

Call for case studies for Pharma

Terms and conditions

1.0 Overview

- 1.1 *Pharma* was launched in 2008 by Optometry Australia to support the emergence of therapeutics in optometry. It is distributed free-of-charge to all Optometry Australia members and members of the New Zealand Association of Optometrists (NZAO).
- 1.2 *Pharma* is published quarterly (March, June, September and December) and offers six accredited clinical CPD points per issue.
- 1.3 *Pharma* features quality editorial with a strong emphasis on stories that promote cutting-edge therapeutic developments and research as well as clinical case studies. It is an objective of *Pharma* to provide information that optometrists can use immediately in their day-to-day patient care or that will assist them to improve their knowledge across a range of eye health issues.
- 1.4 Optometry Australia is seeking case studies to add to *Pharma's* portfolio of quality editorial.

2.0 Case study contributions

- 2.1 To be considered to contribute a case study, you need to:
 - (1) Be a current member of Optometry Australia (including student members) or the New Zealand Association of Optometrists.
 - (2) Submit an explanatory summary (maximum 200 words in total) of your case study that highlights:
 - The eye health presentation
 - The treatment regime
 - Outcomes
 - Key learnings
 - (3) Submit a short summary of any graphs, diagrams, charts and/or images that you have to support your case study (you can attach 1-2 images)
 - (4) Ensure that you include your full name, practice or employer name, contact details and membership number on your submission
 - (5) Send your submission to: pharma@optometry.org.au
 - 2.2 *Pharma's* Editor and Clinical Editor will review all case study submissions and their decision will be final on the case studies that will be accepted to be published in *Pharma*.
 - 2.3 In the event that your submission is successful you will be required to write an original piece of editorial, featuring your case study, for publication in *Pharma*.
 - 2.4 The Editor will inform you how many words your case study should be, how many graphs, diagrams, charts and/or images ("figures") will be required and the deadline for your case study to be submitted. You may decline the offer to submit your case study but if the offer is accepted, there will be the expectation that you will deliver on your commitment.
 - (1) The Editor and Clinical Editor reserve the right to:
 - Ask you to revise or rewrite all, or part of, your case study if they feel it does not meet *Pharma's* editorial standard.
 - Edit your case study
 - Decide not to publish your case study.
 - (2) Work that is considered not original will be rejected.
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- 2.5 You will not receive a fee, or any form of compensation, for your case study contribution.
- 2.6 You have the right to withdraw a case study from being published within 10 working days of the date that you submitted it to Optometry Australia.
- 2.7 As outlined on the Optometry Board of Australia guidelines, optometrist who create optometric editorial that is published can claim 1 (one) CPD point per hour spent researching and writing under the 'independent learning – clinical' category. See *Guidelines for continuing professional development for endorsed and non-endorsed optometrists*.

3.0 Privacy

- 3.1 Optometry Australia will not publish any case study where the patient has been clearly identified unless that patient has provided, in writing, permission for their identity to be included.

4.0 Intellectual property

- 4.1 You will be credited as the author of the case study.
- 4.2 Once your original piece of editorial has been accepted for publication by Optometry Australia, ownership of the copyright will transfer to Optometry Australia.
- (1) Optometry Australia will consider applications from authors who wish to submit their case study to other publications. Copyright laws require such applications to be made in writing. Applications will not be considered when:
- Optometry Australia has accepted and approved a case study but that case study has not yet been published in *Pharma*.
 - The case study has been published in *Pharma* in the past 12 months.
- 4.3 When you submit figures for publication with your case study:
- (1) You grant Optometry Australia a perpetual global rights license to publish these graphics with your case study in all *Pharma* distribution channels owned by Optometry Australia and NZAO.
- (2) Where ownership in the graphics resides with another party, you must seek written permission from them and obtain a perpetual global rights license for Optometry Australia to publish their graphics with your case study in all *Pharma* distribution channels owned by Optometry Australia and NZAO.
- 4.4 Where these IP conditions cannot be met, Optometry Australia will be unable to publish your case study.
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