Beyond the Journal as Artefact

New Models for Increasing Reach and Monetizing Content

Kent R. Anderson

CEO/Publisher
The Journal of Bone & Joint Surgery

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Medicine 0.1

Medieval Flowchart

Are you of noble birth?
Yes No

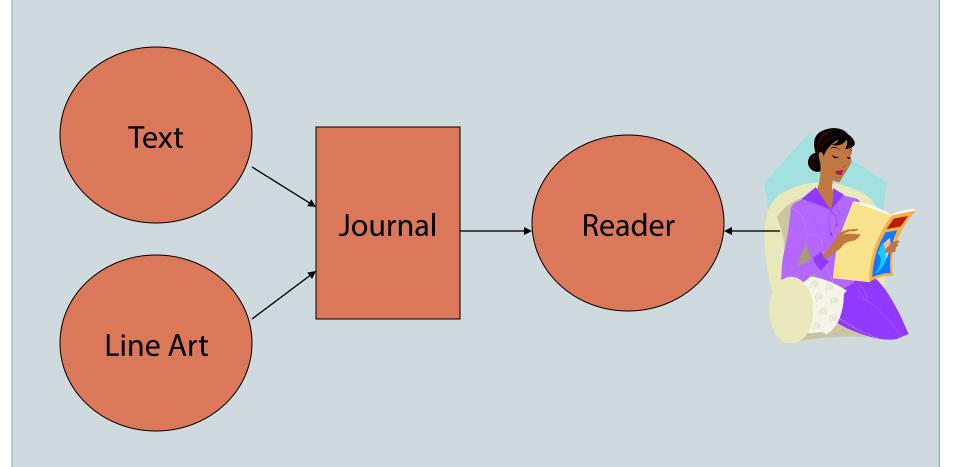
Death by Gout

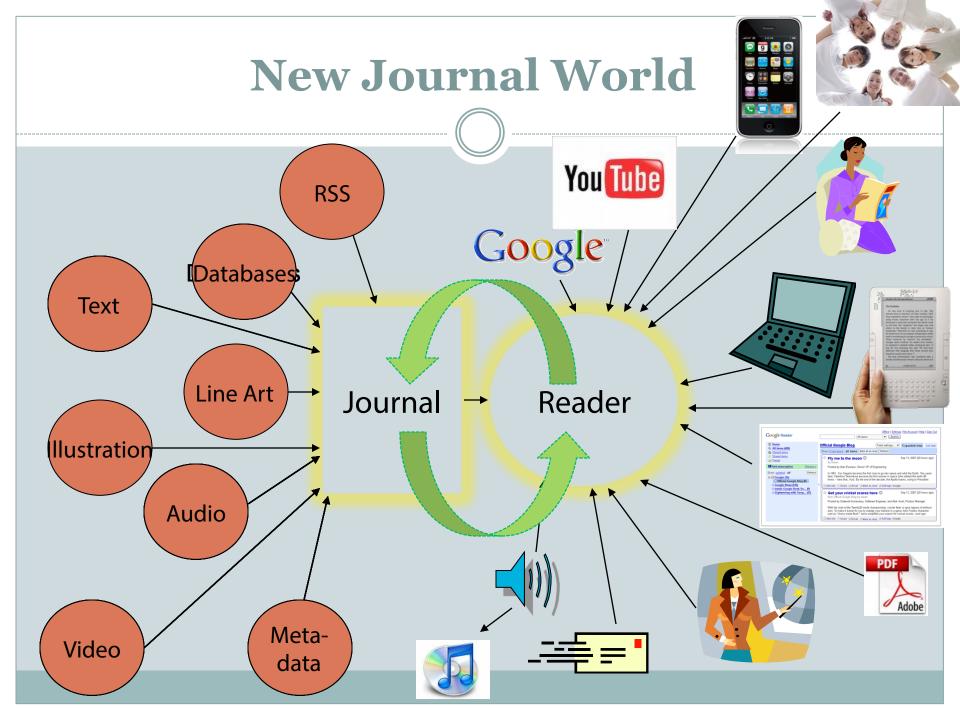
Death by Plague

Medicine 0.1

The fever which accompanied the influenza seldom required general bloodletting; but the difficulty of breathing often required local depletion, by the application of leeches to the chest. I was called, much about the same time, to two ladies who were attacked by the epidemic; they were both of full habits of body, and both in the prime of life. In both cases there was great difficulty of breathing, and high fever. In one of these cases I immediately directed the application of a dozen leeches to the chest, besides giving, internally, James's powder and the extract of hyosciamus, with nitrous and mucilaginous drinks. As the other lady happened to be then very near the period of her accouchment, I hesitated about ordering the leeches, and at first confined the treatment to general remedies. On visiting both patients next morning, I found so great an improvement