

Dear Author:

Thank you for your interest in writing for Conexiant's vision publications. We are grateful to our contributors, as they are critical to the high quality of the publications that our readers have come to expect.

Following is a brief style guide that we encourage you to consult before submitting your draft for consideration and editing. By and large, Conexiant follows the style of the American Medical Association.

Should you have any questions, please do not hesitate to contact me. Thanks again for collaborating with us.

Best regards,

A handwritten signature in cursive script, appearing to read "Jennifer Ford".

Jennifer Ford
Content Director, Vision
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The Elements of an Article

Whether we receive these elements from the authors or not, every article ultimately consists of the following elements.

- The text of the article itself (all original content, no copyrighted or AI-generated material)
- Author names, credentials, affiliations, and disclosures
- A comprehensive references list
- Any related high-resolution images, tables, or videos, with accompanying captions (original or permission to reuse obtained) - all identifying patient information should be removed from clinical images

With each of these elements, we adhere closely to AMA style.

The Article Text

We encourage a less formal style in general, to achieve greater readability than the peer-reviewed literature. Our articles generally consist of relatively short paragraphs (3 to 4 sentences) with regular subheadings inserted to guide the reader (every 3 to 4 paragraphs).

Citing References in Text

Use AMA style when citing medical literature. All references should be numbered in the order in which they are cited in the text, and reference numbers should appear in superscript in the appropriate place in the text.

Estimates published by *JAMA* in 2010 suggest a prevalence for diabetic retinopathy and vision-threatening diabetic retinopathy, or DME, at 28.5% and 4.4% of US adults with diabetes, respectively.⁵

Note that the reference appears immediately following the period, without a space between the period and reference number.

AMA style dictates that writers separate references with commas, unless the citation refers to a range of three or more numbers:

Much of the data for standard treatments for CRAO have been observational. None of these therapies, whether used as monotherapy or in combination, has altered outcomes more than the disease's natural history.^{24,26-28}

Again, note that there are no spaces between the commas in the reference numbers.

Voice

For more engaging reading, we ask that, whenever possible, authors avoid using passive voice in their writing. Passive voice is emphasis on the object of an action rather than the person or thing undertaking that action.

For example, “John threw the ball.” is active and “The ball was thrown by John.” is passive.

In medical writing, passive voice is common. However, it is possible to reword sentences so that the clinician, researcher, or patient is emphasized, rather than the procedure or drug.

For example,

One hundred forty-five patients were injected with ranibizumab.

could be better written as

Study investigators injected 145 patients with ranibizumab.

or

One hundred forty-five patients received injections of ranibizumab.

Again, the verb is more active. Moreover, the patients have remained the subjects of the sentence.

We also recommend avoiding writing in the first person where possible.

Numerals

The *AMA Manual of Style* dictates that numerals be used in virtually all situations, except when they begin a sentence.

Serial Commas

Please use the terminal serial comma, or Oxford comma. For example, rather than

She went to the store for milk, eggs and butter.

We include a comma prior to the last item:

She went to the store for milk, eggs, and butter.

Author Names and Biographies

Please include the full names of all coauthors of an article when you submit your draft, as well as each person’s terminal degree credential. In addition, provide a single professional title and affiliation for each author. Designate one author as a

corresponding author and include that person's email address. Please also submit a list of any financial disclosures relevant to the article for each author.

References

Please cite references in AMA style. We prefer that you limit the number of references to 25 and that references be published within the past decade (exceptions include foundational research).

Journal Articles

Here is a typical journal reference formatted according to Conexiant/AMA style:

1. Lambert SR, Archer SM, Wilson ME, Trivedi RH, del Monte MA, Lynn M. Long-term outcomes of undercorrection versus full correction after unilateral intraocular lens implantation in children. *Am J Ophthalmol*. 2012;153(4):602-608.e1. doi:10.1016/j.ajo.2011.08.046

Note that all 6 authors are listed. AMA style requires up to 6 authors be listed in their entirety. Seven or more authors can be abbreviated using "et al," but only after **the first 3 authors' names** have been listed. The digital object identifier (DOI) is added if available, with no period after.

Note also that the beginning and ending pages of the article are listed in their entirety (rather than "602-8," which is how it would appear on PubMed). Note that the article titles appear in "sentence case," meaning that only the first letter of the first word of the title is capitalized, unless a proper noun follows somewhere in the title. Finally, the abbreviation of the journal name is dictated by the *AMA Manual of Style*. You can also find the abbreviations for journal names at <https://www.issn.org/services/online-services/access-to-the-ltwa/>.

For articles published online ahead of print or online only, include the date published and the DOI:

1. Suhler EB, Jaffe GJ, Fortin E, et al. Long-term safety and efficacy of adalimumab in patients with noninfectious intermediate uveitis, posterior uveitis, or panuveitis. November 2, 2020. *Ophthalmology*. doi:https://doi.org/10.1016/j.opthta.2020.10.036

Rather than print volume and page numbers, the date of publication (which will appear on PubMed) precedes the journal name in the format provided above.

