cynthia Matossian, MD, is the founder and CEO of Matossian Eye Associates. She acknowledged no financial interest in Merchant Advocate. Dr. Matossian may be reached at cmatossian@matossianeye.com.