

Online RAC and its New Blog

The Argentine Journal of Cardiology (Revista Argentina de Cardiología, RAC) is preparing for a new phase in its editorial policy. We maintain the current paper publication, but we are planning a greater emphasis on online communication, on the expansion of channels of communication for the cardiology community, and increased scientific content. We believe it is of great importance to explain the conceptual foundations and the technical details of this project that is being implemented.

SCIENTIFIC CONTENT

Within the last couple of years, we have started the development of thematic issues of the journal, which we believe, with the passing of years, may become integrated or somewhat independent periodical publications. The practice of cardiology is becoming increasingly divided in technological and conceptual subspecialties. We have proposed the creation of thematic issues on arrhythmias-electrophysiology, medical education, heart failure, interventional cardiology, and images in cardiology. We have invited Dr. Sergio Dubner, Dr. Alberto Alves de Lima and Dr. Ricardo Gelpi, Dr. Jorge Thierer, Dr. Daniel Berrocal, and Dr. Osvaldo Masoli to be the editors responsible for these issues, and Dr. Jorge Lowenstein, in charge of imaging. A thematic issue on arrhythmias has already been published, and the current issue of the journal is dedicated to new images in cardiology. The idea is to prepare the issues one year in advance to promote the development of institutional or collaborative original studies on the topics mentioned above.

The effort and commitment have been significant, and have enriched the material of the RAC. With greater flow of original scientific works, we will be able to increase the contents of the issue and regulate the times for an almost simultaneous online bilingual release. Within this strategy, we are focusing on a new presentation in the Index Medicus as online bilingual journal. Within this strategy, we are focusing on a new presentation in the Index Medicus as an online bilingual journal.

ONLINE COMMUNICATION AND CHANNELS OF EXPRESSION FOR THE CARDIOLOGY COMMUNITY: THE RAC'S BLOG (RACBLOG)

We are changing the online platform of our journal to advance the publication and, at the same time, increase the number of national and international readers. In turn, this new structure will allow for comments and reviews of each publication in particular, thus encouraging intellectual debate.

A new project, which will be launched in a few weeks, is the blog of the Revista. This form of publication, which has had a substantial growth among leading medical journals, opens the door to members of the cardiology community to have a site for periodical publication hosted by the Argentine Journal of Cardiology (Revista Argentina de Cardiología, RAC). For this first stage, we have already invited thirty professionals. They were requested to write a communication in the blog of no more than 1,000 words (two Word pages in regular font size) every 60 days. This communication, which may also include photos or videos, will be referred to a wide range of topics on medical practice. The idea is to cover topics that may be of interest for the readers, with less narrow limits than those required by a traditional scientific publication.

Discussions in these blogs will be around bioethical, scientific (opinions about news, book reviews), educational topics, public health care, reality of clinical research, summaries of contributions from congresses, working and/or personal experiences with patients, medical development in other countries, historical medical aspects, and many more.

Readers will be given access to comment on each blog post.

A large part of the medical activity, which requires debate and deep analysis, is not covered by scientific publications in their traditional format, like the RAC. Also, many colleagues with their own ideas and developments in their communities do not find a channel of communication to spread them, and allow for exchanging with colleagues. The personal blog format breaks those limitations, and is open to all the issues that can be discussed with few limitations. Gradually, the number of contributors to the blog could be expanded, and of course we are open to suggestions and self-proposals. In the near future, we will be communicating with readers several times a week through the posting of articles in the blog.

As a first experience, this very same article will be published simultaneously in the Director of the journal's blog and in the printed issue.

We look forward to your comments, as well as to any suggestion to expand professional and intellectual exchanges in the medical community.

Carlos Daniel Tajer, M.D.

Director of the *Argentine Journal of Cardiology*