A new year and a new face for www.ccjm.org

Bob Dylan's song "The Times They Are a-Changin'" was released in January 1964. As with many things Dylan, the song's true intent is a bit unclear, but it remains one of the most invoked lyrical symbols of change 51 years later. In 2015, the *Journal*, planning to "heed the call," is changing its online visage. I hope that our intent will not be viewed as unclear.

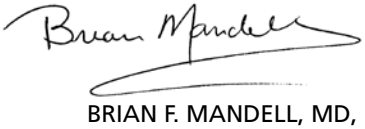
Our mission is unchanged: to provide our readers with free access to credible, relevant, readable information, and the opportunity to earn free CME credit. So why change the website? Innovations in digital publishing, the ability to offer a broader landscape of medical information—and the chance to more effectively solicit advertising to pay for it all—prompted us to collaborate with another publisher, Frontline Medical Communications.

Frontline describes itself as health care's largest medical communications company and as a leader in digital, print, and live events. You likely have encountered their products, which include *Internal Medicine News*, *Cardiology News*, and *Clinical Endocrinology News*, and CME courses such as *Perspectives in Rheumatic Diseases*, which I codirect. Our collaboration will allow us to offer you links to new and, we hope, interesting material. For example, our online readers will have access to MD-IQ, a popular interactive self-test, as well as brief reports and timely commentaries from specialty scientific meetings.

But even though www.ccjm.org has a new look, everything on it remains open to all and free of charge. You will still have easy access to other educational and clinical information offered by Cleveland Clinic, including information about Clinic authors. At your first visit to our revamped site you will be asked to register, but your subsequent visits will be unencumbered except for a request to sign in using your e-mail address if you log in from a different device. The e-mail address is used for identification purposes only, as site sponsors want to know the (depersonalized) demographics of our readership. You will receive occasional e-mails with links to clinical content that may interest you. If you do *not* wish to receive these e-mails, just follow the instructions to opt out of them. Our goal is to be unobtrusive.

Our free CME process is the same. Each CME article includes a link to the Cleveland Clinic Center for Continuing Education site with instructions on how to complete the activity. Plus, the CME pull-down menu at the top of our home page will provide easy access to all currently active journal CME offerings. We hope the transition glitches will be few and the benefits many. And the option remains for you to read, download, and print our articles in PDF format, just as you always have.

As we start the new year, we at the *Journal* wish you our readers a happy, healthy, peaceful, and educational 2015.



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