

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

This editorial reflects on the first 18 months of the Swiss Journal of Radiology and Nuclear Medicine, established in June 2023, and places its development within a historical discussion of medical publishing. Selected publications from 1893 to 2024 illustrate recurring concerns about access, scientific quality, editorial independence, research incentives and technological change. The journal's reported activity and social-media presence are described as a historical snapshot at the end of 2024.

Digital communication has progressively changed how scientific information is distributed. Text, audio and video offer complementary ways to reach readers and listeners. We regard multimedia formats, accessible publication and international collaboration as opportunities for the journal's future development, while maintaining attention to evidence, transparent attribution and scientific review.

Keywords: Swiss Journal of Radiology and Nuclear Medicine; medical publishing; social media; YouTube; LinkedIn; X; TruthSocial; Facebook; Instagram; TikTok.

Historical evolution of medical publishing

1893. An editorial in the International Dental Journal already described rapid intellectual and technological change (20). Its concern about the pace of innovation remains recognizable today: new communication tools can create opportunities while demanding adaptation from authors, editors and readers. This historical perspective introduces our discussion; it does not establish that every innovation improves scientific communication.

1984: anticipating electronic publishing

Vinken considered the future of medical publications (19). In our reading, this discussion anticipates a shift in the roles of journals, databases and editorially selected information. We are concerned that centralized selection can restrict the diversity of scientific views. This concern is our interpretation, rather than a demonstrated consequence of the publication model described by Vinken.

1991: evaluating the contribution of imaging

Fryback and Thornbury proposed six levels for evaluating diagnostic imaging (18): technical performance; diagnostic accuracy; effects on diagnostic thinking; effects on management; effects on patient outcomes; and societal costs and benefits. Evidence at a lower level is necessary but does not by itself establish benefit at a higher level. For medical publishing, the model is a useful reminder to distinguish technical novelty from demonstrated clinical value.

2002: four possible publishing futures

Abbasi and colleagues developed four scenarios named after members of the Simpsons family (17). Homer represents adaptation of established publishing; Lisa emphasizes electronic conversation; Bart places large organizations at the centre of information provision; and Marge combines freely available original research with editorially distilled magazines. These are scenarios for thinking about uncertainty, rather than predictions known to have come true (Fig. 4).

Characteristics of four possible publishing worlds, named after characters in <i>The Simpsons</i> 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 publishing worlds proposed in 2002. Reproduced table from Abbasi et al. (17), BMJ 2002;325:1472-1475. Original rights apply; this reproduced table is excluded from the article's CC BY 4.0 licence.

2003: from print to online journals

Di Diodoro discussed how online technologies could change medical journals and scientific communication (16). In our view, the transition involves more than placing a printed page on a screen: it also changes access, presentation and opportunities for interaction. Familiar editorial functions remain relevant during that transition.

2007: the pioneering spirit

Palmaz reflected on 25 years of vascular stent development and called for renewed commitment to innovation (15). We share the concern that established commercial routines may leave too little space for difficult or unconventional research. This is an editorial assessment; profitability and innovation should not be treated as necessarily incompatible.

2011: clinical experience and epidemiology

Wagle argued for closer cooperation between clinicians and epidemiologists, linking practical observations with methods that support generalizable knowledge (14). His letter emphasizes mutual understanding. We consider clinical experience valuable, but it should inform research alongside appropriate epidemiological methods rather than be presented as their opposite.

2012: dialogue after publication

Nair and colleagues discussed reader comments, journal blogs and continuing interaction between authors and readers as opportunities for discussion after publication (13). Such formats can support continuing scrutiny of manuscripts, provided the contributions remain accessible and constructively moderated.

Nosek and colleagues examined incentives that favour publishability over accuracy and advocated more transparent research practices (12). Transparency makes methods and results available for scrutiny and may encourage more careful research practices.

