FUTURE OF MEDICAL PUBLISHING

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WHAT ARE THE PROBLEMS WITH MEDICAL JOURNALS

- Information needs of clinical doctors are not available in many.
- Too many journals to read.
- Some journals have material of poor quality.
- Too difficult and boring to go through so many journals.
- Journals are becoming more and more expensive.
- Journals are difficult to store.
WHAT ARE THE PROBLEMS WITH MEDICAL JOURNALS

- Do not always add significant value.
- Some journals seem to have a bias.
- Slows down the process of knowledge search.
- Many journals are not innovative.
- All good journals do not reach developing world.
- Number of readers is dwindling.
- Considerable duplication of information.
- Readers opinion is not always sought.
- Many fraud’s are missed out.
WHY NEW FORM OF PUBLISHING IS NEEDED

- To correct problems and failures of present system
- To reduce the expenses
- To evolve a quick and more effective method for knowledge search
“Doctors are overwhelmed with information but can not find information when they need it”
<table>
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<tr>
<th>What the doctors thought of the medical information that was available to them</th>
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<tr>
<td>Overwhelming</td>
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<td>Impossible</td>
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<td>Difficult</td>
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<td>Challenging</td>
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<td>Vital importance</td>
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<td>Mind boggling, awesome</td>
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PEER REVIEW OF PRINTED PAPERS

- Major headache for publisher
- Slow process
- Expensive
- Could be Biased
- Could be abused
- Difficult to detect fraud
- Not an open review
ADVANTAGES OF PAPER PRINT AND ELECTRONIC MEDIA

❖ Print on paper if short and sweet, will be more easily acceptable to medical readers.

❖ Data on electronic media will be lively with full data, video, sound and software to manipulate it.

❖ Electronic media in addition will also have information links, citations, interactive material, which can be displayed quickly and can be also updated.
ONLINE PEER REVIEW

- Authors can identify the reviewer
- Reviewers’ comments are posted on the web if paper is accepted
- Others have opportunity to comment on the review
- Opportunity to learn how to review.
“Peer review is changed from being an arbitrary decision made in a closed box to an open scientific discourse.”
NEW TOOLS TO PROVIDE BETTER INFORMATION TO DOCTORS

- Electronic device is the obvious choice
- Easy and quick access to information through internet
- Portable devices can be carried by users anywhere.
- Information is available on highly focussed subjects
- Large database from several journals is available
ADVANTAGES ON INFORMATION ON E WORLD

🌟 Can be obtained by students, residents, faculty, consultants, librarians at low cost
🌟 Data can be downloaded and printed for record and circulation
🌟 Information will be available for patients as well
ADVANTAGES ON INFORMATION ON THE WORLD

- Most helpful while reviewing clinical problems
- Helpful for preparing power point presentations & writing dissertation
- Helpful for preparing an authentic bibliography
FUTURE OF PUBLICATIONS

- Will not be only printed on paper
- Will not only appear on electronic web
- Will be available both as print on paper and on electronic web
- Fewer journals will be printed
- Will aim at providing needs of readers rather than demands of author
FUTURE PUBLICATIONS

- Print on paper will be short, Electronic data will be long
- All journal prints will be available on the web for open review by readers
- Copyright will be with author
- Author will get some payment for reprints
- More publishers will be from professional societies and institutes and some publishers
FUTURE PUBLICATION

- Will be printed on world wide web
- They will be available in multimedia form, powerpoint presentations, tables, graphs, videos, sound.
- Apart from raw data, software to manipulate the data will be available
- The publications will be a live discourse
"It's easy to say what would be the ideal online resource for scholars and scientists: all papers in all fields, systematically interconnected, effortlessly accessible and rationally navigable, from any researcher's desk, worldwide for free."
Authors distribute directly to readers, eliminating everybody else

Publishers offer books and journals electronically, from their own archives, making libraries obsolete

Scientific libraries publish literature produced in their institutions, making publishers obsolete

One virtual book shop eliminates all other book shops (Amazon.com)

Search engines make database superfluous
SOME PREDICTIONS OF EVEN GREAT MEN FAILED TO MAKE

- Radio will not have any future
- X ray will prove to be a great hoax
- Flying machines will not succeed
SOME PREDICTIONS EVEN GREAT MEN FAILED TO MAKE

- Explosion of internet
- Collapse of communism in Soviet Union
- September 9-11.
SUMMARY

Clinician will get the information they need easily

Future of publication is in combining use of print on paper and displaying the text on electronic media

For this all of us need to adapt ourselves to rapidly changing world of scientific communication
Predictions of future can often go wrong
Many difficulties in information supply to doctors
Many problems with journals
Original publication will be on the net.
Future of Publications lies in avoiding competition between paper print and electronic display. In fact collaboration between the two will achieve aspiration of Editors, Publishers, Authors and Readers