in the case in which the leeches had been applied, and found that the other patient had passed so restless a night, that I immediately directed the leeches to be applied, which, in this case, also, produced immediate relief; and in both were followed by a speedy and perfect recovery.

Old Journal World



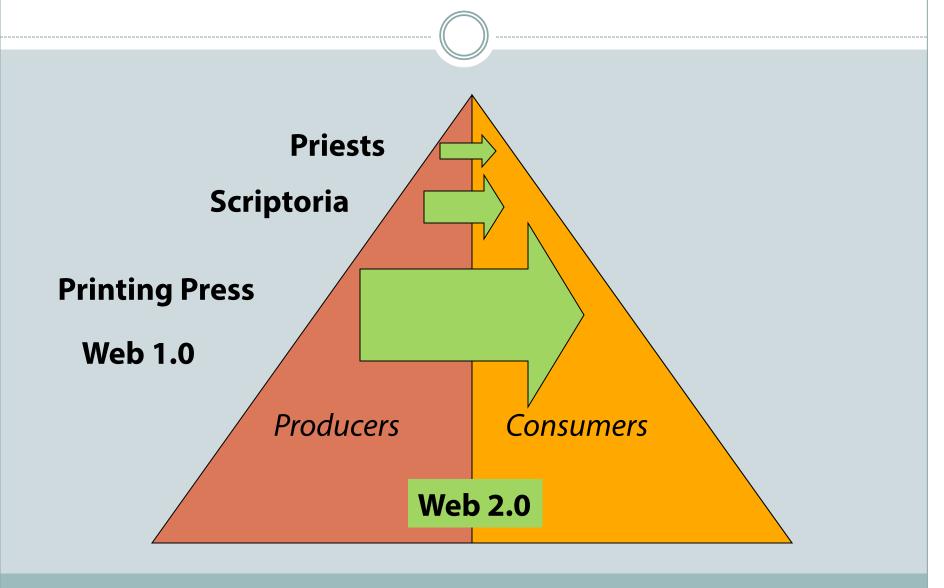


Our Cultural Project

"... to make knowledge available to nonlinear access in as many ways as possible."

O'Donnell, JJ. Avatars of the Word. Boston, Harvard University Press, 1999.

The Evolution of Publishing



Intermediation Replaced By...

Apomediation

- Mediation by agents not interposed between users and resources
- Agents which "stand by" to guide a consumer to high quality information without a role in the acquisition of the resources
- "Intermediation" was for a scarcity economy
 - Gatekeepers or middlemen

Hierarchy Replaced By...

Heterarchy

- A system of organization replete with overlap, multiplicity, mixed ascendancy, and/or divergent-but-coexistent patterns of relation
- Flexible roles and relationships that are largely situational
- Not mutually exclusive to a hierarchy, and can contain or be contained within a hierarchy
- Digital media has made heterarchies very prevalent and useful

