

## Summing Up: Something Old, Something New for Science Communication

### The Bottom Line

According to the journal *Health Management Technology*, the Web site for the Swedish Medical Center in Seattle attracts \$50,000 a month in referrals. For Web sites that must justify their existence (and who doesn't!), this success story will warm the hearts of hospital financial managers. Check out the institution at [www.swedish.org](http://www.swedish.org) or read the article about its success at [www.healthmgtech.com](http://www.healthmgtech.com) (April 1999 issue). But be patient: The site is a little slow to present its full capability. Or visit the Resource Center of the American Hospital Association ([www.aha.org](http://www.aha.org)), an extensive collection of books and historical documents on health-services administration.

### Resources for Writers

Inkspot ([www.inkspot.com/index.html](http://www.inkspot.com/index.html)) is a self-described "Writer's Resource" offering links to information about a variety of issues that affect writers in all fields. While I was at Inkspot, the subject "Copyright on the Internet" led me to an article by Thomas G Field Jr at Franklin Pierce Law Center ([www.fplc.edu/tfield/cOphNet.htm](http://www.fplc.edu/tfield/cOphNet.htm)), a useful resource for everyone concerned with publishing, and the CyBarrister Page ([www.ssbb.com/cybarr.html](http://www.ssbb.com/cybarr.html)), sponsored by the law firm of Satterlee Stephens Burke & Burke LLP. Other areas of the Inkspot site offer extensive information about the craft of writing, freelance writing, grammar and style, and writing for the online media. Everything at Inkspot is free!

### News of Science

The *Scientist*, the "News Journal for the Life Scientist", is "the first and only news journal for scientists that is freely available in full text on the Web", according to the publisher, Alexander M Grimwade. The journal has now added an alert service, providing via e-mail free announcements of the latest news and features published on the Web site. Check it out at [www.the-scientist.com](http://www.the-scientist.com).

### Health Links

The National Center for Biotechnology Information at [www.ncbi.nlm.nih.gov](http://www.ncbi.nlm.nih.gov) and HealthWeb at [www.healthweb.org](http://www.healthweb.org) present links to health-related Internet resources.

### pdf-Formatted Files on the Web

Adobe accommodates disabilities: [www.adobe.com/prodindex/acrobat/readstep.html](http://www.adobe.com/prodindex/acrobat/readstep.html). At this site, Adobe offers software to make .pdf-formatted files that can be read by a voice reader.

### Chasing Journal References

The Citation Matcher at [www.ncbi.nlm.nih.gov/pubmed](http://www.ncbi.nlm.nih.gov/pubmed) matches a publication to papers that have cited it. Quite a resource if you want to know who your fans are!

### Reference Resources

The International Trademark Association ([www.inta.org](http://www.inta.org)) helps editors in their use of trade names with a Web site that lists over 4,000 trade names and rules about the use of these names, trademarks, and corporate names.

The Document Center Inc at [www.document-center.com](http://www.document-center.com) has announced release of an electronic standards delivery service via .pdf-formatted files. The sites include standards for the Aerospace Industries Association of America (AIA), American Society for Testing and Materials (ASTM), International Organization for Standardization (ISO), National Information Standards Organization (NISO), the US military, and a variety of federal sources.

### Style Guide

A resource from Columbia University Press is the *Columbia Guide to Online Style* (ISBN 0231107889, \$35 hardcover), by Janice R Walker and Todd Taylor, which includes guidelines for informed citation of Web information.

### Education Online

The University of Colorado at [cuonline](http://cuonline)

.edu/pub/index/real boasts that it is “the first complete university on the Internet”. Certainly the idea of interactive learning at your computer is attractive.

## A Farewell

This is my last column for CBE Views/Science Editor. I have enjoyed this opportunity to share my discovery of the Internet

and especially the World Wide Web.

I hope you will think about sharing your favorite sites and other Web thoughts and information with Barbara Gastel. Other CSE members are eager to hear of your finds.

# Letters

I am a member of CSE and serve on the publications committee of a society whose journal will be searching for a new editor. I wonder whether any readers of Science Editor are aware of guidelines regarding conflict of interest for the editor of a medical journal.

The journal in question publishes many articles about drug studies, and most of the senior members of the society have financial relationships with pharmaceutical companies for participating in drug studies, speaker bureaus, or consultantships.

I was on the advisory board of a biomedical company while I was editor of Neurology. Over the years, we received a handful of manuscripts from scientists in that company. It was a simple matter to hand them over to my associate editor, who was then responsible for assigning reviewers and making the ultimate decision as to publication. As for the journal to which I am now referring, probably 25% of the submissions involve sponsored drug studies, and if the associate editor is from the same institution as the editor, as is usual, the conflict would remain.

Our current editor has no ties with pharmaceutical companies, but he is among a few senior members of the organization without such relationships.

The problem is compounded by the journal's being specific to a single disease entity. Thus, if the editor had a financial relationship with “Company X”, and a manuscript

of a drug produced by “Company Y” was being considered, there would be a potential negative bias against a competing company's drug.

I see no solution other than prohibiting our new editor from having any current financial relationships with any pharmaceutical company and insisting that the editor and members of his/her immediate family not own stock in any of the companies.

Advice from CSE members would be appreciated.

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