

AAFPRS to Include Patient Education from Eyemaginations on Homepage

The American Academy of Facial Plastic and Reconstructive Surgery ([AAFPRS](#)) and [Eyemaginations, Inc.](#) recently entered into an agreement regarding patient education. Under the agreement, the AAFPRS will be featuring a series of exciting new animations on its website to provide compelling, medically accurate animations on a variety of the main procedures that facial plastic surgeons perform.

Eyemaginations is a healthcare media company focused on patient education solutions that support medical professionals in communicating complex topics to patients. The company's experience with animation, design and software has enabled Eyemaginations to create a portfolio of integrated systems that provide clear and concise patient education solutions. Eyemaginations is widely seen as the leader in patient education software in a number of medical verticals. The company worked with well-known facial plastic surgeons such as Dr. Samuel Lam of Lam Facial Plastics, Dr. Ira Papel of Facial Plastic Surgicenter, Dr. Stuart Bentkover of Bentkover Facial Plastic Surgery & Laser, and Dr. Philip Miller of Gotham Facial Plastic Surgery to ensure that its software solutions reflect those topics that surgeons feel are the most important in today's environment.

The [software](#) is used to explain cutting-edge treatments and procedures including Blepharoplasty, Rhinoplasty, Face Lift, Cosmetic Fillers and Laser Resurfacing to name just a few. The software also includes marketing topics on the aging face and how to determine whether plastic surgery is the right option.

Jeff Peres, president and CEO of Eyemaginations, explains that patients will always retain more when they learn something visually. According to the U.S. Department of Labor and OSHA study, three days after an event, individuals only recall 10% of what they heard from an oral presentation, 35% from a visual presentation and 65% from a visual and oral presentation. "Better informed patients make better decisions", said Mr. Peres.

"We are very excited to be collaborating with the AAFPRS. We share the same philosophy around patient education and we are committed to working with surgeons so that they can provide the best possible experience to their patients."

"We believe that these educational animations are an important addition to our website and we expect that the community will benefit from the clarity of the animations. We are very pleased to be working with Eyemaginations," said Steve Duffy, Executive Director of the AAFPRS.

About AAFPRS

The American Academy of Facial Plastic and Reconstructive Surgery is the world's largest specialty association for facial plastic surgery. It represents more than 2,700 facial plastic and reconstructive surgeons throughout the world. The AAFPRS is a National Medical Specialty Society of the American Medical Association (AMA), and holds an official seat in both the AMA House of Delegates and the American College of Surgeons board of governors. AAFPRS members are board certified surgeons whose focus is surgery of the face, head, and neck. AAFPRS members subscribe to a code of ethics. For more information, visit <http://www.aafprs.org>.

About Eyemaginations

Eyemaginations, Inc. is a health care media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eye care, ENT, audiology and facial aesthetics. Eyemaginations may be reached by phone at 1-877-321-5481, email at [info\(at\)eyemaginations\(dot\)com](mailto:info(at)eyemaginations(dot)com) or online at <http://www.eyemaginations.com>.



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