

Medscape General Medicine (MEDGENMED) Relaunches Expanded Online Medical Journal And Unveils List of Top Medical Developments of 2002

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MEDSCAPE GENERAL MEDICINE (MEDGENMED) RELAUNCHES EXPANDED ONLINE MEDICAL JOURNAL AND UNVEILS LIST OF TOP MEDICAL DEVELOPMENTS OF 2002

New York, NY (December 23, 2002) – Medscape from WebMD, the leading professional medical information site, today announced that Medscape General Medicine (MedGenMed), the first online, peer-reviewed, primary source general medical journal, has undergone a significant revision and has been relaunched at www.medgenmed.com. In addition, MedGenMed has released a list of the 10 most important research findings and public health and policy developments that appeared during 2002.

As part of the publication's relaunch, six of Medscape's existing electronic journals have been integrated into MedGenMed, each with its own experienced Section editor. Specialty sections include HIV-AIDS, Gastroenterology, Hematology-Oncology, Pulmonary Medicine, Orthopedics and Sports Medicine, and Psychiatry/Mental Health. This integration allows the addition of more than 250 articles to the total available in MedGenMed, nearly doubling its collection of high-quality, clinically relevant content. Since MedGenMed has been MEDLINE-indexed since September 2000, these articles will be added to the Medline archive. MedGenMed is free of charge to authors and readers, and has the reach of entire Medscape base of 575,000 registered as physicians and over two million healthcare professionals.

"Since inception, MedGenMed has adopted the best features of the major general medical journals, recruited an outstanding international editorial board and applied them to the Internet, creatively melding the best features of old and new," said George D. Lundberg, MD, Editor, MedGenMed. "Today, as we pronounce MedGenMed a success, we are proud of the role that MedGenMed has and will play in shaping the future of medical publishing and would like to thank the 330 physicians and other experts who have volunteered their time and expertise to the scientific enterprise of peer review."

Top Ten Medical Developments

In a recent editorial, "Selection of the Ten Top Medical/Health Stories of 2002" by Kaveh G. Shojania, MD, Department of Medicine, University of California San Francisco, Sara M. Mariani, MD, PhD, Deputy Editor, MedGenMed and Dr. Lundberg, MedGenMed chronicles the most important medical events of 2002, from the demise of hormone replacement therapy to the HPV vaccination.

"The past year saw extraordinary and surprising developments in healthcare, some of which represented the anticipated results of longstanding research programs, such as two important genomics projects," said Dr. Shojania, lead author. "However, other developments were unexpected and not always welcome (e.g., the failed promise of postmenopausal hormone replacement therapy). Whether positive or negative, surprising or expected, the items selected for this list are seminal and will generally have immediate applicability in clinical practice and a long-term, global effect on medicine."

A complete list of the milestones follows:

1. The demise of postmenopausal hormone replacement therapy
2. Molecularly targeted therapies come of age in oncology
3. Breast-conserving Surgery: Final Results
4. The narrowing gap between coronary stents and cardiac surgery
5. Intensive insulin therapy in the critically ill patients
6. Mouse genome sequenced
7. Complete genome sequence for malaria mosquito
8. HPV vaccination: A first step towards infection control
9. Proving the obvious – more nurses means better patient care

10. Another malpractice crisis in the United States

As of November 2002, MedGenMed has published more than 500 papers with a median turnaround time from receipt to publication, including all cycles of review and revision, of 44 days – on average the world's fastest medical manuscript publication time. In addition, not bound by page or postage limitations, MedGenMed's acceptance rate (excluding book reviews) is 48%. Because the Internet does not limit MedGenMed to a set weekly, monthly or quarterly publishing schedule, Medscape maximizes the speed of delivery by reducing lengthy print cycles while upholding the highest standards of quality.

Clinicians can submit research, suitable for a general medical audience, to MedGenMed and consider the new sections as places in which to publish original, specialty-specific work that would be of interest to a broad readership. MedGenMed assures a prompt and professional response, rigorous peer review when justified and for those manuscripts that are accepted, rapid publication for a large audience.

About Medscape General Medicine (MedGenMed)

Medscape General Medicine (MedGenMed) (www.medgenmed.com) is the first online, peer-reviewed, primary source general medical journal. Articles selected by MedGenMed are peer-reviewed, edited and then published exclusively online. Those articles become available to a virtually unlimited, broad-based audience of physicians, other healthcare professionals, patients, consumers, policymakers and the news media. Because the Internet does not limit MedGenMed to a set weekly, monthly or quarterly publishing schedule, Medscape from WebMD maximizes the speed of delivery by reducing lengthy print cycles while upholding the highest standards of quality.

MedGenMed is published by Medscape from WebMD (www.medscape.com), the leading professional medical information site with registered users in virtually every country in the world, 575,000 registered as physicians and more than 2 million healthcare professionals. Medscape from WebMD is owned and operated by WebMD Corporation.

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