Charting the Evolution of Medical Publishing and State of the Swiss Journal of Radiology and Nuclear Medicine after 18 Months of Impact

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Abstract

As we celebrate 18 months since the launch of the Swiss Journal of Radiology and Nuclear Medicine (www.SJORANM.com), it is both a privilege and an inspiration to reflect on the journey that has brought us to this significant milestone. Since its establishment in June 2023, the journal has rapidly grown into a dynamic platform that bridges disciplines, fosters innovation, and contributes to the global dialogue in radiology and nuclear medicine.

Our presence extends beyond traditional boundaries, leveraging the reach of social media platforms such as YouTube, LinkedIn, X, TruthSocial, Facebook, Instagram, TikTok, and others. The rapidly growing number of followers on these channels underscores their potential as transformative tools for scientific communication. Unlike conventional publishing formats, these platforms enable the dissemination of scientific content not only through text but also via audio and video, offering unprecedented opportunities to engage and educate diverse audiences.

This evolution mirrors other technological disruptions. Just as email rendered fax and postal mail obsolete within months of its inception, scientific publishing is poised for a similar transformation. The advent of low-cost, high-impact tools for creating and sharing content challenges the traditional publishing models, compelling established publishers to adapt or risk obsolescence.

As we continue this journey, we remain committed to embracing innovation and fostering a collaborative, forward-thinking approach that ensures the Swiss Journal of Radiology and Nuclear Medicine remains at the forefront of scientific communication.

Keywords: *Swiss Journal of Radiology and Nuclear Medicine, Charting the Evolution of Medical Publishing, Social Media Platforms, YouTube, LinkedIn, X, TruthSocial, Facebook, Instagram, TikTok.*

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Historic Evolution of Medical Publishing

1893

We would like to start our description of the historic evolution of modern medical scientific publishing with the following quote from an editorial text from the Journal Int Dent J (Phila) 1893 Vol. 14 Issue 6 Pages 464-466 in the year **1893**: *"...We are dwelling in an age of rapid thought. The steps that lead to the pinnacle of endeavor are not taken with slow and rhythmical precision, but with leaps and bounds, so quickly made that to the ordinary mind they are confusing in their rapidity and far-reaching power..." (20).* As early as 1893, the editorial team recognized a zeitgeist-like phenomenon: the accelerating pace of so-

cietal change driven by the rapid and unprecedented implementation of new technological innovations, which posed significant challenges for the general population to adapt and cope.

1984

In the Netherlands of **1984** Vinken et al. (19) predict that the so-called primary journals in the future, which mainly would publish research reports, will gradually disappear and be replaced by automated databases. However, some of these journals, in an attempt to escape this fate, would have been transformed into what would be known as tertiary journals. Original and integer research reports would slowly disappear from these journals, being replaced by editorially processed news and other information with a summarizing, referencing, didactic, or systematic character, which all of it in other words can be characterized as a centralized and world-wide well organized censorship of opinions and scientific results (19).

1991

In **1991** Fryback et al. from Wisconsin University (18) discuss the assessment of the contribution of diagnostic imaging to the patient management process. A hierarchical model of efficacy is presented as an organizing structure for appraisal of the literature on efficacy of imaging. Demonstration of efficacy at each lower level in this hierarchy is logically necessary, but not sufficient, to assure efficacy at higher levels. Level 1 concerns technical quality of the images; Level 2 addresses diagnostic accuracy, sensitivity, and specificity associated with interpretation of the images. Next, Level 3 focuses on whether the information produces change in the referring physician's diagnostic thinking. Such a change is a logical prerequisite for Level 4 efficacy, which concerns effect on the patient management plan. Level 5 efficacy studies measure (or compute) effect of the information on patient outcomes. Finally, at Level 6, analyses examine societal costs and benefits of a diagnostic imaging technology (18).

