



What now for the Cleveland Clinic Journal of Medicine?

THE *Cleveland Clinic Journal of Medicine*, together with its predecessor, the *Cleveland Clinic Quarterly*, has a long and distinguished history in American medicine as an example of a clinical periodical originating from a venerable academic medical center.¹

During the last four decades, editors John Beach Hazard, MD; George Hoffman, MD; James Taylor, MD, and Herbert Wiedemann, MD have ably led the effort, each making his own mark.

As the new editor-in-chief, I hope to continue that tradition of innovation, adapting the *Cleveland Clinic Journal of Medicine* to meet the needs of physicians in this era of change in medicine.

Although many other institutionally originated medical publications once existed, all but a few (such as the *Cleveland Clinic Journal of Medicine* and the *Mayo Clinic Proceedings*) have fallen victim to the tightening economics of medicine.² Rising postage, paper, and printing costs, together with shrinking institutional and advertising budgets, have sent most of them to journalistic limbo.

One might ask the rude but simple question, "So what?" Are *The Johns Hopkins Medical Journal* and the *Henry Ford Hospital Medical Journal* missed? Would the *Cleveland Clinic Journal of Medicine* be missed? More to the point, do the more prominent publications, such as the *New England Journal of Medicine* and the *Annals of Internal Medicine*, provide all that we as practicing physicians need to stay current and effective? Another relevant question might be: What is the responsibility of the academic medical centers, such as The Cleveland Clinic, to provide ongoing educational support to the practitioners they have trained, and how should they carry out this responsibility? These are important questions for the *Cleveland Clinic Journal of Medicine*, and they cannot be glibly answered.

We emphatically believe that there is an important educational role for the *Cleveland Clinic Journal*

of *Medicine* as medicine changes. Primary care physicians are assuming a more-central role in patient care, and nonphysician practitioners (advanced practice nurses, physician assistants, and others) are taking on responsibilities for which they may, in some cases, be ill equipped. Furthermore, many specialists will need help as they try to recapture primary care skills they have not used in years and which are outdated in any case. Everyone will need to learn how to work within practice guidelines, which are only now being formulated.

The *Cleveland Clinic Journal of Medicine* can help us get through this difficult process of change, but it will have to change as well. The focus will be educational, and the target audience will be the practitioner who needs to hone his or her skills for optimal function in the new era. The articles will be short, authoritative, timely, and practical. Where there is controversy, the *Cleveland Clinic Journal of Medicine* will weigh in. The medium will change as well, and the *Journal* will employ electronic publication, at least as a supplement to the printed page.

As the *Cleveland Clinic Journal of Medicine* enters its 63rd year and The Cleveland Clinic celebrates its 75th anniversary, we can take pride in past accomplishments, but we must look to the opportunities of the future as the real reason for being. We on the editorial staff of the *Journal* pledge to dedicate our efforts not to disappoint you, the reader, as we move ahead.


 JOHN D. CLOUGH, MD
 Editor-in-Chief

REFERENCES

1. Taylor JS. The *Cleveland Clinic Quarterly*: the first fifty years. *Cleve Clin Q* 1982; 49:149-158.
2. Boyer S. This is the final issue of *The Johns Hopkins Medical Journal*. *Johns Hopkins Med J* 1982; 151:263-266. Editorial.