

ZOOM OUT CLOSE-UP Like 1 ?

4 editorial

A common problem

Review targets MGD

Workshop provides a nice report on a not-so-sexy topic



By Peter J. McDonnell, MD
 director of the Wilmer Eye Institute, Johns Hopkins University School of Medicine, Baltimore, and chief medical editor of *Ophthalmology Times*.

He can be reached at 727 Maumenee Building
 600 N. Wolfe St. Baltimore, MD 21287-9278
 Phone: 443/287-1511 Fax: 443/287-1514
 E-mail: pmcdonn1@jhmi.edu

"Sell the sizzle, not the steak."
 —Elmer Wheeler

"In advertising, sex sells. But only if you're selling sex."
 —Jef I. Richards

Elmer Wheeler was a master salesman who in the 1930s researched word combinations that allowed salespeople to sell more product. His assessment' points out that it is extremely common, perhaps afflicting half of all adults in certain racial groups, and the authors assert it may be the most common single cause of the constellations of disorders that we call "dry eye." But for a number of reasons it fails to engender interest proportionate to its prevalence, and my belief is that those reasons are probably so obvious to my readers that they need not be enumerated here.

Historically, dry eye in general has been among the topics whose perceived excitement has been inversely proportional to its impact upon the population. But as science advances and treatments become available, that is changing. This year, a little birdie tells me, topical cyclosporine will be the number one (in terms of dollars) prescribed topical ophthalmic medication. Throughout most of my career, that would have been an unthinkable occurrence.

A significant compilation of our knowledge (and the gaps therein) about MGD has recently been published, and I commend this to your reading. *(Full disclosure: One of my faculty members*

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