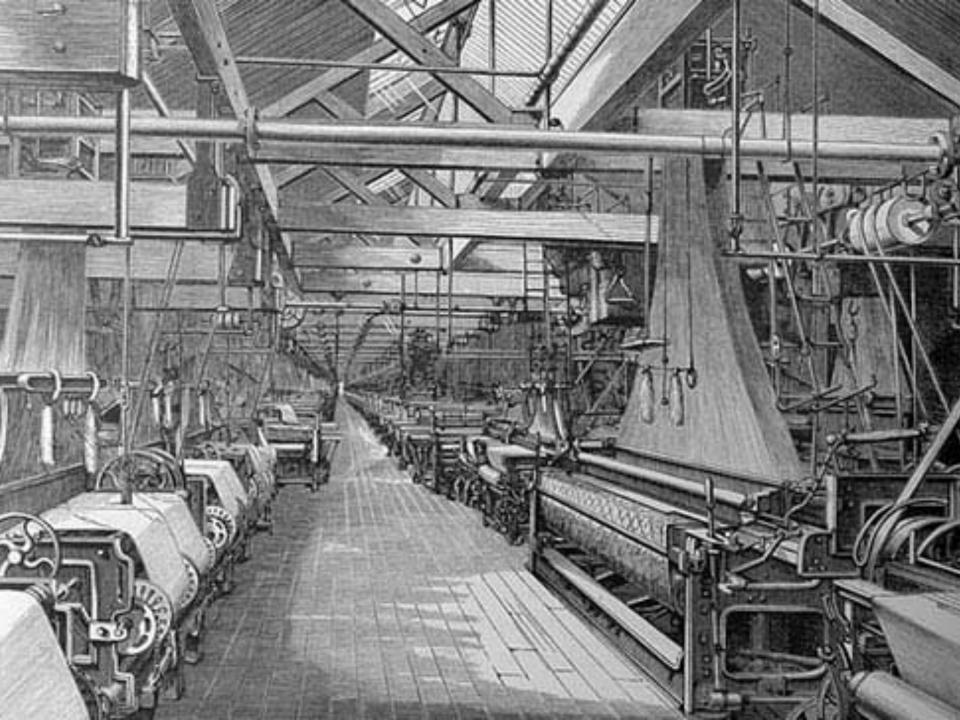
Factors Shaping the Future

versus	Now
»	Digital
»	Immediate
»	Mobile
»	Connected
»	Personal
»	Creation
»	Open
»	Engineered
	» » » » » »

Factors Shaping the Future

Then	versus	Now	
Analog	»	Digital	
Delayed	»	Immediate	
Tethered	»	Mobile	
Isolated	»	Connected	
Generic	»	Personal	
Consumption	»	Creation	
Closed	»	Open	
Evolved	»	Engineered	

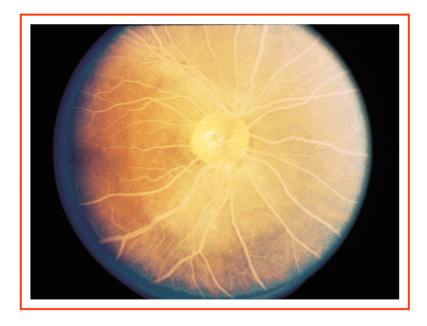




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About Image Challenge

To update your e-mail address, please go to change profile.

Question: What is the diagnosis?



NEJM IMAGE CHALLENGE



QUESTION:

What is the diagnosis?

- 1. Erythema ab igne
- 2. Onchocerciasis
- 3. Sarcoidosis
- 4. Syphilis
- 5. Tuberculosis

CHECK ANSWER

How Others Chose

ANSWER:

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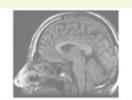
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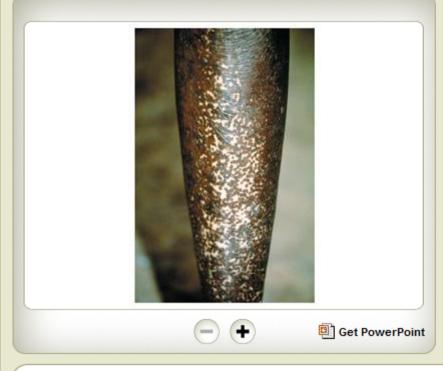


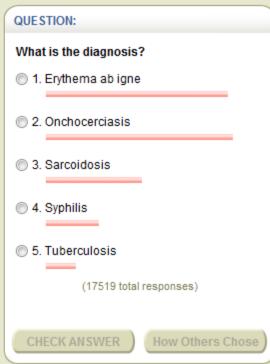


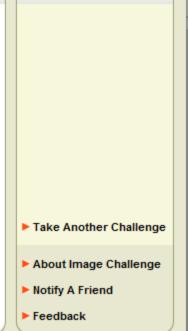




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ANSWER:

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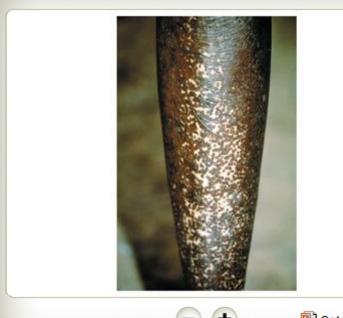








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9



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QUESTION:

What is the diagnosis?

