

# Ophthalmminute Highlight: A Look into the Popular, Educational One-Minute Videos

By Anza Rizvi, BS | Faculty Reviewers: Philip Dockery, MD; Erik Massenzio, MD; Samantha Massenzio, MD



Figure 1. Ophthalmminute logo

**O***phthalmminute* is a series of one-minute videos designed to provide information on different, essential topics in ophthalmology. What separates the *Ophthalmminute* videos from many of the other videos currently available is their unique ability to effectively and succinctly present information into a one-minute video to help viewers learn and better understand the fundamentals of ophthalmology. The videos showcase witty banter, enthusiastic energy, and stimulating visuals. Across YouTube, Twitter, and Instagram, *Ophthalmminute* has received an

astonishing over 2000 followers or subscribers and over 20,000 views!

Philip (Phil) Dockery, Erik Massenzio, and Samantha Massenzio are the founders and creators of the popular *Ophthalmminute* videos. Phil is a PGY-2 at the University of Arkansas for Medical Sciences, Erik is a PGY-2 at Wills Eye Hospital, and Samantha is a PGY-1 at Wills Eye Hospital. They sat down to give me the inside scoop on the creative process behind creating the popular, educational one-minute videos.

Viewers see a finished product of a one-minute video, but there is a considerable amount of hard work, time, and commitment that creators Phil, Erik, and Samantha pour into each of the videos. *Ophthalmminute* started with conversations between Phil and Erik, who were interested in finding a way for people to understand the literature in ophthalmology better. Erik explains that “clinical trials are the most important in evidence-based medicine. A good understanding of the clinical trials in any field tells you how we treat patients in that field.” Understanding that often times it is difficult for people to sit down and read a lengthy paper and abstracts only present limited information, they wanted to help



**Figure 2.** *Founders and creators of Ophthalminute: (left to right) Philip Dockery, Erik Massenzio, Samantha Massenzio*

people learn the fundamentals of ophthalmology. The inspiration behind the videos stemmed from a blog post on [eyeguru.org](http://eyeguru.org), which highlighted the essential landmark trials in ophthalmology. Phil states, “Our main goal is to bring these papers into a clinical context.” After having a good understanding of the idea for the videos, Phil and Erik’s largest setback was communicating and displaying the information in a visually appealing form. They recruited Samantha, who eagerly agreed to create the visuals and animations that would bring the ideas to life.

Creating the one-minute videos is no small task as the process for each video from start to finish takes approximately

10-20 hours in total. Erik and Phil begin the process by conducting an in-depth literature review. When developing the script, Erik and Phil focus on highlighting the most important points including the motivation behind the landmark clinical trials, significant results, relevance for clinical practice, and ultimately the remaining unanswered questions. One of Erik and Phil’s favorite parts about the process are the in-depth discussions they have critically deliberating how to interpret and best represent the relevant information. Then, Samantha brings the script to life with the stimulating, clever visuals and animations, which create a comprehensive visual representation of the paper and engage the viewers. The energetic, informative, and visually

appealing one-minute videos are a direct reflection of their great camaraderie and teamwork. “The collaborative effort between all three of us has really allowed for these videos to come together,” explains Phil.

As *Ophthalmminute* has grown, creators Phil, Erik, and Samantha have sought to engage medical students. Recently, *Ophthalmminute* welcomed its two newest team members, Emily Duffner and Martin Calotti, who are both currently fourth year medical students at Sidney Kimmel Medical College (SKMC), and both have been involved in creating the new videos. As residents who are all deeply interested and invested in medical education, they are excited to work with medical students and have medical students serve as the creative designers of the videos while providing their advice and guidance. Phil excitedly explains, “It brings new energy to *Ophthalmminute*”.

Phil, Erik, and Samantha’s hard work and dedication in crafting these educational videos has paid off. From the short time from when they released their first video in June 2021, the unique *Ophthalmminute* videos have quickly caught the attention of others. The positive reception is still surprising to the creators. Erik states, “I still don’t really believe it and think people are just being nice!” *Ophthalmminute* has had a far-reaching impact, and it has been gratifying for the creators to see it spread organically to people at different institutions.

The videos have also received incredible, positive reception from members of the ophthalmology community and individuals involved in medical education. Phil, Erik, and Samantha presented a poster presentation titled “Ophthalmminute – Medical Education for the Social Media World” at the Association of University Professors of Ophthalmology (AUPO) Annual Meeting. At the conference, Phil had the chance to talk with several program directors and individuals directly involved in medical school education at different institutions, who provided amazing, positive reception to the videos, which has been very encouraging and rewarding for the creators.

*Ophthalmminute* has proved to be an invaluable source for individuals at all levels of training from students to clinicians. As creators, Phil, Erik, and Samantha received special recognition from the American Academy of Ophthalmology and were awarded the prestigious American Academy of Ophthalmology Resident Video Award for their “The ABCDEF Guide” video, in which they shared a case of iris nevus growth to melanoma and discussed the different risk factors that predict malignant transformation.

The videos have been not only an important tool for resident education, but also a great source of learning for the creators themselves. One of their favorite parts about the process of developing and

creating these one-minute videos is that it has made learning more fun for them! Phil states, “We put these videos out for everybody, but they have also been a great tool for us to learn. We have challenged ourselves to learn about these different topics because in order to put it into a video, you have to know it really well. We have learned so much about ophthalmology, the different clinical trials, and various clinical approaches. It has been a huge part of our education as well. So, it is gratifying to know that it is a part of other people’s education”.

In addition to discussing critical landmark clinical trials in ophthalmology, the creators envision expanding the *Ophthalmminute* videos to clinical exam findings. Erik told me that they “hope to release clinical videos soon that will be shorter than the one-minute *Ophthalmminute* videos currently - approximately 15 seconds long focusing on classic exam findings that you would expect to see while practicing.”

Philip Dockery, Erik Massenzio, and Samantha Massenzio recognize that *Ophthalmminute* would not have been possible without the support that they have received from attendings and the ophthalmology community. As residents still early in their clinical training, they want to extend an immense amount of gratitude and appreciation to the attendings who have generously donated their time and provided invaluable advice and feedback on the videos. Samantha

explains, “Despite all of the reading we do, it doesn’t replace what it’s like to be in practice and to have that experience, which we are very thankful for.” As they progress in their clinical training, they are excited to continue sharing their content with attendings and get to know more people within the field of ophthalmology who can offer their diverse perspective and advice.

See what all the hype is about and check out *Ophthalmminute*!

**YouTube Channel:** [bit.ly/3hqmFmP](https://bit.ly/3hqmFmP)

**Twitter:** [bit.ly/3hqmFmP](https://bit.ly/3hqmFmP)

**Instagram:** Ophthalmminute