



## The people behind the *Journal* really matter

Our goal at the *Cleveland Clinic Journal of Medicine* is to provide timely, readily digestible, and useful clinical information to our readers. To do so, we need authors who buy into our educational mission, but we also need conscientious peer reviewers and an editorial staff capable of turning “doctorese” into readily understood English.

Our physician deputy editors Pelin Batur and James Pile solicit articles, guide authors, draft and revise CME questions, and assist greatly in the peer review process. Our nonphysician editors edit manuscripts to achieve a consistent editorial style in all of our published papers, but they serve many other key functions. They manage the business of publishing a monthly journal at a time of drastically shrinking advertising revenue, they ensure that *Journal* content complies with rules for CME material published in print and online, and they keep up with continuous changes in online publishing. The *Journal* receives significant funding from Cleveland Clinic’s Education Institute, funding we need to pursue our role as an independent, peer-reviewed conveyer of clinical information.

I write this to emphasize that real people manage all of these tasks, and to gratefully acknowledge two people who are leaving the *Journal*: Mr. Joseph Dennehy and Dr. James Pile.

Long-time sales and marketing director Joe Dennehy played a key role in the *Journal*’s rise from relative obscurity about 20 years ago. This period was marked by many hospital-based journals closing up shop. Published since 1931, the *Journal* was relaunched in 1995 as a resource for postgraduate medical education with a national and international reach. Joe was brought in to guide and implement the marketing of the *Journal* as an independent, high-quality, clinical educational journal to increase its attractiveness as an advertising medium for the pharmaceutical industry so we could at least partly defray the significant expenses of publishing.

Joe is well known to medical publishers and media buyers, and over the past 20 years he became the face of the *Journal* in sales and marketing circles. In 2010, the Association of Medical Media recognized Joe’s achievements at its 18th Annual Nexus Representatives of the Year Awards, which acknowledge outstanding sales and marketing directors for their superior service, professionalism, and communication of ideas.

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Joseph Dennehy



Craig Nielsen, MD

## FROM THE EDITOR

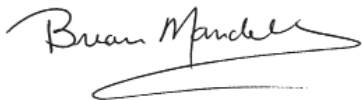
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Joe exemplifies these qualities and has been an inspiration to those of us who know and work with him. He has fully understood the sincerity of our mission and has never asked us to stray from it. Although Joe and his wife Holly live in New York, they are part of the Cleveland-based *Journal* family, and we will miss them. We wish them happiness and good health.

Dr. James Pile is an internal medicine hospitalist, an infectious disease specialist, and a superior medical educator. His work with us for the past several years has enhanced the *Journal's* educational value for practicing hospitalists. His working familiarity with clinical leaders in the Society of Hospital Medicine has provided us with willing and skilled peer reviewers. Jim is now transitioning to a role as director of the internal medicine residency program at MetroHealth Medical Center, also here in Cleveland. He will continue to be a clinical resource for us as author and reviewer, but his ever-calm demeanor and clinical common sense will be hard to replace.

The *Journal* continues to evolve with the publishing times. We are assuming a greater presence in the digital world and adjusting to an environment of ever-diminishing advertising revenue. But with the work of our editorial team (I invite you to periodically glance at our masthead to note our team of writers, managers, and production staff), we intend to stay true to our educational mission. Our personal thanks to Joe and Jim for their contributions of the past, and to our current team in Scientific Publications for their ongoing and very personal commitment to providing the highest quality medical education that we can.



BRIAN F. MANDELL, MD, PhD  
Editor in Chief



JOHN CLOUGH, MD  
Editor in Chief Emeritus