

Glaucoma Today Outside the Box

My last editorial briefly introduced the news program Glaucoma Today Outside the Box (GTOB; <http://eyetube.net/?v=olome>). The impetus for this novel approach to glaucoma education is clinicians' transition to a multimedia educational approach. *Glaucoma Today* (GT) remains the core of our glaucoma educational efforts, and it is available online and at the Apple newsstand as well as in print. Tablets, smartphones, and multimedia approaches are becoming a major force in education, and that includes the needs of glaucoma patients. GTOB reflects our desire to provide high-level educational content in a user-friendly format and to serve an unmet need in ophthalmic education.

Although GTOB remains a work in progress, fundamental aspects include

- an overview of GT's cover series. Using a television news magazine style, GTOB will focus on key teaching points and practical pearls reflected in GT's cover series.
- innovative diagnostic, surgical, and other educational videos. These segments will introduce clinicians to

novel surgical techniques and disruptive technologies that have the potential to significantly advance the quality of glaucoma care. Practical pieces will help clinicians better educate their patients on a variety of topics related to glaucoma.



- human interest features. These segments will highlight the scientific contributions as well as the outside interests of colleagues. Additionally, they will share the inspirational stories of glaucoma patients and humanitarian groups.
- entertainment. Varied in their content, these segments will reflect the imagination and diversity of the glaucoma community.

The success and direction of GTOB will largely be determined by the participation of GT's readership. We encourage you to submit your ideas to Rachel Kagan (rkagan@bmctoday.com), Editor-in-Chief Gillian McDermott, or me and your videos to <http://eyetube.net/other/submit.asp> (be sure to note that videos are for GTOB). Thinking outside the box can enhance glaucoma education and patients' care. ■

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