Editorial

It's Your Journal

As the new senior editor of the Aesthetic Surgery Journal (ASJ) Scientific Forum, I believe it is important to define some of the goals of the journal for the next year and the realities associated with meeting these goals. With the number of aesthetic procedures performed increasing annually and the menu of treatments for a given cosmetic problem continuing to expand, the need for the timely and relevant articles found in ASJ becomes more evident. Hence my primary goal will be to continue the impressive work of Bob Bernard, John Penn, and Bruce Cunningham, whose efforts have helped to make ASJ an authoritative source of information for aesthetic surgery and related specialties. Since its inception, the publication has evolved into a multifaceted journal that educates its readers through a variety of innovative approaches. In addition to the highly regarded published teleconferences (“Panel Discussion” and “My View”), surgical tips articles (“My Practice to Yours” and “Surgical Strategies”), and comprehensive clinical articles, ASJ now features a “Hot Topics” column, which reports on progressive technologies and products, and a continuing medical education activity (article and examination) in selected issues. These new features premiered in the January/February 1997 issue.

To continue providing you with the useful clinical and research-based articles that you are accustomed to, we must rely on contributors to continue to submit ideas for upcoming articles, comments on previously published material, and, most importantly, scientific papers. One of the steps we have taken to assist potential article contributors is to enlist a group of professional medical writers and editors whom you can contact for help in preparing your scientific manuscript. For a nominal fee these writers and editors, who have special expertise in preparing medical manuscripts, can edit or help write your paper. We want to do everything possible to assist you in preparing salient, well-organized papers and encourage you to take advantage of this service. Call the ASJ associate managing editor (847/228-9274) for details.

Instead of saying “I think I'll publish this work sometime,” I urge you to document the results of your clinical studies, organize your data into a readable format, and submit the manuscript to ASJ for possible publication. The ASJ editorial staff and I are available to assist you in any way that we can. If this column sounds like a plea for ASAPS members and other readers to invest in the evolution of ASJ, then you have received my intended message loud and clear. Your ongoing contributions will ensure ASJ's continued success as a forum of clinical information and exchange of ideas to help readers enhance their practices and improve the quality of patient care.

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