



Katsushika Hokusai: A group of blind men investigating an elephant. From Hokusai Manga, Volume VIII.

Purposes of a Medical Journal

to shed light

to take heat

to give heat

WORK

FINISH

PUBLISH

-Michael Faraday

So What?

Who Cares?

Trust Relationships for a Medical Journal Editor



Peer review is the practice of submitting manuscripts to acknowledged experts inside or outside the editorial office for their considered opinions and recommendations on publication.

Source: AMA
Manual of Style

Is it new?

Is it true?

"It is incident to physicians,
I am afraid, beyond all
other men, to mistake
subsequence for consequence."

- Samuel Johnson, 1734

Just because
the frogs come
out after it rains
does not mean it
rained frogs.

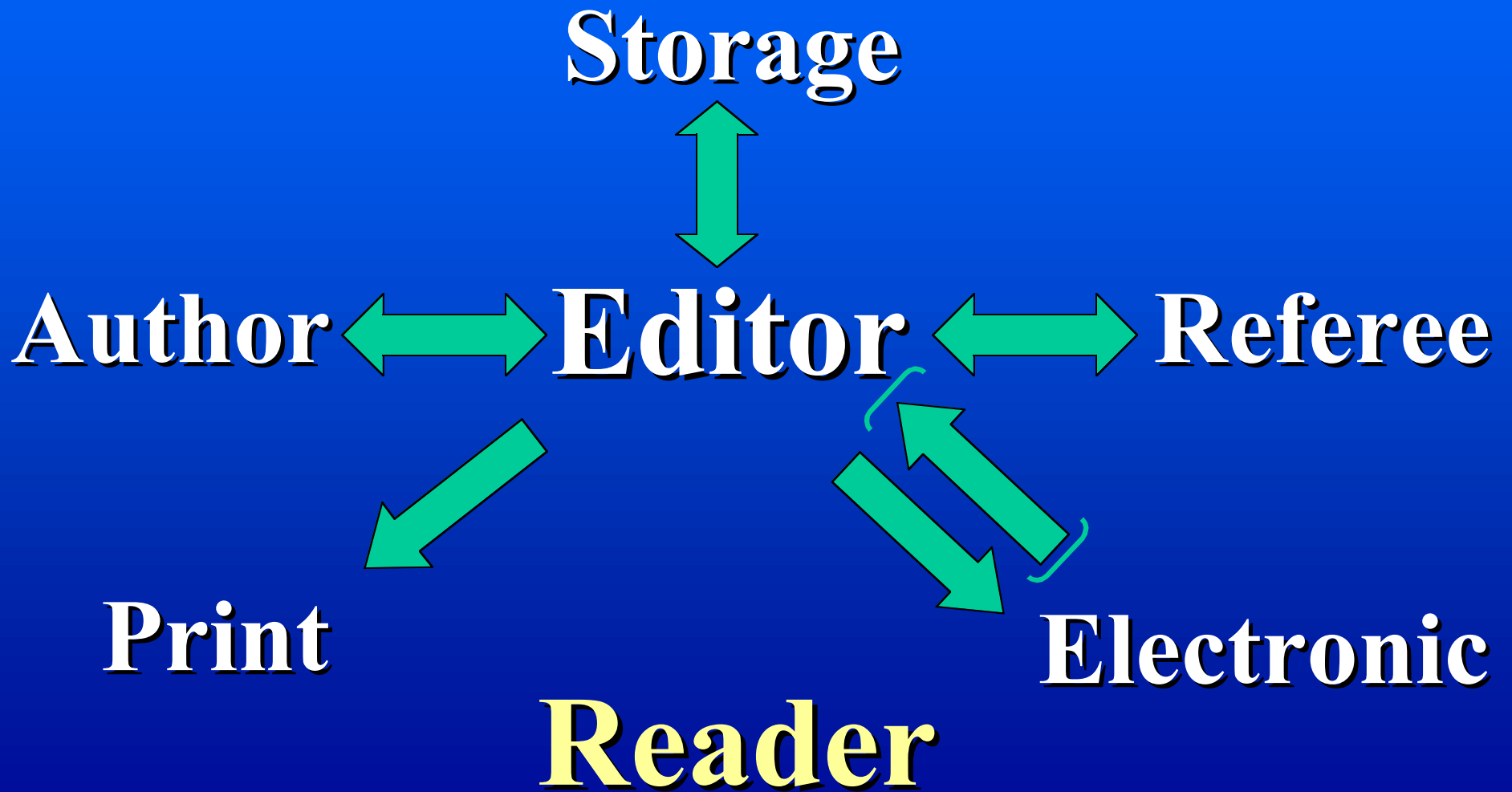
- Juan del Regato

And the times, they

are a-changin'.

-Bob Dylan

Automated Journalism



Medical On-Line Services

Full text of :

- **JAMA, NEJM, BMJ,
Lancet, Annals Int
Medicine, Archives Js, others**
- **Textbooks**

Medline from NLM

Medical On-line Services

Advantages

- Timely, High Quality/Quantity

Disadvantages

- Difficult to search
- Expensive

Medical CD-Rom

- **Single journals**
- **Collections by topic/publisher**
- **Reference Materials**
- **Interactive approaches**

Medical CD-Rom

Advantages

- **Low cost players and disks**
- **Effective for teaching**
- **“Multimedia” capability**

Disadvantages

- **Slow response time**
- **Information not timely**

The Internet

the future in the present

The Internet

the most important advance in human

communication since the printing press

Medical Internet

- **Web of Networks**
- **Millions of participants**
- **Research databases**
- **Interactive and personal**
- **Widely searchable**
- **Massive information source**

Medical Internet

Advantages

- **Worldwide, Voluminous, Personal**

Disadvantages

- **Unregulatable, variable quality, poor security**

Medical Ethics

Doing the right thing
for individual patients
and populations of
patients

Society of Professional Journalists

Code of Ethics -1996

Seek Truth and Report It

Minimize Harm

Act Independently

Be Accountable

The International Committee of Medical Journal Editors (The Vancouver Group)

**Ann Intern Med, BMJ, CMAJ, Dutch
Med J, Index Medicus, JAMA, J