2002

In **2002** Abbasi et al. imagines for the future four possible futures for scientific and medical publishing. Their imaginations from 22 years ago in 2002 can be seen in a specific table (17) (Fig.4). Abbasi et al. define 4 categories named after characters in "*The Simpsons*" cartoon series. Homer represents the status quo, Lisa brings up global conversations, Bart allows big companies to rule and makes publishers disappear for the sake of money and last but not least Marge stands for academic innovation where publishers publish magazines with original good science for free to the end user on web (17).

Characteristics of four possible publishing worlds, named after characters in *The Simpsons* cartoon series

	Homer	Lisa	Bart	Marge
Description	Status quo	Global conversations	Big companies rule; publishers disappear; all is spin	Academic innovation; publishers publish magazines
Paper publications	Yes	No	Yes	Yes
Distilled material	Yes	No	Yes	Yes
Educational material	Yes	No	Yes	Yes
Individuals and information	Greater need for filtration and distillation	Few intermediaries—simply search engines such as Yahoo and Google	New intermediaries—for example, BT, Tesco, and Microsoft	Original science free to end user on web
Knowledge creation communities	Become more end user focused	Consensual knowledge	Large organisations	Academic community in charge
Marketplace	Traditional, libraries	For technology providers	Supermarkets or space for niche boutiques	Distillation and selection publishing businesses left
Technology	Printing and simple web	Every form of electronic communication must be fast and personal	Huge systems controlled by organisations	Institutions pay (on behalf of end users). More £ for more journalistic work
Academic system	Reward system survives	From the "buzz" in the community	Ability to raise money from large organisations	"Hits" on large databases
Philosophy	"The status quo is the way forward"	"I know somebody who knows just what you need to know"	"There's no such thing as unbiased information"	"Get it up on the web"
Who gets most attention	Contributors and readers	Contributors and readers are the same	Readers (customers)	Contributors by the academics; readers by the publishers
How many journals	10 000	0 or 1 000 000	500	10

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Fig. 4 - Four possible futures for scientific and medical publishing imagined 22 years ago in 2002 (17)

2003

In **2003** Danilo di Diodoro (16) from Italy writes an article in which he tells us that transforming from paper to online medical journals would have greater leaps in the concept of medical publishing in general and how medical-scientific publications will change in the near future with new web-based technologies. The Italian author is bright and mentally torn between the "conservative" but well-known past and the web-based era (16).

2007

In **2007** Julio C. Palmaz (15) from Argentina reporting about his 25-year perspective on the vascular stent expresses his concern about the lack of willingness to fight for innovations. Additionally, he laments a certain inertia and laziness within the research industry to push new technologies and would rather feel the old pioneering spirit in people again. In other words business as usual perhaps brings profitability but also remarkably less innovation and less chances for possible break-through.

2011

In **2011** Wagle RR, MD, PhD (14) from Nepal thinks that epidemiology has pervaded clinical and medical sciences these days. On one hand, the clinicians are measuring everything exactly and reporting comfortably in numbers. On the other hand, these very scientists are not encouraged to talk about their tacit knowledge of clinical experience and acumen. Mystification of clinical work and judgment has been labeled as an avoidable nuisance. But at the same time, epidemiology has been thought as distinct from clinical science and research. As a consequence, discussion on epidemiological methods and issues of causation of disease has been confined within the epidemiology departments and schools of public health. Working together for mutual benefit is imperative in today's context for the advancement of knowledge and its incorporation in clinical practice. Observation, description and analysis are the components of epidemiology. To produce a generalisable knowledge from time and place specific observations is the basic tenet of research. The future perspective of clinical research depends on the mutual understanding and combined efforts of the clinicians and the epidemiologists (14). In other words one so-called overstanding discipline tries to rule out common sense and practical locally based experience of physicians to impose SOPs with general validity without any care.

2012

In **2012** Vinay Nair et al (13) from New York conclude that allowing to share and readers to comment directly after an article is published or to post in a journal-based blog would allow better discussion of published manuscripts, facilitate ongoing peer review, and encourage interaction between authors and readers. Although publishers have been slow to adopt, this change is very likely to occur. Perhaps most importantly, we in the medical community need to be aware of and use such forums, which will then increase their acceptance and growth (13).

