

SEEN & HEARD



MARIJUANA'S ROLE IN GLAUCOMA THERAPY

On *Clinical Minute*, **Leonard K. Seibold, MD**, joins host **Neda Shamie, MD**, to discuss a cross-sectional study that sought to define the differing perceptions of marijuana's role in glaucoma therapy among glaucoma specialists, employees at medical marijuana dispensaries, and patients with glaucoma in a state that legalized marijuana.

Watch: bit.ly/GTmj

SOCIAL ENGAGEMENTS



In the August issue of *Cataract & Refractive Surgery Today*, **Valentina Lozano, MD** (@gatoreyesurgeon), commented on the value of various digital offerings for glaucoma specialists.

For the full article, visit: bit.ly/CRSTlozano

"When I started at Los Angeles Glaucoma Group, our practice's website had poor functionality. Your website is primarily how people find you, especially for glaucoma specialists like myself, so it was important to me to take charge and implement changes to our website. On the other hand, it might be equally or more important for refractive surgeons to emphasize direct-to-consumer marketing efforts, like Instagram and other forms of social media.

My advice is to update your website first and then segue your efforts to Facebook and Instagram. When you are redesigning your website, the most important tactic to build your practice is search engine optimization. The second most important tactic is incorporating short videos introducing yourself and your practice. Why did you pick ophthalmology? Why do you love cataract surgery? Pre- and postoperative patient testimonials are important, too."

REMINDERS ON BEDSIDE MANNER

In response to *Glaucoma Today's* article "The Art and Science of Doctor-Patient Interactions," **Sriranjani Padmanabhan, MD** (@eyedsri), tweeted a reminder on the intentional development of one's bedside manner.

To read the article, visit: bit.ly/GTinteraction



Sriranjani Padmanabhan @eyedsri · Sep 10
If you are practicing clinician this article is worth your time. #Ophthotwitter

Also here's your reminder that a good bedside manner is a skill that is intentionally developed and strengthened, like any other skill, like surgery, or diagnostic reasoning. It is not simply innate.