

SAY ANYTHING

IF YOU HAVE WORKED WITH INDUSTRY, WHAT HAS BEEN YOUR OVERALL EXPERIENCE? WHAT DO YOU CONSIDER TO BE THE ESSENTIAL ROLES OF AN OPINION LEADER?

In the field of ophthalmology, opinion leaders do much more than simply work with companies. Opinion leaders innovate, they liaise, they influence the opinions and practices of others, and they push today's standards of care forward. The ophthalmic industry needs opinion leaders to give their products greater reputability. The profession of ophthalmology needs opinion leaders to propel thoughts and ideas forward. In this month's readership survey, *CRST* asked who has worked with industry and what is considered the essential roles of an opinion leader. Here's what some people had to say.



AUDREY R. TALLEY ROSTOV, MD

■ Northwest Eye Surgeons, Seattle

“ My experience working with industry has been positive overall. It is valuable for me to have the opportunity to help guide the industry in important innovations and technologies and to gain early experience with new products in the pipeline.”



LISA BROTHERS ARBISSER, MD

■ John A. Moran Eye Center, University of Utah

“ I believe it is necessary to maintain an excellent relationship between industry and physicians. As an opinion leader, it is important to serve as an advocate for patients while also maintaining knowledge of current literature so that advocacy is evidence based.”



MICHAEL SNYDER, MD

■ Cincinnati Eye Institute, Cincinnati

“ I have had a favorable experience working with industry. It is important for an opinion leader to act as a liaison who can effectively communicate the needs of patients and physicians as well as inform peers about opportunities to improve patient care.”



WILLIAM J. LAHNERS, MD

■ Center for Sight, Sarasota, Florida

“ Working with industry has been a great experience for me, and it is important to remember that the biggest beneficiary of this partnership is always the patient. As an opinion leader, it is important to be honest and accurate when reporting on experience in order to maintain credibility as a physician.”



JOHN A. HOVANESIAN, MD

■ Harvard Eye Associates, Laguna Hills, California

“ I have had excellent experience working with the ophthalmologic industry. As an opinion leader, it is important to keep colleagues updated on changing standards of care and emerging techniques and technologies.”



SHERI ROWEN, MD

■ NVISION Eye Centers,
Aliso Viejo, California

“ My experience working with industry has been excellent. As an opinion leader, it is essential to be knowledgeable and informed about modern technology and have the ability to transmit this information to our peers and industry partners in an unbiased fashion.”



MITCHELL A. JACKSON, MD

■ Jackson Eye,
Lake Villa, Illinois

“ My interaction with industry as an opinion leader has been productive and enhancing for me personally and for my practice. As opinion leaders, it is crucial that we strive to innovate, collaborate, and educate, whether as a mentor, volunteering via mission trips, getting involved with FDA clinical trials, and speaking on behalf of new technologies to educate peers and colleagues.”



DAVID GOLDMAN, MD

■ Goldman Eye, Palm
Beach Gardens, Florida

“ I have had a very positive relationship with industry. To me, it is essential for an opinion leader to maintain a strong background knowledge of subject matter and of future technologies. A valuable opinion leader should also have the ability to communicate the benefits of a new drug or surgical device based not only on personal experience but on a deeper level.”



WILLIAM B. TRATTLER, MD

■ Center for Excellence in Eye
Care, Miami

“ I have had a very positive experience working with industry. I feel that industry partners listen to physicians' needs and want to optimize patient care with new technologies. As an opinion leader, it is important to help evaluate and provide advice on new developments to improve the industry. It is this partnership between physicians and industry that helps provide better outcomes.”



JAY PEPOSE, MD, PhD

■ Pepose Vision, St. Louis

“ Working with industry is a very rewarding experience, as you are partnering to shape the future of ophthalmology and bring forth new products that benefit our patients. As opinion leaders, it is necessary to advise industry peers on the nature of clinical trials and gaps in knowledge about products or mechanisms of action that need to be filled.” ■