

EDITORIALS



NEJM Group — More Offerings, Mission Unchanged

Jeffrey M. Drazen, M.D.

You and all of us have changed the way we seek and use information in our professional lives. In the early 1990s you had to carry a lot of information in your head, and you then spent hours, sometimes days, tracking this information in a library to confirm and expand on it if you were going to use it in your practice or research. Now the Internet has made vast amounts of information instantly available, but how can you as a medical professional separate reliable, unbiased information from hype? The answer is brand. When you search, you focus on brands you trust, places where you know the professionals assembling the information had only one goal in mind — to provide accurate and useful information for your benefit, not their gain. At the *New England Journal of Medicine*, as the sea of information expands, our craft for sailing that sea is also expanding.

More than 13 years ago, when I took the helm as editor-in-chief of the *Journal*, we sharpened our priorities to ensure that every issue contained information of value to all our constituents, from practitioner to professor. As better methods of communicating information became available, we expanded and improved our Internet interface for our authors and readers. We have continued to enhance our delivery vehicles to make it easier for professionals to access and use information. Now we have further broadened our editorial scope by creating NEJM Group to provide even more support to all medical professionals; one important member of the new NEJM Group is NEJM Journal Watch.

The same passion and zeal that have driven the editors of the *Journal* have driven our colleagues at Journal Watch for more than 25 years. Journal Watch surveys the medical literature for the most important advances and reports the results in capsule summaries along with short, pithy commentary on how the new information should, or

should not, change practice. For busy clinicians, it is a high-quality source of vital information, including summaries of research articles published in the *Journal*. To reflect its role as an essential resource within NEJM Group, Journal Watch now has enhanced content, a redesigned website, and a new name — NEJM Journal Watch.

I invite *Journal* readers, as members of our NEJM Group community, to explore *NEJM Journal Watch Online*. Free access is available until August 30, 2013, at my.nejm.org/jwatch. I am sure you will find the mobile-optimized format, enhanced content, and enriched graphics useful for your practice.

NEJM Group introduces a new logo and other outward changes. More important, though, are the hidden improvements that enable more active product and feature development and innovations in delivery and access. The promise of these changes is a long-term commitment to creating the best and most usable information sources based on outstanding science and high-quality reviews.

As editor-in-chief of both the *New England Journal of Medicine* and NEJM Group, I reaffirm the commitment I made to you at the outset of my tenure — to provide you with the authoritative, trusted, essential information you need to do your job in the best way possible.

So whether it's the *Journal* on your iPad, an NEJM Quick Take video, *NEJM Journal Watch Online* on your smartphone, our daily e-mail alert, Physician's First Watch in your inbox, or whatever we create next, NEJM Group will help you advance your knowledge, your learning, and your practice. It's our mission.

Disclosure forms provided by the author are available with the full text of this article at NEJM.org.

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