



## Further education of those who serve @ ccf.org

**W**hen the Cleveland Clinic opened its doors 75 years ago, its founders emphasized in its mission statement the Clinic's educational purpose by promising "further education of those who serve." A dozen years later, the *Cleveland Clinic Quarterly* (now the *Cleveland Clinic Journal of Medicine*) was created to help fulfill that educational mission. Today, the *Cleveland Clinic Journal of Medicine* is updating its educational methods, and has just dipped its toe into the turbulent electronic waters of the World Wide Web.

On June 1 the *Journal's* Web site went live (<http://www.ccf.org/ed/ccjhome.htm>) as part of the larger Web site maintained by the Cleveland Clinic (<http://www.ccf.org>). Given the many interactive and multimedia features available to the growing population of Internet users, we believe our Web site will be a useful supplement to the static printed page.

### OUR CURRENT WEB SITE—AND THE FUTURE

At present the *Journal's* Web site is relatively simple. It includes a table of contents, abstracts of review articles, instructions for authors, and subscription and advertising information. Over time we plan to explore some of the unique features of the Web, including the ability to transmit motion pictures and sound and to interact directly with users. For instance, we hope to supplement clinical articles with information that cannot be included on the printed page, such as moving pictures of cardiac imaging tests. Also, we plan to soon offer forums in which readers can discuss controversial issues with the authors of articles and with each other.

Like many other medical journals, we do not yet know where our use of the Internet will lead. Fortunately, the cost of establishing a Web site is relatively minor, particularly for one piggy-backed onto

an institutional Web site such as ours. Most of the cost of a printed medical journal resides in printing and mailing each issue.

### HOW WILL YOU USE THE INTERNET?

Is our Web site, then, the first step in converting the *Journal* to a totally electronic publication? We doubt it. The *Journal's* usefulness is as a source of information that the busy physician can access quickly and easily, such as between patients or while eating lunch. Such ready access depends, in part, on portability and ease-of-use. Although the Web may be more dynamic than conventional print, it is hard to envision curling up in bed with a laptop computer as one would with a book or magazine, especially when the computer is tethered to a phone or cable line. In addition, although the use of computers is increasing rapidly, only a minority of physicians are on-line, and it is not clear how they will use computers in their clinical practice and for continuing medical education.

All of this notwithstanding, it is time for the *Journal* to get onto the information superhighway, and we look forward to seeing you there. Given the evolving nature of this new medium, we want to know how you use the Internet, and what types of information you would like from our Web site. Do you want to get CME credit on-line? Would you take an interactive quiz of differential diagnosis? What do you want that we have not yet thought of? Let us know what you think as you watch our site evolve over the next few months.

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