


TOP 10 ONLINE INFLUENCERS

Making a difference in the world of EYE HEALTH

For millions of Americans, summer is all about baseball, fireworks, cooking out and soaking up the sun. That all adds up to plenty of reasons to think about safety—especially when it comes to protecting your eyesight. In fact, the U.S. Eye Injury Registry reports that fireworks accidents alone account for partial or total vision loss in roughly 400 people each year. That's why this month "SharecareNow 10: Eye Health" highlights the leading voices online who provide crucial information on treating, protecting and caring for your eyes. To find answers to your questions about vision and eye health, go to www.sharecare.com/topic/eye-vision-health

Source: Centers for Disease Control and Prevention



#1 Leonard J. Press, OD, The VisionHelp Blog

<http://visionhelp.wordpress.com>

Leonard J. Press, OD, is an optometrist practicing in Fair Lawn, New Jersey, who has been internationally recognized for his work in learning-related vision problems. A graduate of the Pennsylvania College of Optometry, Dr. Press is the author of three major textbooks, including *Applied Concepts in Vision Therapy*. He currently serves as a consultant on visual disabilities for the National Board of Medical Examiners (NBME).

[@visionarian](#) [The Vision & Learning Center of NJ](#)



#2 Troy L. Bedinghaus, OD, About.com – Vision

<http://vision.about.com>

A board-certified optometric physician, Troy L. Bedinghaus, OD, is the Vision Guide on About.com. He owns and operates Lakewood Family Eye Care, a private eye care facility in Lakewood Ranch, Florida. A graduate of the University of Houston College of Optometry, Dr. Bedinghaus is a member of the American Optometric Association and the Florida Optometric Association.

[@About_Vision](#) [About.com Vision](#)



#3 Rebecca Petris, The Dry Eye Zone

<http://dryeyezone.com/>

Rebecca Petris is the founder of The Dry Eye Company and DryEyeZone.com, an information portal focused on improving quality of life for people who suffer from dry eye. Rebecca is also author of the *Dry Eye Digest* blog and creator of the Dry Eye Talk community center and support group.

[@DryEyeZone](#) [The Dry Eye Zone](#)




#4 Irv Arons, Irv Arons' Journal

<http://irvaronsjournal.blogspot.com/>

Irv Arons is the author of *Irv Arons' Journal*, a blog sharing his opinions on the world of ophthalmics and medical lasers. Until his retirement in 2005, Arons served as a consultant to the ophthalmic industry for more than 30 years and to the medical laser industry for over 20 years. He ran his own consulting company, Spectrum Consulting, for 11 years, and published the monthly newsletter, *Executive Laser Briefing*.

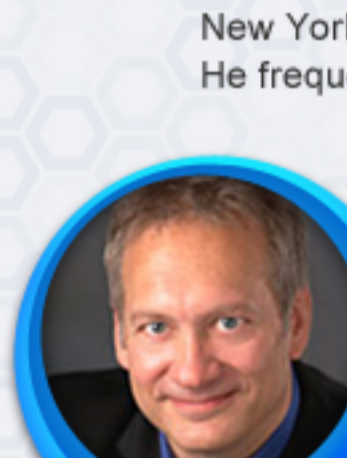
[@larons](#)



#5 Andrew A. Dahl, MD, MedicineNet.com

<http://medicinenet.com>

Andrew A. Dahl, MD, is a board-certified ophthalmologist and a medical author for the WebMD network, including MedicineNet.com. Dr. Dahl received his MD from Cornell University and completed his residency in ophthalmology at the Massachusetts Eye and Ear Infirmary/Harvard Medical School. Dahl is currently Assistant Professor of Ophthalmology at the New York College of Medicine and is director of ophthalmology residency training at the Mid-Hudson Family Practice Institute. He frequently lectures to medical personnel on computer applications.



#6 Gary Heiting, OD, All About Vision

<http://allaboutvision.com>

An eye care provider for more than 20 years, Gary Heiting, OD, is senior editor at AllAboutVision.com, a web site which offers information on eye health and vision correction options. Dr. Heiting's clinical experience has included positions at Ophthalmic Surgeons & Physicians, Ltd., in Tempe, Arizona; Park Nicollet Medical Center in Minneapolis; and Eau Claire LASIK in Eau Claire, Wisconsin. Heiting is a pioneer in online consumer eye care education, having co-founded OpticalAdvisor.com in 1998.