Danish Med Assoc, Lancet, MJA,
NEJM, NZMJ, J Norw Med Assoc,
West J Med**

**> 600 journals have agreed to
participate**

**Assessing,
Controlling and
Assuring the
Quality of Medical
Information on the
Internet**

The Internet

Current lecture videos

BASIC

Standards

Authorship

Institution

Attribution

Disclosure

Timing

The Internet is the
Medium

It is not the Message

eHealth Code of Ethics

May 2000

1. Candor
2. Honesty
3. Quality
4. Informed Consent
5. Privacy
6. Professionalism in Online Healthcare
7. Responsible Partnering
8. Accountability

The World Wide Web

A fundamentally new medium

Exact nature still unknown

**Likely to change every aspect
of how we live**

As electricity did

John Seely Brown

Time to gain a US audience of 50 Million

Radio	38 years
Broadcast TV years	13
Cable TV	10 years
World Wide Web	4

US MIDS accessing the Internet

1995	3%
1996	15%
1997	32%
1998	60%
1999	80%

Knowledge

Attitude

Behavior

Half of knowledge is
knowing where to
find knowledge

- Dodd Hall - E.S.U.

The Internet Provides the World's

- **Greatest library**
- **Easiest to use library**
- **Least expensive to use
library**

Medscape

May 1995 – Founded by Peter Frishauf

A site for physicians to help them practice better medicine

Always free of charge to users

Medscape

**A massive amount of
information**

**Easily searchable across 9 data
sets**

**19 specialist sites (on the way
to 40)**

Publisher's Circle

Medscape

**Still free – 2.5 million
registrants in 230 countries**

460 000 MDs

**800 000 other health
professionals**

1 200 000 "consumers"

Adding 4 new members

Medscape Global Registrants

Africa	21 669
Asia	118 587
Europe	285 312
Middle East	37 023
North America	1 837 378
Pacific Islands	73 790
South & Central America	79 834
Total	2 476 826



Press Registrants

Africa	878
Asia	3 215
Europe	8 929
Middle East	1 687
North America	32 448
Pacific Islands	1 154
South & Central America	2 866
Total	51 679

Health/Medical Sites on the Internet

Between 20 000 and
2 000 000

Health Searchers > Porno Searchers

CBSHealthWatch

by Medscape

**Sept 1999 – began Consumer site
with CBS**

**22 health channels (on the way to
100)**

Free to all

**Supported by advertising and
sponsorships**

3 levels of complexity– basic.