Book Chapters

Book chapters should list not only the authors of the chapter but also the editors of the volume in which the chapter appears. If there is a volume number or edition number, those elements should also appear.

1. Prince M, Glozier N, Sousa R, Dewey M. Measuring disability across physical, mental, and cognitive disorders. In: Regier DA, Narrow WE, Kuhl EA, Kupfer DJ, eds. *The Conceptual Evolution of DSM-5*. American Psychiatric Publishing Inc; 2011:189-227.

A few points are worth noting. First, while the chapter title is in sentence case, the book title uses standard title capitalization (all words of four letters or more and all verbs, nouns, pronouns, adjectives, and adverbs). Second, the book title is italicized. Following the title should be the volume and edition numbers, if any. Finally, the city of publication should include the state (if in the US) or country (if elsewhere), with states using the two-letter US Postal Service abbreviation. Following the year of publication and a colon (but no space), list the full range of page numbers.

Conference Papers and Posters

Another common form of reference is the conference paper or poster. These follow a standard format according to AMA style.

12. Aaberg TM Jr. Pilot evaluation of a new portable small-gauge vitrectomy unit. Paper presented at: 30th annual meeting of the American Society of Retina Specialists; Las Vegas, NV; August 25-29, 2012.

13. Morales M, Zhou X. Health practices of immigrant women: indigenous knowledge in an urban environment. Paper presented at: 78th Association for Information Science and Technology Annual Meeting; November 6-10, 2015; St Louis, MO. Accessed March 15, 2016.
<https://dl.acm.org/doi/10.5555/2857070.2857108>

The number of the meeting and how often the meeting is held are included. Provide the full name of the organization hosting the conference. Finally, if you can include the actual date on which the presentation occurred, then please provide it; otherwise, you may provide the range of dates on which the conference was held.

The one exception to this rule is papers and posters presented at ARVO. Because *Investigative Ophthalmology and Visual Sciences* publishes these abstracts every year, we ask that authors cite the abstracts in the following manner:

1. Lad EM, Hammill BG, Qualls LG, Fang W, Cousins SW, Curtis LH. Treatment patterns in neovascular age-related macular degeneration between 2005-2010. *Invest Ophthalmol Vis Sci*. 2013;54:3819.

The ARVO abstract numbers are available at the ARVO website, in their searchable database.

A webinar would be cited like this:

Gunn E, Kendall-Taylor J, Vandenburg B. Taking author instructions to the next level. Council of Science Editors webinar. September 10, 2015. Accessed March 15, 2016.
<http://www.councilscienceeditors.org/resource-library/past-presentationswebinars/past-webinars/2015-webinar-3-taking-author-instructions-to-the-next-level/>

Digital Sources

The general rule of thumb for digital sources is to provide as much information as a journal citation would provide, provided that this information is available. For instance, here is a citation for an online journal article:

1. Allison MA, Hurley LP, Markowitz L, et al. Primary care physicians' perspectives about HPV vaccine. *Pediatrics*. 2016;137(2):e20152488. doi:10.1542/peds.2015-2488.

Here is a website citation:

1. Charlton G. Internal linking for SEO: examples and best practices. SearchEngineWatch. Accessed February 10, 2016.
<https://searchenginewatch.com/sew/how-to/2428041/internal-linking-for-seo-examples-and-best-practices>

The title of the cited article is presented in sentence case. After the author and title, the name of the website itself follows, then the date on which you accessed the website, then the URL.

The goal here, as with all references, is to provide sufficient information for a reader to consult the website.

Often, websites will not provide an author's name. In such cases, use the company that publishes the website as the author. In these cases, you can begin the citation with the name of the article being cited.

Clinical trials are cited like this:

Topotecan episcleral plaque for treatment of retinoblastoma (STEP-RB). Clinicaltrials.gov identifier: NCT04428879. Updated May 20, 2021. Accessed May 10, 2023. <https://clinicaltrials.gov/ct2/show/NCT04428879>

A Note About Changes in Reference Numbering

The editorial staff will return an edited version of your article to you if there are author questions, and you will receive a final proof for approval. It will sometimes be necessary that your sources be renumbered. In such cases, we ask that you renumber the sources yourself. Placing this responsibility into your hands lessens the likelihood of mistakes being made in the numbering process, particularly if you have cited a large number of references.

High-Resolution Figure Images and Captions

As a general rule, you should submit original images with your article. Include a reference in parentheses within the body of the text to figures: (Figure 1). In general, one image for every 750 words is preferable. These images should be submitted in their original formats (JPEG, TIFF, etc). Moreover, they should *not* be embedded into Microsoft Word or PowerPoint files. Doing so causes the resolution to decrease precipitously, and depending on the version of Microsoft Office being used, the images may or may not be able to be re-enlarged.

Regarding resolution, images should be a minimum of 5" wide by 5" long at a resolution of 266 dpi. An image under consideration for the cover of print publications that use a clinical image on the cover must be at least 7" x 7" at 266 dpi.

Image Permissions

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