Also in **2012** Brian A. Nosek, et al (12) from Virginia conclude self-consciously that they would like to believe that general motivation to do good science would overwhelm any of their decisions that prioritize publishability over accuracy. However, publishing is a central, immediate, and concrete objective for our career success. This makes it likely that we will be influenced by self-serving reasoning biases despite our intentions. The most effective remedy available for immediate implementation is to make our scientific practices transparent. Transparency can improve our practices even if no one actually looks, simply because we know that someone could look (12). That sounds like the fundamental psycological explanation of behavioural change when there is awareness of an observer. It's kind a like the "*Heisenberg's Uncertainty Principle*" focused on human behaviour. It is impossible to know with certainty how a person would have behaved in the absence of an observer.

2014

In **2014** Edward Bender (11) from Missouri states that he rather would let the marketplace either reward or punish the authors on the basis of interest and quality. This is what we would call freedom of speech and free market. What the established elites of publishing houses dislike is that scientists would suddenly have a platform that does not conform to the arbitrary rules of censorship and mainstream conformity. The online experience must be welcoming, easy to navigate, and engaging. Next time you're in the surgeons' lounge, observe how many people are absorbed in their mobile phones. Content delivery should be optimized for mobile devices, rather than being a cumbersome, hard-to-read website merely scaled down for a small screen. Authors deserve to see their work presented in a manner that fosters interaction and engagement. Readers should anticipate the chance to connect with authors and fellow readers alike (11).

Also in **2014** Richard Cowling (10) from North Carolina in his editorial welcomes reader's input in designing and charting a course for the future of the journal. If the journal is to be effective in fulfilling its purpose as an official publication of the *American Holistic Nurses Association* and a leading advocate for advancing the science and practice of holistic nursing, it must be responsive to the community it serves. Your participation in determining the future of the journal is vital and appreciated (10). This means that a scientific journal requires feedback and active participation from its readers to achieve potential success.

2017

In **2017** Deborah Baumgarten (9) questions whether publication bias is a huge issue? More studies with significant, novel, or positive results get published than those with nonsignificant, boring, or negative results. This leads to, among other issues, inaccurate conclusions in meta-analyses and the failure to debunk popular but inaccurate theories.

Ferris et al. (8) in **2017** claim that predatory journals, or journals (Fig. 5) that charge an article processing charge (APC) to authors, yet do not have the hall-marks of legitimate scholarly journals such as peer review and editing, Editorial Boards, editorial offices, and other editorial standards, pose a new challenge for authors, editors, and readers. Their motive is financial gain, and their modus operandi is a corruption of the business model of legitimate open-access publishing. These journals sometimes do not reveal the APC charge to the author at the time of submission but eventually bill the authors without providing robust editorial or publishing services. Many academics receive almost daily solicitations from predatory journals; their invitations to submit to the journal (often offering very fast turnaround time from submission to publication) are often outside the recipients' fields of study. Unfortunately, the demarcation between these and legitimate open-access journals is often unclear.

Issue	Elaboration
Misrepresentation	Predatory journals distort who they are and what services they offer
Lack of editorial and publishing standards and practices	Predatory journals lack standards and best practices as established by the scholarly publishing community, which improve the quality and ethics of published work
Academic deception	Authors misrepresent their scholarly effort by choosing to publish in predatory journals
Research and funding wasted	Research published in predatory journals may not receive the recognition it deserves and may become inaccessible, hence the effort and risk of research as well as funding are wasted
Lack of archived content	Predatory journals do not archive their content in third party sites making it inaccessible in the future
Undermining confidence in research literature	Predatory journals undermine faith that readers and the public have in research literature

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Fig. 5 - Summary of ethical considerations in publishing in predatory journals (8)

In **2017** Palmaz (7) ten years after his first alarming wake up call (15) to the cardiovascular device industry underlines that if the private aerospace industry is investing heavily in going to Mars, the medical industry should be inspired likewise. Arguably, improving the health of millions of aging patients burdened with cardiovascular disease is a loftier goal than space exploration. Fundamental programs of research in vascular prosthetics such as the artificial heart are struggling to maintain funding while electronic companies invest billions in research and development of gadgets we do not need until we are exposed to them. In our opinion, Palmaz is right to criticize those responsible in industry and politics for favoring out-dated techniques, thereby hindering the promotion of innovation (7).

