

Next steps for the *Journal*

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Not only is it an honor to be named editor of the *Wisconsin Medical Journal*, it is particularly challenging to follow Tom Meyer, MD, whose distinguished record as a clinician, educator, and medical editor has raised the *Wisconsin Medical Journal* to a new level of excellence.

The *Wisconsin Medical Journal* is one of the oldest continually published state medical journals (now in its 102nd year) and is accessible as full text, on-line. The *Journal* is a peer-reviewed, indexed journal, linked with the National Library of Medicine's PubMed Central, which makes its contents available to the wider readership around the country and world. The leadership and staff of the Wisconsin Medical Society should be very proud of the *Journal's* status. Getting to this point is no small accomplishment. I sit on a National Library of Medicine advisory committee that recommends journals for the Index Medicus. Generally less than 20% of the over 400 journals we review each year are selected for indexing. The *Wisconsin Medical Journal* is in important company.

In the spring, the editorial board looked at all the medical journals published by state medical societies throughout the United States. We were surprised by 2 things: first, many states have ceased publishing state medical journals (and not the smaller states that one would suspect, but large states, many in the

Midwest region), and, second, the journals that continue to publish are a mix of journals that publish only information and magazine-type articles and a small number who publish a combination of information for practice and policy and original peer reviewed articles. The *Wisconsin Medical Journal* ranks as among the top few state medical journals in its percentage of peer reviewed articles, in its focus on important health issues for the state and region, and in the quality of the work that is published. It is a jewel among state medical journals.

With that in mind, how can we work to make the *Wisconsin Medical Journal* even better?

Some goals for the next few years of the *Journal*:

1. The *Journal* should serve as the journal of record for the state and region. To do this, we hope increase the readership of the journal through responsive and regular feedback from readers and the membership of the Wisconsin Medical Society.
2. The *Journal* should help increase the quality of clinical care for the people of Wisconsin by publishing important population-based research. We will work to increase the number of submissions by working with the editorial board, the educational and clinical leaders in health care organizations in

the state and with the state and local health departments.

3. The *Journal* will strive to publish timely information for clinicians and educators in the state. We will try to have decisions made within a month of submission and try to publish accepted articles within 6 months of submission.
4. The *Journal* will address important themes in health, but do so through the "lens" that makes Wisconsin special. The organization of large, multi-disciplinary health care systems, the interplay between medicine and public health, the attempts to both broaden coverage and manage cost for the people of the state, the community-based research addressing the problems of the populations of the state are all examples of how this "lens" of health in Wisconsin might be focused.

The *Wisconsin Medical Journal* is an important journal for those of us who practice and teach here. We need your help and suggestions about how to keep the journal vital to the conversation about health which, with on-line access and information is already worldwide, but keep it connected to the clinical work in our ever-changing systems of care.

Feel free to contact me with any questions or concerns john.frey@fammed.wisc.edu.

Wisconsin Medical Journal

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

The *Wisconsin Medical Journal* (ISSN 1098-1861) is the official publication of the Wisconsin Medical Society and is devoted to the interests of the medical profession and health care in Wisconsin. The managing editor is responsible for overseeing the production, business operation and contents of the *Wisconsin Medical Journal*. The editorial board, chaired by the medical editor, solicits and peer reviews all scientific articles; it does not screen public health, socioeconomic or organizational articles. Although letters to the editor are reviewed by the medical editor, all signed expressions of opinion belong to the author(s) for which neither the *Wisconsin Medical Journal* nor the Society take responsibility. The *Wisconsin Medical Journal* is indexed in Index Medicus, Hospital Literature Index and Cambridge Scientific Abstracts.

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