



# A Fast 20 Years

Celebrating CRST,  
CRST Europe, and  
the evolution of  
Bryn Mawr  
Communications.

BY DAVID A. COX

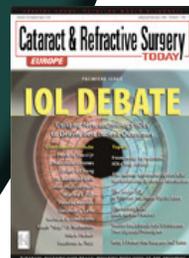


Figure 1. The first issue of *CRST Europe* debuted in January 2006.

I owe a great deal to Richard D. Bay, the late ophthalmic publishing leader, who took me under his wing in the early 1990s and taught me the business of medical publishing at Chilton Company. Rick had a huge personality. He was a great guy with a West Philly swagger and a cool “hey, babe” Sinatra vibe. Rick gave me my shot when he offered me the job of publisher at *EyeWear* magazine early in my career and again when he moved me to the position of publisher of *Review of Optometry* and *Review of Ophthalmology*. Under his guidance, I played a key role in launching the latter trade publication.

These early professional experiences gave me the knowledge and confidence to take a leap of faith and leave my mentor and a very good job to start Bryn Mawr Communications (BMC) with my friend Adam Krafczek Jr, Esq, in April 2001. We published our first issue of *CRST* 5 months later, at the same time as the tragic 9/11 terrorist attacks. Suddenly, ophthalmology and BMC didn't seem that important. We did what we could, however, to play a small part in the community's efforts to deal with the shock and to begin healing. Our second issue of *CRST* focused on the stories of those in our field who were personally affected by the terrorist attacks and those who had military experience.

We launched *CRST* with a unique vision. One of our goals was to build an editorial board composed of both respected, big-name leaders in the field and surgeons who represented the next generation and who had different perspectives on where the field was headed. At 37 years old, John F. Doane, MD, FACS, became *CRST*'s first chief medical editor.

In addition to Dr. Doane, *CRST* has been blessed with tremendous chief medical editors, including David F. Chang, MD, Stephen G. Slade, MD, FACS, and Eric D. Donnenfeld, MD. Currently, *CRST* is led by Steven Dell; Robert J. Weinstock, MD; and William F. Wiley, MD.

In this issue, we celebrate not only the 20th anniversary of BMC and *CRST* but also the 15th anniversary of *CRST Europe*. In January 2006, we launched *CRST Europe* under the guidance of two renowned surgeons, Joseph Colin, MD,

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and Sheraz M. Daya, MD, FACP, FACS, FRCS(Ed), FRCOphth (Figure 1). Khiun F. Tjia, MD, joined Sheraz after Joseph stepped down in 2007. Three years later, Erik L. Mertens, MD, FEBOphth, rounded out our chief medical editors. Today, Sheraz and Erik continue to lead *CRST Europe* alongside our newest chief, Arthur B. Cummings, MB ChB, FCS(SA), MMed(Ophth),



Figure 2. Business partners and BMC Cofounders David A. Cox (seated with his daughter Cate, center) and Adam Krafcezk Jr, Esq (seated, right), with some of the company's earliest employees.

FRCS(Edin). A. John Kanellopoulos, MD, was also involved for years as an Associate Chief Medical Editor.

I could list many more individuals—both physicians and industry members—who trusted our vision and helped BMC grow into a foundation that now supports successful franchises in the fields of ophthalmology, optometry, cardiology, dermatology, aesthetics, and neurology (see “The Evolution of BMC,” pg 36). When Adam and I began this journey 20 years ago with a team of five people (Figure 2) in an office above a Mattress Giant in Bryn Mawr, Pennsylvania, we were confident in our plan. Even I, however, am in awe of the growth and innovative spirit represented by BMC today. This company has exceeded my own lofty expectations, and it could never have succeeded without the dedication of nearly 100 team members and the many other amazing people who have helped us along the way. ■

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