2014: an engaging and responsive journal

Bender considered the future of scientific publications and the value of interaction and accessible digital presentation (11). We favour formats that make scientific work easy to read, discuss and assess, including on mobile devices. We also believe that editorial choices should remain open to criticism rather than enforce conformity without transparent reasons.

Cowling invited readers to help shape the future of the Journal of Holistic Nursing (10). The broader lesson for us is that a journal should listen to its community. Feedback from readers, reviewers and authors can guide improvements without replacing responsibility for editorial quality.

2017: bias and publication ethics

Baumgarten discussed the future of medical publications, including concerns about publication bias (9). Preferential publication of positive or novel findings can distort the available evidence. Scientific communication should therefore make room for informative negative results and careful replication.

Ferris and Winker described ethical problems associated with predatory publishing, including misleading representations, weak editorial standards, wasted research effort and unreliable preservation (8). Charging an article processing charge alone does not identify a journal as predatory. The concern is the combination of financial solicitation and inadequate scholarly safeguards (Fig. 5).

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

Biochemia Medica 2017;27(2): 279–84https://doi.org/10.11613/BM.2017.030

Fig. 5. Ethical concerns discussed by Ferris and Winker (8), Biochem Med (Zagreb) 2017;27:279-284. Reproduced table; source licence: CC BY-NC-ND 4.0. This table is excluded from the article's CC BY 4.0 licence.

2017: sustaining device innovation

Palmaz returned to concerns about stagnation in vascular device technology (7). We agree that research with the potential to improve patient care deserves sustained support. Our criticism of priorities in industry and politics is an editorial opinion and should be evaluated separately from the technical evidence for any particular device.

2019: crowdsourcing science

Uhlmann and colleagues described coordinated, distributed research as a complement to work by small teams (6). Shared expertise and resources may support projects that individual groups could not undertake alone. Benefits depend on coordination, transparent methods and appropriate recognition of contributions. We see potential for digital platforms to support this collaboration; that proposal is our own extension of the discussion, not a finding that social-media publication can replace scientific quality controls.

2020: early research activity

Stephens and colleagues examined whether medical-school publications can help predict later academic productivity in dermatology (5). We support opportunities for students to develop research skills early. Associations between publication records do not establish that early publishing causes greater efficiency or higher-quality research later in a career.

2021: access and the peer-review process

Alexander and colleagues considered the past and future of academic publishing in disaster risk reduction (4). Their discussion raises concerns about publishing models, metrics and inequalities. In our view, journals should consider how costs, language and editorial practices affect participation, alongside the opportunities offered by new formats.

Gaudino and colleagues synthesized randomized studies of interventions in biomedical peer review (3). Some reviewer-level interventions were associated with modest improvements in review quality and longer review times. The effects differed by intervention, and the authors called for further investigation. These findings support careful evaluation of changes to review procedures rather than a general claim that every modification improves quality.

2022: a critical perspective on technology and education

Mochizuki and colleagues critically examined the use of neuroscience and digital technology in UNESCO-related education policy (2). They questioned whether a reductive view of learners could weaken attention to democratic politics, inequality and ethics. The study concerns education policy. We use it as an analogy when considering the influence of technology and large organizations on scientific communication, not as direct evidence about medical journals.

2024: the role of scientific publications

Prazeres discussed scientific publishing in family medicine in Portugal (1). The discussion emphasizes sharing research, developing a specialty's knowledge and maintaining editorial standards. For us, dissemination should serve both research communities and clinical understanding, rather than become an end in itself.

Conclusion from the historical discussion

Medical publishing has repeatedly adapted to new technologies and changing expectations. Innovation should be accompanied by accurate reporting, clear attribution and openness to critical discussion. The COVID-19 era reinforced, in our view, the importance of separating scientific assessment from political or ideological preferences. SJORANM aims to evaluate submissions on their evidence and reasoning, irrespective of authors' nationality, race, gender or opinions, and to publish research, reviews, balanced commentary and discussion of new techniques in radiology and nuclear medicine.