[@AllAboutVision](#) [AllAboutVision.com](#) [AllAboutVisionVideo](#) [AllAboutVision.com](#)



#7 Amy Hellem, Review of Optometry

<http://revoptom.com>

Amy Hellem most recently served as editor-in-chief at *Review of Optometry*. A journalist by trade, Hellem has spent the last decade in healthcare publishing with a strong focus on optometry.

[@revoptom](#) [Review of Optometry](#)



#8 Marilyn Hadrill, All About Vision

<http://allaboutvision.com>

Marilyn Hadrill is a contributor at AllAboutVision.com, previously serving as its editor. A journalist who has reported on eye care for 12 years, Hadrill has been a contributing editor for *EyeWorld Magazine* and has had her work published by the American Society of Cataract and Refractive Surgery.

[@AllAboutVision](#) [AllAboutVision.com](#) [AllAboutVisionVideo](#) [Marilyn Hadrill](#)

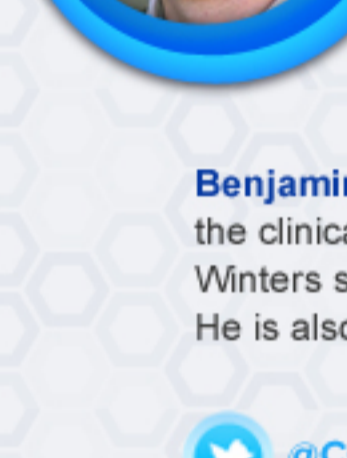


#9 Benjamin C. Winters, OD, College of Optometrists in Vision Development

<http://covdblog.wordpress.com>

Benjamin Winters, OD, is an optometrist featured on the College of Optometrists in Vision Development (COVD) blog, and the clinical director for a vision therapy practice in Yakima, Washington. A graduate of Southern College of Optometry, Dr. Winters specializes in developmental optometry, dealing with vision problems that affect learning, reading and other life skills. He is also part of the national InfantSee program, providing free eye exams for children less than one year old.

[@COVD](#) [Family Vision Care](#)



#10 Vanessa Caceres, EyeWorld.org

<http://eyeworld.org>

Vanessa Caceres serves as a contributing editor for *EyeWorld Magazine*, the news magazine of the American Society of Cataract & Refractive Surgery (ASCRS). Caceres's recent contributions have included unique surgical case profiles, nutrition in eye health, glaucoma diagnosis and editorial interviews.

[@EyeWorld](#) [EyeWorld Magazine](#)

90% Amount of eye injuries that could be prevented by protective eyewear

44.1% Of all EYE INJURIES occur in the HOME

Source: American Academy of Ophthalmology

SMOKING INCREASES THE RISK OF: MACULAR DEGENERATION, CATARACTS, OPTIC NERVE DAMAGE –all of which can lead to BLINDNESS.

Source: Centers for Disease Control and Prevention

14 million Number of Americans who are VISUALLY IMPAIRED

Source: Centers for Disease Control and Prevention

FOODS THAT ARE GOOD FOR EYES

Yellow Corn, Spinach, Carrots, Salmon, Green Peppers, Orange Juice, Kale

Source: American Optometric Association

300% Amount your risk for VISION LOSS or BLINDNESS INCREASES each decade AFTER AGE 40

Source: Study in *British Journal of Ophthalmology*

20.5 MILLION Number of people who have cataracts **NOW**

30 MILLION Number of people expected to have cataracts **BY 2020**

Source: Centers for Disease Control and Prevention

WOMEN are MORE LIKELY than men to have GLAUCOMA, but are LESS LIKELY to be TREATED for it.

Source: American Academy of Ophthalmology

Leading causes of LOW VISION and BLINDNESS in the US

Age-related macular degeneration | Cataracts | Glaucoma | Diabetic retinopathy

Source: Centers for Disease Control and Prevention

Methodology: How is influence measured?

Influencers included in "SharecareNow 10: Eye Health" have demonstrated influence within eye health and vision conversations online. Influence is calculated through a proprietary algorithm based on more than 40 individual metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

About sharecare | now powered by WCG

Sharecare Now, powered by WCG, is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors. The service offers clients access to a suite of tools, research and social media analytics to identify the channels, conversations, authors, article sources, themes and terms most relevant to healthcare brands and organizations online and in real time.