

Editorial

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Ophthalmic Practice as with most other professions and businesses today is undergoing rapid changes in its methodology and outlook. Just as we can now get low cost and yet high quality electronic goods because of various innovations in manufacturing and marketing techniques, society looks upon Ophthalmology too to provide high quality and yet low cost ophthalmic care. It is for us to see how we can best meet this challenge and yet not sacrifice the quality of life we ourselves should enjoy. In other words we have to look at innovative ways of increasing output, reducing costs and meeting the challenges imposed on us by society's expectations. "Cheap **and** best" is the motto of the day.

This issue of the journal of the BOA marks another milestone in that it is the first issue to be distributed also to all the members of the Maharashtra Ophthalmic Society. With this the distribution of the journal exceeds 1200 copies. Members can also ask for the years 4 issues on CD ROM. This would however come at a nominal charge of Rs 100/- plus postage and handling. (which in India would be approximately Rs 50/-).

As always these back issues and the current one are also available on the internet at the BOA website <http://boamumbai.com>

S S Bhatti
Editor