

A Very Fond Farewell

After 11 years as Journal Medical Editor, Doctor Meyer ‘retires’

Susan L. Turney, MD, MS, FACP, FACMPE

The theme of this issue of the *Wisconsin Medical Journal* is ethics. So perhaps it is fitting that this is the last issue for which Doctor Meyer will serve as Medical Editor. He is a man with many wonderful qualities: intelligence, affability, dedication, wit and, most certainly, integrity.

Doctor Meyer accepted the role of medical editor in 1995, and has done a stellar job at the *Journal’s* helm since. The mid-to-late-90s marked an era when many state medical societies eliminated their peer-reviewed journals, and there was some talk that the Wisconsin Medical Society might at least scale back—perhaps publish quarterly. Instead our *Journal* has grown. Its page count has increased, along with the number of peer-reviewed articles published, and it has also been able to generate substantially more revenue from ad sales over the course of the last decade, which in turn has made it more self-sufficient.

But far more important than page count is the *Journal’s* quality and credibility, which is much stronger today than it was 11 years ago. Today’s *Journal* is one the Society truly can be proud

Doctor Turney is CEO/Executive Vice President of the Wisconsin Medical Society.



Doctor Meyer and Doctor Turney pose briefly during the Society’s Board of Directors Meeting in December, during which Dr Meyer was recognized for his many contributions to the Society during his tenure as Medical Editor.

of, and for that we are deeply indebted to Dr Meyer, whose contributions are immeasurable.

During his career as a pediatric cardiologist, Doctor Meyer was not only a professor of pediatrics and continuing medical education, he also served as associate dean of the UW Medical School and as Medical Director of St Mary’s Hospital/Medical Center. He is a 41-year member of the Medical Society, and in addition to his work on the *Journal*, he was an active member of the Council

on Medical Education, first as a designee of the Dean of the UW Medical School, and after that as an appointee to the Council.

As Medical Editor, Dr Meyer has been committed to delivering a scientific journal that educates Wisconsin physicians about Wisconsin medicine—a mission he was instrumental in defining and carrying out. But more than that, thanks to Doctor Meyer and the Editorial Board, the *Journal* provides a wonderful venue for students and residents interested

in research. It's a place they can cut their teeth in the world of scientific publishing.

That's one reason the Society was able to forge stronger relationships with the state's two medical schools. Doctor Meyer played an integral role in negotiations to increase student and resident membership, and he worked with both Deans to establish a regular feature, the Dean's Corner, in each issue of the *Journal*.

It's thanks to contributions like these that Doctor Meyer received the Society's Distinguished Service Award in 1991. He also received the Erwin R. Schmidt Interstate Teaching Award in 1994, which is presented every 3 years by the Society under the auspices of the Interstate Postgraduate Medical Association of North America in recognition of a physician's outstanding efforts in the field of medical education. And in 2002, he was awarded the Society's highest honor, the Directors Award, which is granted to those who have served with outstanding distinction for the science of medicine, physicians and the residents of the state of Wisconsin. I don't think anyone could question his qualifications for these accolades.

Qualifications aside, what will be missed perhaps more than his leadership is Dr Meyer himself. For years, he has been a regular at Society headquarters, coming in weekly to review manuscripts, assemble feedback and address the other duties that came with the job. Through that interaction, we've come to know that he is a delightful man with a wonderful sense of humor, and for those that have worked most closely with him, he is like family. Fortunately, he promises to stop by from time-

Whither WMJ

An Editorial by Thomas C. Meyer, MD

"If we were to start all over again to design a model for modern medicine, most of us would opt for a design which concerns itself far, far more with the preservation of health, of well being. What we have instead is the very opposite, a system of medicine which reacts, which responds, which waits to pick up broken pieces—a form of medicine in short, concerned with illness, not health."

—Ian Kennedy 1994

If we were to start all over again to design a journal to meet the needs and interests of 8000 plus members of the State Medical Society of Wisconsin caught in an era of escalating change, surrounded by a plethora of specialty journals, (keeper and throw-aways), mountains of paperwork drudgery, and countless regulations, directives and memos, some of which are important, some not, I am sure that relatively few of us would settle on the design of the *Wisconsin Medical Journal* as it now stands.

The question of course, is what can and should be done to the *Journal* such that its arrival on each of our desks will prompt a "Hah, let me see what it's got in it this month" thought, rather than "Another one so soon—I haven't even scanned the last one (or two, or three)." Perhaps that is why the powers that be (PTB) chose to invite me to become the medical editor... Perhaps the PTB decided to try someone who likes to change things, who tries to listen and doesn't seem to mind when his ideas flop! Anyhow, the appointment as medical editor is an annual one—"he can't mess things up too much in a year" is a thought that may have run through the minds of the PTB. Whatever the motivation, I am honored and flattered to be designated as medical editor and perhaps we, namely you, the PTB, the Editorial Board, and the staff can work together to produce a publication which allows for important multidirectional communication, which carries information of importance to Wisconsin physicians and from Wisconsin physicians to the PTB (and maybe lots of other people, too) and which provides some entertainment, even if it appeals to only those with a weak sense of humor.

... *WMJ* is your journal, tell us how we can make it really interesting, worthwhile and fun for you.

Wisconsin Medical Journal. 1995;94(7):332.

to-time, and he has agreed to continue to serve on the *Journal's* Editorial Board.

Doctor Meyer's successor, John J. Frey III, MD, assumes the helm July 1, just as he steps down as Chair of the Department of Family Medicine at the University of Wisconsin School of Medicine and Public Health, a position he has held since 1993.

He will continue as a Professor in the department. Doctor Frey's CV is extensive and we are fortunate to have such a highly qualified and well-respected physician following Dr Meyer. I am confident Dr Frey will do an outstanding job. The *Journal* is in good hands, or maybe I should say shoes, because Dr Meyer has left some big shoes to fill.

Wisconsin Medical Journal

The mission of the *Wisconsin Medical Journal* is to provide a vehicle for professional communication and continuing education of Wisconsin physicians.

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