On line Health Users

More women than men

Typically older, married,

Caucasian & college-educated

Arrive at Doctor with print-out

Leave with lower opinion of

Doctor

On line Health Users

**15% of MDs recommend
specific sites**

**Vitamins and nutritional
supplements are bought**

**Prescription drugs not bought
on line**

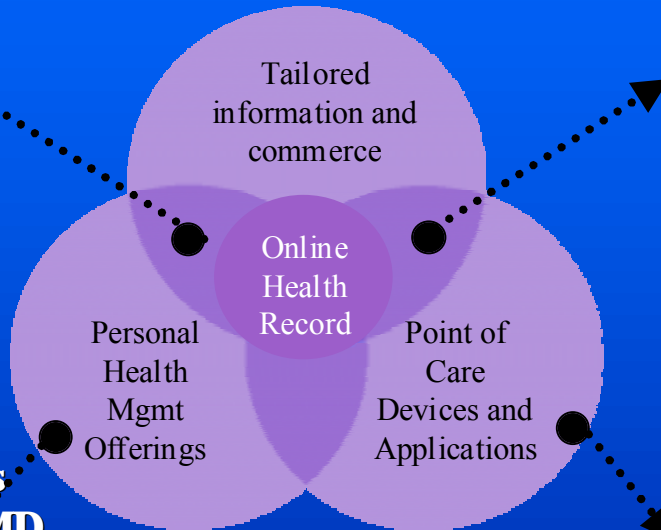
MedicalLogic/Medscape Offerings



- \$150M promotion from CBS
- Exclusive CBS News integration

CBS HealthWatch+98point6

- News and information
- Access to my record
- Med list and refill requests
- Communication with my MD



- #1 rated physician site
- 300,000 registered physicians
- 2 million members worldwide

MedicalLogic

- >10 million records
- >10 thousand doctors
- Devices and applications for the point of care
- Wide array of solutions
- Any practice style, any device, anywhere



Deja

Vu

Vuja

De

A diagram on a blue background showing two overlapping teal ovals. The left oval is labeled 'Patient' and the right oval is labeled 'Physician'. Two pink double-headed arrows are positioned above and below the ovals, indicating a bidirectional relationship between them.

Patient

Physician

What do Physicians Do?

Listen to patients/family

Observe/Examine Patients

Identify Problems \implies Stratify

Order Tests \implies Dx

Differential Dx \implies Loop

Institute Treatments

Monitor Course

Institute Prevention

Information

Seeking

Observing

Gathering

Assimilating

Interpreting

Dispensing

Feedback

Monitoring

Where is the Internet Applicable?

- 1. Anywhere the telephone/fax machine is used**
- 2. As a library**
- 3. To replace hand-delivered notes**
- 4. To replace letters/brochures/certificates/lab results**
- 5. Orders and results**
- 6. Verbal communications**
- 7. Whenever distance separates individuals or copies are needed for others**

E-mail Medicine

Great for an
established
patient-physician
relationship

E-mail Medicine

**Verboten for
initial or sole
patient-physician
interaction**

VISION

A New World
Made Better by
Information

Delusion

Shared by many Culture

Shared by some Cult

Shared by two Love

Held by one Psychosis

The World's Population- %

White - 30; Non-White - 70

Heterosexual - 97; Homosexual - 3

Substandard Housing - 80

Able to Read - 30

The World's Population- %

College Education - 1

Malnourished - 50

Near Birth - 1; Near Death - 1

Own a Computer - 1

6 People (all US) = 60 % Wealth

TRUST