2019

In 2019 Uhlmann et al. (6) claim that most scientific research is conducted by small teams of investigators who together formulate hypotheses, collect data, conduct analyses, and report novel findings. These teams operate independently as vertically integrated silos. Here we argue that scientific research that is horizontally distributed can provide substantial complementary value, aiming to maximize available resources, promote inclusiveness and transparency, and increase rigor and reliability. This alternative approach enables researchers to tackle ambitious projects that would not be possible under the standard model. Crowd-sourced scientific initiatives vary in the degree of communication between project members from largely independent work curated by a coordination team to crowd collaboration on shared activities. The potential benefits and challenges

of large-scale collaboration span the entire research process: ideation, study design, data collection, data analysis, reporting, and peer review. Complementing traditional small science with crowdsourced approaches can accelerate the progress of science and improve the quality of scientific research (6). In our opinion this whole process could be moderated and fulfilled by non censored and non-profit social media platforms with direct publishing and presenting the scientific results with true transparency.

2020

In **2020**, Stephens et al. (5) sought to evaluate whether research output during medical school could predict future research productivity in dermatology. While their conclusions are somewhat complex to interpret, we believe that the earlier a medical student begins writing research articles, the more efficiently they are likely to conduct research later in their career (5).

2021

Alexander et al. (4) in **2021** welcome the diversity, creativity, and opportunity which new forms of publication and approaches to the process have been given to the public; but are concerned that the profit-seeking models, and those that exalt metrics, heap further disadvantage upon those who are already short-changed by publishing. The same risk can occur as a result of the hegemony of Anglophone academic traditions. There is a risk that this state of affairs will exploit the labour of those who can least afford to provide it.
Also in **2021** Gaudino et al. (3) conclude that modifications of the traditional peer-review process at reviewer-level are associated with improved quality, at the price of longer duration and claim that further studies are needed (3).

2022

In **2022** Mochizuki et al. (2) conclude that in addition to the longstanding threat posed by narrow economism, faith in the possibility of peace and progress through democratic politics – central to the humanistic vision of the 1972 Faure report – today faces additional challenges. These challenges include the ascendancy of neuro-centrism in the global policyscape. Whereas the effects of neoliberalism on education have been extensively critiqued, the implications of a newer, related ideological framework known as neuro-liberalism remain undertheorised. Neuroliberalism combines neoliberal ideas concerning the role of markets in addressing social problems with beliefs about human nature ostensibly grounded in the behavioural, psychological and neurological sciences. The authors critically examine a recent initiative of one of UNESCO's Category 1 Institutes – the Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) – that seeks to mainstream neuroscience and digital technology within global educational policy (2). Comparing the visions of the 1972 Faure, the 1996 Delors and the 2021 Futures of Education reports with MGIEP's International Science and Evidence Based Education Assessment (ISEEA), the authors analyse continuity and change in UNESCO's attempts to articulate a vision of "scientific humanism" which advocates the use of science for the betterment of humanity. They argue that ISEEA's overall recommendations – as represented in its Summary for Decision Makers (SDM) – reinforce a reductive, depoliticised vision of education which threatens to exacerbate educational inequality while enhancing the profits and power of Big Tech. These recommendations exemplify a neuro-liberal turn in global education policy discourse, marking a stark (2) departure from the central focus on ethics and democratic politics characteristic of UNESCO's landmark education reports. Reanimating, in cruder form, visions of a scientifically-organised utopia of the kind that attracted UNESCO's inaugural Director-General, Julian Huxley, ISEEA's recommendations actually point towards the sort of dystopian "brave new world" of which his brother, Aldous Huxley, warned (2).

