



**For Immediate Release:**

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## **Eyemaginations Announces New Partnership with AAO-HNS through Academy Advantage Program**

**Baltimore, MD** – Eyemaginations today announced that it has partnered with the American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS) as the latest Premier Partner of the AAO-HNS Academy Advantage Program.

The AAO-HNS Academy Advantage Program is an affinity program that offers selected products and services to AAO-HNS members as a member benefit. These products and services for the members' professional, business, and personal needs can offer substantial discounts on products and services they already use.

Eyemaginations has been providing patient education and communication solutions to eye care professionals for ten years. After a tremendous amount of research, the company elected to move into the otolaryngology—head and neck surgery sector, believing that the same key principles apply across many medical fields: doctors need compelling solutions to explain complex information to their patients; patients struggle to understand health care terminology and surgical procedures. The Eyemaginations Office – ENT product is designed to help bridge that communication gap while making your practice more efficient and saving you and your staff time.

“We’re pleased to welcome Eyemaginations as a partner to our Academy Advantage program,” said Paul Markowski, Deputy Executive Vice President and COO of the AAO-HNS. “Like the AAO-HNS, the team at Eyemaginations is dedicated to advancing the patient education process in otolaryngology practices.”

“We are excited about the opportunity to work in partnership with the American Academy of Otolaryngology—Head and Neck Surgery,” said Eyemaginations’ president and CEO, Jeff Peres. “We feel strongly that our product will improve and enhance the patient experience within this important field just as it has to more than 7,000 eye doctors worldwide. We know that by working with the AAO-HNS we will be better able to communicate that message to its many members. Eyemaginations is committed to this new medical specialty and looks forward to working with the AAO-HNS member doctors.”

## **About the AAO-HNS**

The American Academy of Otolaryngology—Head and Neck Surgery ([www.entnet.org](http://www.entnet.org)), one of the oldest medical associations in the nation, represents nearly 12,000 physicians and allied health professionals who specialize in the diagnosis and treatment of disorders of the ears, nose, throat, and related structures of the head and neck. The Academy serves its members by facilitating the advancement of the science and art of medicine related to otolaryngology and by representing the specialty in governmental and socioeconomic issues. The organization's vision: "Empowering otolaryngologist-head and neck surgeons to deliver the best patient care."

## **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, allergies, asthma, ENT and facial aesthetics. The company has offices in the United States and Europe. Eyemaginations can be reached at 1-877-321-5481 or [www.eyemaginations.com](http://www.eyemaginations.com).