SJORANM: the first 18 months

Established in June 2023, SJORANM set out to provide an open-access forum for radiology and nuclear medicine. This editorial records the journal's reported position at the end of 2024. The figures below are historical journal-reported statistics, rather than current totals or an independently validated measure of clinical or scientific impact.

Reported milestones and statistics

Historical figures reported in the original editorial:

- Published articles: 38.
- Contributing authors: more than 50.
- Countries represented by contributing authors: more than 15.
- Mean number of references per article: approximately 23.
- Downloads from 1 June 2023 to 22 December 2024: 10,056, equivalent to approximately **17.6 per day**. The interval is 570 elapsed days; inclusive counting yields 571 and the same rounded daily value.

The retained dashboard images cover June 2023 through December 2024. Abstract views, open-access PDF downloads and total downloads are different measures; none should be equated with citations or unique readers.



Fig. 1. Historical dashboard: abstract views, June 2023 to December 2024.



Fig. 2. Historical dashboard: open-access PDF downloads over the same period.

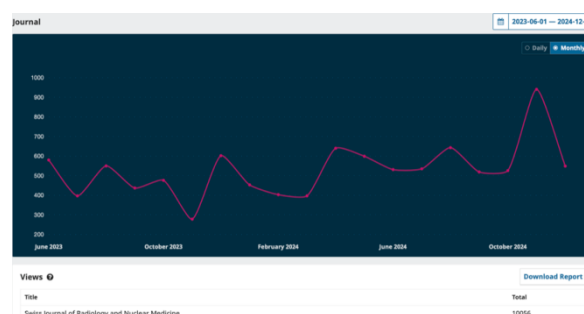


Fig. 3. Historical dashboard: total downloads. Original dashboard image retained.

Social-media presence at the end of 2024

The original editorial reported approximately 6,500 LinkedIn followers. This is a historical figure, not a current follower count. It also described the journal's presence on X, TruthSocial, Instagram and Facebook, and plans to develop channels including TikTok, Snapchat and Pinterest. These plans and account descriptions reflect the time of writing.

Journal profiles: [LinkedIn](#); [X: SwissRadJournal](#); [TruthSocial: RadSwiss](#). The original editorial identified Instagram and Facebook accounts as sjoranm.

Research and interdisciplinary collaboration

The journal seeks submissions across radiology, nuclear medicine, surgery, ENT, cardiology, physics, radiation protection and biomedical engineering. Areas of interest include artificial intelligence, new imaging methods and radiotracers. These are editorial interests and ambitions; this paragraph does not establish that the journal has already published a particular breakthrough or achieved a measurable clinical benefit.

At the time of writing, the editors were developing an advisory board spanning subspecialties such as oncologic interventional radiology, neuroradiology, pediatric radiology, PET-CT, radiosynoviorthesis, alpha therapy and orthopedic radiology. Colleagues interested in contributing were invited to contact the corresponding author.

Community engagement and audio-casts

We seek dialogue with authors, reviewers and readers through online communication and opportunities for professional exchange. The original editorial announced audio-casts of published articles as a complementary format for readers who prefer listening. Multimedia presentation should support access while preserving the accuracy and context of the underlying article.

Priorities for the future

Our priorities are to expand the international editorial network, improve the accessibility and visibility of articles, develop multimedia and interactive formats, and support early-career researchers without article processing charges. We thank our authors, reviewers, editorial colleagues and readers for their contributions to these goals.

We also thank co-author Anastasiya de la Cruz for her work developing the journal's audio-casts.

With gratitude and optimism, the SJORANM Editorial Team wishes its readers a happy New Year 2025.

Frank Mosler and Gerd Nöldge
Editors-in-Chief

Editorial interests and acknowledgements

Frank Mosler and Gerd Nöldge are Editors-in-Chief of SJORANM. These editorial roles are relevant to this article, which discusses the journal's development. The acknowledgement of Anastasiya de la Cruz's audio-cast work appears in the preceding section.

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