2024

In **2024** Filipe Prazeres from Portugal (1) concludes that Family and General Medicine (FGM) is an academic and scientific field with its own distinct and specific research. The publication of medical research in FGM in peer-reviewed journals allows for the dissemination of results within the scientific community, fostering the specialty's scientific progress by enabling other researchers to access and utilize the published findings. Sharing research results helps avoid redundancy and prevents the waste of time and financial resources in future investigations (1). Scientific publications also play a crucial role in building and advancing the professional careers of researchers, as well as in the success of funding applications for research projects, by showcasing the researcher's qualifications. Generally, however, scientific publications hold little significance for career advancement among FGM physicians, and funding for FGM research is limited, as perceived by physicians and other decision-makers. Peer-reviewed journals also serve an important curatorial function for scientific results, preventing the dissemination of inaccurate or unreliable studies, thereby safeguarding society from potential harm (1).

Conclusion from 1893 to 2024:
Constantly improving is the only way to better the open-minded and bright future of a medical scientific journal. A challenge which is not easy but hard work.

We could learn from the recent past (covid-19-era) that even in honest and factual scientific debates, political and ideological influences became more and more important, which is against the concept o This journal scientifically reviews submitted articles based on facts, regardless of the race, nationality, gender or opinion of the authors. This journal publishes peer-reviewed original research, authoritative reviews, balanced commentaries on important articles and expert opinions on new techniques and technologies of Radiology and Nuclear Medicine.

Swiss Journal of Radiology and Nuclear Medicine: 18 Months of Impact - Building a Foundation of Excellence

From the outset, our mission has been clear: to provide a high-quality, open-access forum for the dissemination of pioneering research and clinical insights in radiology and nuclear medicine. With a strong commitment to scientific rigor and interdisciplinary collaboration, we have laid the foundation for a journal that reflects the dynamic and evolving nature of these fields.

In just 18 months, we have successfully published a diverse array of articles, including original research, systematic reviews, case reports, and expert commentaries. These contributions, sourced from authors around the globe, highlight the breadth and depth of innovation in imaging, diagnostics, and therapeutic applications. Each publication has been meticulously reviewed to ensure it meets the high standards our readership expects.

SJORANM - Milestones Achieved

Global Reach: Our articles have been accessed and cited by researchers and clinicians across continents, underlining the journal's growing influence.

Statistics (Figs. 1 - 3)
- Number of articles published: 38.
- Number of contributing authors: More than 50.
- Countries represented: Authors from over 15 different countries have contributed.
- Average number of references per article: Approximately 23.
- Between June 1, 2023, and today, December 22, 2024, we recorded a total of **10,056** downloads from our website www.sjoranm.com. This corresponds to an average download rate of approximately 18.3 downloads per day.

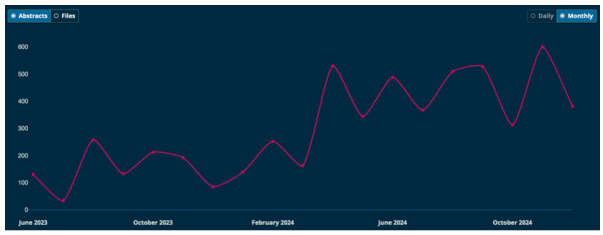

Fig. 1 - Frequency of Visualizations of Abstracts from June 2023 until December 2024

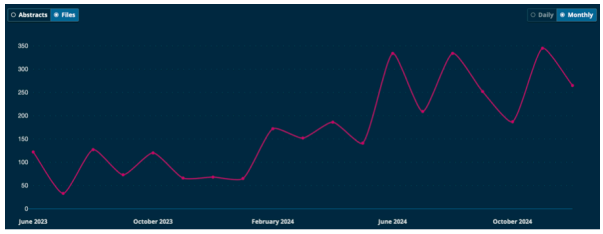

Fig. 2 - Frequency of Open Access PDF-Downloads from June 2023 until December 2024

