

EDITORIAL

INNOVATION, APROPIATION OF KNOWLEDGE AND BRANDING: THE WAY FOR A SCIENTIFIC MAGAZINE SUCCESES

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Since the starting of MED Magazine, during second semester in 1991, human talent in charge of functions as editors, editorial or scientific committee, and pairs evaluators, have disposed the best of themselves. Not only as active collaborators, but focusing all their clinic experience and their huge scientific acquis, on the not-easy mission of promoting the diffusion of got and built knowledge; with more will than resources, with more passion than building, for the essence of any medical publication: the researchers.

This titanic task, executed in synchronized way by each one of ours predecessors, has taken MED Magazine to get a strong position, as high and consistent that, not even us, whom helped during its birth in 1991, could figure its national branding would be has meaning. Getting into de National Index System and its component type approval in Specialized Magazines of CT+1 on July 2015, we face the fact our magazine is classified in A2 category, penultimate rung to obtain the best qualification, the goal with any scientific magazine get obsess in its daily work, this is A1 category; besides the fact of being inside the 542 indexed and recognized publications by Colciencias. Impact and diffusion is as huge that just 4 medical or related areas magazines are in a higher category than us: Biomédica, Colombia médica, Revista de la Asociación Colombiana de Psiquiatría y Revista de salud pública. In other perspective, MED Magazine, without properly being part of any official organ of diffusion for any Association, is technical and administratively, at the same level, or even higher than the great list of medical magazines in this country. This connotation turns a motive of proud to the interests of our researches, whom choose to trust in our straight process of selection and evaluation to get the branding of our products.

However, great work of editors, editorial and scientific committees that proceeded to us did not stop there. Their efforts canalized, additionally, to pursuit diffusion of printed researching products in the magazine, through the record in databases as prestigious as PUBLINDEZ, LATINDEZ, SciELO, LILACS and Dialnet. No doubt, their good intentions and taken decisions during last five years ended in a good recorded of paper, although, to be honest, we consider It could have been better. The fact of not to be a 100% virtual publication, depending on printed content in a big part and, above all, not to count with an electronic platform for its administrative work, and so accelerating and optimizing process for guiding selection, evaluation, feedback and publication of scientific contents, undermined the record and qualification of the magazine. Currently, it is impossible to follow the content of the magazine based on the number of access, as in systems like Source Normalized Impact per Paper (SNIP) or SCImago Journal Rank (SJM). In other words, we are invisible for a big part of world.

Innovation is defined as any change that introduces something or many new things in a field, context or product. There will be some innovations implemented by our magazine in 2015 and 2016. The first, and maybe the most important, is acquisition, implementation of a platform OJS (Open Journal System), which will let to register and systematize every administrative process implied by the magazine: reception of the paper, evaluation criteria, judge of correction and printing of the final product, including digital publication. This will warranty a higher speed, type approval of procedures and being able to get a mark in global level. Just when that day comes we will actually know how useful our contents are for international scientific communities.

Second innovation strategy is related to acquisition of DOI (Digital Object Identifier), to be used in each paper of the magazine. It is a unique and permanent identifier for digital publications. DOI give pertinent information to identify localization of a scientific product in Internet like virtual libraries, databases, etc. It does such a thing trough metadata. For

this, DOI demarcates the respective title, topic and author or authors name. Besides locating a file in a more efficient way, those identifiers keep save authorship and intellectual property of the accessed product. Finally, they give opportunity of streamlining diffusion of those already accepted papers that was not included or printed in correspondent number of the magazine because of time edition.

All those innovation will die without step behind if there are not strategies to stimulate production and appropriation of knowledge by our researchers. This is how MED Magazine will lead some small, but very practical symposiums. Those will be given by expert researchers with teaching the better way to concrete knowledge, unlearning fears which are part of searching process and how to be more efficient in communicating results, are they three only goals; hopefully, they always take the way to satisfy the innumerable questions of healthy necessities claimed by communities of our country.

Then, innovation, appropriation of knowledge and better branding, are the guides that MED Magazine raises for its editorial committee, its scientific committee and its administrative collaborators for 2015 and 2016 years. However, no one of these efforts will be grow up if you, researchers and your researching groups, decide not to stay with us in this renovation process.