

# 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

# INFORMATION PARADOX

**“Doctors are overwhelmed with information but can not find information when they need it”**

# WHAT THE DOCTORS THOUGHT OF THE MEDICAL INFORMATION THAT WAS AVAILABLE TO THEM

★ Overwhelming

★ Impossible

★ Difficult

★ Challenging

★ Vital  
importance

★ Mind boggling,  
awesome

★ Exhausted

★ Help

★ Excited

★ Stressed

★ Unrealistic, time  
consuming

★ Choked and  
depressed

# 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.

# FUTURE OF PEER 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 E 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

# STEVEN HARNARD'S VISION OF SOMETHING BETTER: FOR RESEARCHERS

"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."

# UNCERTAINTIES

- ★ 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

# SUMMARY

- ★ 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