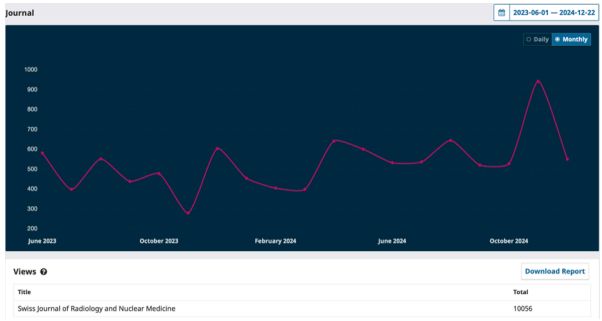

Fig. 3 - Total Downloads from June 2023 until December 2024

Social Media Presence
- **LinkedIn**
Our profile has attracted approximately 6,500 registered followers so far, fostering a dynamic and engaged community. Visit us at our LinkedIn Profile SJORANM_LinkedIn_Profile

- **X (formerly Twitter)**
Follow us at *SwissRad-Journal* for updates and insights X.com_SwissRadJournal

- **TruthSocial**
Connect with us at *RadSwiss* to stay informed Truthsocial.com/@RadSwiss.

- **Instagram**
Connect with us at Instagram@sjoranm

- **Facebook**
Connect with us at Facebook@sjoranm

Our new social media channels on **TikTok**, **Snapchat**, **Pinterest** and others are being set up right now while writing this Editorial and will be promoted online soon.

Innovative Research
From advancing artificial intelligence in imaging diagnostics to exploring novel radiotracers in nuclear medicine, SJORANM has been at the forefront of publishing groundbreaking studies.

Interdisciplinary Collaboration
We have actively encouraged submissions that cross traditional boundaries, fostering collaborations between radiologists, nuclear medicine specialists, surgeons, ENT-specialists, cardiologists, physicists, radiation protection specialists, biomedical engineers and many others. To further refine and specialize our review process, we are assembling a highly skilled team of advisory board members for the journal. These experts will represent various specialized medical and imaging-related subdisciplines, such as Oncologic Interventional Radiology, Neuroradiology, Pediatric Radiology, PET-CT, Radiosynoviorthesis (RSO), Alpha-Therapy, Orthopedic Radiology, Artificial Intelligence, among others. If you would like to join our new Radiological Advisory Board (RAB) please do not hesitate to contact the corresponding author of this article.

Community Engagement
Beyond the publications, we have established a robust online presence and engaged with our audience through webinars, virtual conferences, and social media platforms. This dialogue has enriched our understanding of the needs and aspirations of our readers.

A Vision for the Future - Audio-Cast
While we celebrate these achievements, we are acutely aware that our journey is just beginning. The rapid advancements in imaging technology, data science, and molecular medicine present immense opportunities for growth and discovery.

As we look ahead, our priorities include:
- Expanding our international editorial board to further enhance the journal's global perspective.

- Increasing the accessibility and visibility of our articles to ensure they reach and impact a wider audience.

- We continue to innovate in the publication process by integrating *multimedia content and interactive formats.* Recently, we have introduced **Audio-Casts** for our published articles, allowing readers the option to listen to the content instead of reading it. This feature is particularly convenient in various situations, such as working out at the gym, cycling, or driving a car, etc. We would like to extend our heartfelt thanks and express our deep gratitude to Mrs. Anastasiya de la Cruz from San Diego, CA, whose dedication and perseverance made this possible.

- Supporting early-career researchers by providing them a platform to showcase their work and gain recognition in the scientific community without having to spend funds on APCs.

Gratitude and Acknowledgment
None of this would have been possible without the unwavering support of our authors, reviewers, editorial board members, and readers. Your dedication and enthusiasm have been instrumental in making SJORANM a trusted and respected publication in radiology and nuclear medicine.

As we move forward, we remain committed to our core values of excellence, integrity, and inclusivity. Together, let us continue to push the boundaries of knowledge and innovation, shaping the future of radiology and nuclear medicine for the benefit of our patients and society.

With heartfelt gratitude and optimism,
the SJORANM Editorial Team extends warm wishes to all for a very Happy New Year 2025!

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The authors declare that there were no conflicts of interest within the meaning of the recommendations of the International Committee of Medical Journal Editors when the article was written.

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