

We want your input— be our partner in *JFP*

“It is a good thing, perhaps, to write for the amusement of the public, but it is a far higher and nobler thing to write for their instruction—their profit—their actual and tangible benefit.”

—Mark Twain, *How to Cure a Cold*



Mark Twain said it well when he described the goal of his writing. As Editor, my goal is to make sure *The Journal of Family Practice* offers tangible benefits—that it addresses your concerns and eases your decisions. But no editor can meet

Twain’s challenge without insight into readers’ minds.

I invite your reaction to *JFP*—not just about what you like, but also about how you think *JFP* can be improved. Whether your comments are about the rigor of an article, its application to practice, the layout, or your thoughts about a new feature, I am deeply interested in your feedback.

Sounding Board. For those who hanker to influence *JFP*’s direction, I am assembling a group of readers who are willing to act as a sounding board for potential articles, new features, and editorial direction. What clinical questions do you have? What problems do you face?

Do you have suggestions for Clinical Inquiries or POEMs? I envision this “virtual editorial board” providing responses to monthly e-mail queries and occasional faxes. Perhaps we may meet informally at the AAFP Annual Scientific Assembly or in a more formal focus group. My goal for *JFP* is to better meet our readers’ needs, never to sell you something you don’t want.

Editorial Board. Would you like to be an Editorial Board advisor? I am reformulating our traditional academic journal structure. I will strive to balance the guidance we depend on from academic physicians with that of physicians in the trenches, to assure that *JFP* publishes not only the best in evidence-based medicine, but information that immediately applies to practice.

If you are interested in helping the Journal, drop me an e-mail at JFP@fammed.uc.edu with your name, background, and contact information. Let me know a bit about your interests and thoughts. I want to learn more about you and how we can help you in the care of your patients.

Let me leave you with these words from Twain:

“It were not best that we should all think alike; it is difference of opinion that makes horse-races.”

—Mark Twain, *Pudd’nhead Wilson*

Jeff Susman, Editor-in-Chief