

Continuing Our Momentum in the Retina Space

When we first signed on to be the Medical Editors of *Retina Today* more than 4 years ago, we envisioned a publication that would provide timely, meaningful, and useful information to retina specialists in a concise format. We also believed that it was important to offer a global perspective so that the retina community was fully represented. As we assembled our editorial board with these goals in mind, we were careful to choose leaders in our profession that shared our expectations for the publication and who were willing to actively participate with the editorial staff of *Retina Today* to produce quality and unique content.

At around the same time that we were planning this new format for *Retina Today*, Eyetube.net was coming to fruition. Eyetube.net, which was officially launched in April 2008 (3 months after our first "new" issue went to press), and is produced by Bryn Mawr Communications, LLC, publishers of *Retina Today*, currently houses over 3000 videos and at last check has 52 837 registered users. Sixty-six percent of these users have identified them-



selves as medical doctors, and 25% of these have identified themselves as retina specialists. Eyetube.net has proved to be the perfect partner for *Retina Today*, and many of the articles that are in each issue are linked to a video to provide even more valuable information on surgical techniques.

So how are we doing? Feedback from our colleagues is excellent, indicating that *Retina Today* is widely read, well respected, and a go-to source for the latest information on surgical and medical retina. The editorial team continues to build existing relationships with retina specialists across the globe and to establish new relationships with up-and-coming physicians via their presence at scientific conferences and by offering a wide forum in both print and digital for sharing ideas and concepts. As this issue goes to press and the editors are headed to Euretina and

to Retina Society soon after, we welcome your feedback and suggestions on how to continue our momentum in the retina space. It is through our relationships that we can keep on top of the latest developments in medicine, surgery, and technology. ■

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