

# Letter from the Editor-In-Chief

## How to Get the Message to the Readers: Future Planning

This is the third time in two years since 2023, the Tan Tao University (TTU) research office publishes the TTU Journal of Biomedical Sciences (TTU JBMS). In this third issue, there are seven manuscripts with three original research papers analyzing the data from 2 major teaching hospitals, Binh Dan and Tu Du in Ho Chi Minh city, Vietnam and from Methodist Hospital, Merrillville IN, USA. The three other US papers discuss the methodology of a big data analysis study, healthcare financing, and the annotated bibliography of atherosclerosis. A new feature of the journal is to showcase the current and future research and publication activities by faculty and students from the TTU School of Medicine. Once these papers are published on line, the TTU research office will submit these articles to be uploaded on the Digital Access to Scholarship at Harvard (DASH), the research repository of Harvard University Library. [DASH Home \(harvard.edu\)](https://dash.harvard.edu).

Even the papers published by the TTU JBMS are the results of time, efforts and dedications by the authors, is the online or in print publication the best instrument to carry the message to the readers? In 2024, there are more than 10.000 online and in print medical journals. How could the TTU JBMS compete for the 10 minutes slot the US medical professionals set aside every day for reading medical articles and news? What are the tools and opportunities for thought leaders, scientific writers and medical internet influencers to get their message across to the medical and cardiology readership?

First, let discuss about medical books. Do the young medical graduates in the US training programs (interns, residents and fellows) read books anymore? The answer is that print copies are off-limit. E-books may still be used by the young and old generations healthcare professionals. Similar observations are seen in the readership of journals. As result, in less than ten years, print books and journals will belong to museum.

Second, what about e-books? E-books are still popular because of its portability and versatility. Physicians can read e-books on smart phones, tablets, laptops or desktops. E-books could provide full text, images or short or long videos. However, short videos lasting less than 2 minutes are most popular.

Third, what about stand alone videos? Videos are great however the readers could only watch the video once, capture its main ideas then put it back on the shelf until the next recycling season. The readers are reluctant to go back to the video and search for the short section to be rewatched. It is not convenient as to go to the page of a book needed to be re-read for better understanding. This is the weakness of the current format of videos. They could be not searched as simply as turning a page.

Fourth, what is the best tool to attract to a young crowd and be instrumental in spreading the messages? In life, when people read comic books, the anticipation is that the readers enjoy the euphoric experience and expect to repeat again this entertaining activity. For healthcare professionals, should they enjoy reading a medical paper while shouting "Eureka"? I think they should.

What tools do young American docs use when they need to learn new information? They use an app. What is an app? An app is an abbreviation of the word application which is a software program designed to perform a specific function directly for the user. To be user friendly, an app needs

to be user-centric (that is simple, easy to use, making complex tasks straightforward to complete), ergonomic (efficient, tailored to user needs), purpose-defined (excellent in fulfilling user-purpose). Many apps give points or rewards when the user solves successfully the problems.

In the medical publication business, besides the research articles from the well-respected journals such as the New England Journal of Medicine, the Journal of the American College of Cardiology, etc, in order to reach the health care professionals with direct patient care (physicians, nurses, medical assistants, etc.), I think the best tool to teach new indications of treatment, procedures, new techniques is an app. It is a provocative idea which is very attractive to the current young gamers who will grow and become in a near future young healthcare care professionals. I believe this is the long term plan for the TTU JBMS in its fight for survival in the medical publication business.