

We Asked, You Told Us

Dear Readers,

As 2018 draws to a close, *Clinician Reviews* is looking ahead to its 29th year of publication. In 1991, when our publication was founded, it was a unique idea to present information to both NPs and PAs together—a recognition of common educational needs and a unified focus on delivering the best possible patient care. For the past six years, as Editor, I have been privileged to ensure the fulfillment of CR's editorial purpose—keeping NPs and PAs up to date on all aspects of clinical practice—while navigating changes both internal and external.

When CR started, personal computers existed but were not yet in widespread use (the office had one, to be shared). Manuscripts, peer reviews, even radiographs—all were submitted on paper, via the US Postal Service. How far the world has come in the ensuing decades. Now, we can stay connected to anyone, anywhere, via devices that fit in our pockets.

And so I'm excited to share with you one of the changes we're making: In 2019, *Clinician Reviews* will be published 100% digitally! Why? Yes, printing and postage costs have increased to the point of unsustainability (and all that paper is not very environmentally friendly). But most importantly, online publication allows us to provide you with *more* of what you need for your practice—at any time of day or night, on any device you choose. And this gives us more scope to be creative in presenting information in engaging ways.

To ensure that we are moving in the right direction in making **ClinicianReviews.com** a more robust and useful resource, we surveyed NPs and PAs like you about our site,

our competitors' sites, and potential new offerings. Your answers were very enlightening, providing us guidance on

Building new functionality to make the site more user friendly

- ✓ Automatic notification when new content is posted
- ✓ Video player with a list of recently posted videos

Providing new content, including

- ✓ Clinical crossword puzzle
- ✓ Malpractice Chronicle by David Lang (both of which make their debut in this print issue)

Offering you must-have content

- ✓ Enhanced disease-specific content
- ✓ CE/CME with transcript tracking
- ✓ Peer-reviewed, evidence-based articles
- ✓ NP/PA- and MD-specific content
- ✓ Real-time news and conference reports

To ensure you stay informed about new offerings—and can continue to find the content you've enjoyed for years—we invite you to register on our website. You can do so by scanning the QR code below, and as a thank you, you'll be able to download a free pocket guide, "PURLs in Primary Care." And don't forget to bookmark **ClinicianReviews.com** so that you can easily access our continually updated content.

We're excited to take this step forward—and as always, we appreciate your support. We're here to continue to serve the NP and PA professions, so please don't hesitate to share your feedback and suggestions with us.



Karen J. Clemments
Editor

Best regards,

Karen J. Clemments

