

Endocrine Reviews: Can We Make a Better Best?

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Endocrine Reviews, one of the most respected titles in endocrinology, has long offered authoritative, comprehensive review articles on a broad range of topics. As the journal's new Editor-in-Chief, I understand well the challenges ahead to continue this tradition and plan to do so while introducing new features that will make the journal even better. A recent readership survey revealed that most readers find the journal to be appealing as is and that we should be cautious about introducing changes. However, changes have occurred during the past 5 years that reflect not only the strategic vision of The Endocrine Society, but also this unique era in biomedical sciences. For example, there has been a shift in content, and *Endocrine Reviews* is now becoming a repository for reviews in the broad field of metabolism, including obesity and diabetes mellitus. This is clearly necessary and appropriate as these endocrine disorders take center stage as two of the world's most pressing health and social problems. Another example of the evolutionary changes that have occurred in the journal is the emphasis on "translational applications." This has been met with mixed reviews. Basic scientists have lamented the drift away from "pure science," and physicians in practice have wondered about the relevance of the pure science. There is no "pure" answer. The facts are that scientific knowledge and health burdens are both increasing so rapidly that the distinctions between molecules, medicinals, and medicine are shrinking everyday. And it is that perspective that I, and my Associate Editors, want to keep in clear focus for the next 5 years. No matter where we are in the spectrum of biomedical science, from the patient to the pure molecular scientist, we are all relevant to each other, and the sooner we merge our talents, the more successful we will become. Keeping this in mind, the new editors and I plan to polish and enhance the capacity of this great journal.

The most immediate improvement you'll see is the introduction of an Advisory Board in place of the standard



Editorial Board. This idea evolved from the realization that we need to tap into the talents of editorial board members for a different task. Instead of acting as potential manuscript reviewers, we will ask this group to assist the editors with identifying intriguing new hot topics and authors that are poised for an *Endocrine Reviews* article. This approach will allow us to cast a wider and more inclusive net when seeking new areas for review.

The next change won't be immediately apparent but will evolve toward the end of the year. We have noticed a great variability in the quality and clarity of the graphics and tables in the journal. We plan to explore more consistent graphics and lists of key points in our articles, which will not only provide visual summarizations throughout the text but will also serve as useful teaching aids.

Another change will be an enhanced and more focused approach on the potential translational application of our

science. Although our articles often include translational elements, the editors and I will make an effort to explicitly identify and probe translational elements that would be valuable to both clinical and basic researchers.

What won't change is the strong core of the journal: our enthusiastic and talented authors, our committed reviewers, and the durable peer-review process. I'd like to tell you more about how the journal benefits from the dedication of our contributors and the process used to sculpt our articles.

First, the editors closely examine and evaluate each proposed topic and author before a manuscript is written and submitted. The authors then prepare their manuscripts with an eye to being inclusive and providing thoughtful, broad, and balanced reviews—a creative and scholarly product that becomes the reference beacon for their topic. We want the author(s) and readers to come away with the deep satisfaction that “this work” is at “this moment” the very best and most authoritative summary available. Note, this goal does not necessarily mandate the most recognizable names to serve as authors, but instead values depth of knowledge, enthusiasm, and responsible passion for undertaking such an enormous project. Next, the reviewers provide incisive, constructive, and additive commentaries, which are impressive for their depth and thoroughness. These comments are then examined and

potentially enhanced by the editors and passed along to the authors for inclusion in a revision. It is important to note that almost every manuscript published in *Endocrine Reviews* undergoes a revision, often a significant one, and acceptance is not guaranteed. The value of the reviewers and the peer-review process cannot be overstated. Respectful critiques from peers, even one's hottest competitors, are indeed a high compliment.

During my term as Editor-in-Chief, I will be assisted by an extraordinary group of scientists who will be serving as Associate Editors: William W. Chin, David R. Clemmons, Robert F. Gagel, Jennifer L. Larsen, and Margaret E. Wierman. We all look forward to a productive term and encourage you to let us know your thoughts on *Endocrine Reviews*.

A short video with a message from the Editor-in-Chief can be viewed at <http://edrv.endojournals.org/cgi/content/ful/32/1/1/DC1>

Acknowledgments

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