

CH-CH-CH-CH-CHANGES



I had a milestone birthday in November. After the shock of being 50 wore off, I thought about time and how my perception of it is always changing. When I was a kid, summer was a lengthy 3 months of “great.” Now, those same 3 months pass in a blink. I feel similarly when I look back at starting Bryn Mawr Communications (BMC) and launch-

ing *Cataract & Refractive Surgery Today* with business partner Adam Krafczek in 2001. We started with five employees and used office furniture in class C office space over the Mattress Giant store in Bryn Mawr, Pennsylvania. Those days are long gone. BMC now has more than 65 employees and offers publications and products in five medical specialties. Even so, BMC still has the feel of a new company, a startup in an environment of innovation.

An example of this balance can be seen in *CRST*. Now in its 15th year, *CRST* has undergone a makeover. The trend in print publications today is to shrink dimensions and lower the quality of the paper used. In typical BMC fashion, *CRST*'s dimensions have grown. We did not want to affect the publication's portability, but we believe the slightly larger size will improve readers' experiences by increasing the space for images—the iPhone 6 or 6+ (Apple) approach to publishing. We have also changed the publication's name to the acronym *CRST*, because that is what most physicians and industry members call it. Although BMC is recognized as a progressive digital media company, the truth is that our print products have experienced significant and consistent growth year after year. In the field of medicine, print is alive and well!

In addition to its new look, *CRST*'s medical leadership has changed. After 5 years of deft guidance—the first 3 with fellow chief medical editor Stephen Slade, MD, and the last 2 with Steven Dell, MD—Eric Donnenfeld, MD, has passed the torch. Eric is one of the best-known physician leaders in cataract

and refractive surgery. He has given so much to the field in the form of pharmaceutical and surgical research. He is also generous with his time and one of the most approachable key opinion leaders in ophthalmology, a gentle giant who makes me feel short at 6' 2". The past 5 years have passed quickly, and I feel fortunate to have become good friends with Eric. Even though he has stepped down from the chief medical editor position, I feel sure that Eric will continue to play a big role in the future of *CRST* and BMC.

Joining Steven as co-chief medical editor is Robert Weinstock, MD. Watch out, because Rob brings high energy and an innovative approach to everything he does. He is known as an innovator and an early adopter of cutting-edge technology, and he leads a very successful high-volume practice in Florida. I look forward to what the combination of Rob and Steven will bring, because I believe they are both tremendous “idea guys” who will usher *CRST* into a new era of educating surgeons.

I feel privileged to have worked closely with the talented and dedicated individuals in *CRST*'s chief medical editor position since 2001. There would be no *CRST* without the vision and efforts of John Doane, MD; David Chang, MD; Steve; Eric; and Steven. Their contributions led to the creation of *Eyetube*, *CRST Europe*, *Glaucoma Today*, *Retina Today*, *Advanced Ocular Care*, *EyetubeOD*, and *MillennialEYE* as well as to BMC's expansion into the fields of cardiovascular diseases, dermatology, aesthetics, and neurology. These surgeons have left an indelible mark on this publication and BMC. I hope you enjoy the new *CRST*! ■

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David Cox
Publisher, *CRST*
Co-founder/President, BMC