

Changes in store for the *Wisconsin Medical Journal*

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Looking ahead, 2010 represents not only a new decade but some new approaches for established institutions like the *Wisconsin Medical Journal*. The change to a new online format last year has found the *Journal*, to no one's surprise, being read online by more and more people. Those of us who still like the feel of pages between our fingers continue to have access to print versions, but over the next few years, the balance will undoubtedly continue to shift toward the Twitter™ and Facebook generation of doctors and other health care professionals so that we can continue to help keep the *Journal* vital and available.

The Wisconsin Medical Society, like all volunteer professional organizations, is facing a number of strategic issues. The *Journal* continues to be supported by a Society that values research, public health, and academic publishing. The *Journal* is one of the few remaining state medical journals and one of the very few that contains peer-reviewed original research. We are in the same league as the *New England Journal of Medicine*, although we don't appear to be able to overtake it any time soon. Nevertheless, as I am always pointing out to folks who contact the *Journal*, we are among the relatively small num-

ber of peer-reviewed, indexed (in PubMed), free full-text online journals. That status has been helpful for authors from our academic health centers all over the state both in gaining a forum for their work and helping their careers as well. We publish a great deal of research from junior faculty, fellows, and students as well

production time. We will remain committed to getting manuscripts to press in a timely fashion and likely will expand the number of articles published in each issue. We may move a number of things, such as extensive references, large tables, or description of research instruments such as surveys to the online format only. Finally, we

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as from accomplished senior faculty and leaders. We also, happily, continue to publish work from practicing physicians and other health care professionals in communities and groups throughout the state.

The work of the Editorial Board and reviewers for the *Journal* continues to be a service to the authors and readers that is given generously from their own time. We thank them all, and encourage others to consider serving as a reviewer. To learn about becoming a reviewer, see page 6.

In the coming year there will continue to be some changes. The *Journal* will be published 6 times yearly rather than 8, which addresses the realities of cost and

will experiment this year with a short form of manuscript designed to report practice and community innovations that are being tested throughout the region. We are looking for studies that try new ideas to improve quality, safety, satisfaction, cost, and any number of other aspects of medical practice as we move into a new era of health care reform. Wisconsin should be the leader in clinical practice as well as research and public health.

Look for the changes this year and let us know your thoughts. In addition to this feedback, we encourage you to consider submitting a manuscript, or even a report for the new section. After all, this is your *Journal*.

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WMJ

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