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- @ 2. Onchocerciasis
- 3. Sarcoidosis
- 4. Syphilis
- 5. Tuberculosis

(17520 total responses)

CHECK ANSWER

How Others Chose

ANSWER:

Correct!

The classic clinical manifestations of onchocerciasis are skin and eye changes. Dermatologic manifestations include acute papular or chronic dermatitis, and depigmentation that manifests classically as spotty areas of hypopigmented skin (leopard skin), as in this patient.

- ► Take Another Challenge
- ► About Image Challenge
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Before & After

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- Approx. 1,500 users per week
- No customer "buzz"
- Not a popular feature

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ONLINE FIRST June 4, 2008 (DOI: 10.1056/NEJMos0801941), in Print July 10, 2008

► Related Editorial: Breast-Feeding, Antiretroviral Prophylaxis, and HIV

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Rother KI

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ORIGINAL ARTICLE

Long-Term Effect of Diabetes and Its Treatment on Cognitive Function

The Diabetes Control and Complications Trial/Epidemiology of Diabetes Interventions and Complications (DCCT/EDIC) Study Research Group*

ABSTRACT

BACKGROUND

Long-standing concern about the effects of type 1 diabetes on cognitive ability has increased with the use of therapies designed to bring glucose levels close to the non-diabetic range and the attendant increased risk of severe hypoglycemia.

METHODS

A total of 1144 patients with type 1 diabetes enrolled in the Diabetes Control and Complications Trial (DCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up Epidemiology of Diabetes Interventions and Complications (PCCCT) and its follow-up examined on entry to the DCCT (at mean age 27 years) and a pears later with the same comprehensive battery of cognitive tests. Glycal Epidemiology of Severe hypoglycemic events of original DCCT treatment-group assignment, mean alues, and frequency of hypoglycemic events on measures of cognitive ability with adjustment for age at baseline, sex, years of education, length of follow-up, visual acutity, self-reported sensory loss due to peripheral neuropathy,

The members of the writing committee — Alan M. Jacobson, M.D., and Gail Musen, Ph.D., Joslin Diabetes Center and Harvard Medical School, Boston; Christopher M. Ryan, Ph.D., and Nancy Silvers, R.N., University of Pittsburgh School of Medicine, Pittsburgh; Patricia Cleary, M.S., and Barbara Waberski, M.S., George Washington University, Rockville, MD; Amanda Burwood, B.S., and Katie Weinger, Ed.D., Joslin Diabetes Center, Boston; Meg Bayless, R.N., University of Iowa College of Medicine, Iowa City; William Dahms, M.D. (deceased), Case Western Reserve University, Cleveland; and Judith Harth, R.N., University of Western Ontario Schulich School of Medicine, London, ON, Canada - and the DCCT/EDIC Study Research Group assume responsibility for the overall conResult Page: 1 2 3 4 5 ≥ of 113 Next >

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VOLUME 1, ISSUE 2

Diabetes

ORIGINAL ARTICLE

Glucose Control and Vascular Complications in Type 2 Diabetes

William Duckworth, M.D., and others

BACKGROUN

The effects of intensive glucose control on cardiovascular events in patients with long-standing type 2 diabetes mellitus remain uncertain.

.....

We randomly assigned 1791 military veterans (mean age, 60.4 years) who had a suboptimal response to therapy for type 2 diabetes to receive either intensive or standard glucose control. Other cardiovascular risk factors were treated uniformly. The mean number of years since the diagnosis of diabetes was 11.5, and 40% of the patients had already had a cardiovascular event. The goal in the intensive-therapy group was an absolute reduction of 1.5 percentage points in the

continued on page 2

ORIGINAL ARTICLE

Clopidogrel plus Aspirin in Atrial Fibrillation

The ACTIVE Investigators

RACKGROUND

Vamin K antagonists reduce the risk of stroke in patients with attial fibrillation but are considered unsuitable in many patients, who usually receive aspirin instead. We investigated the hypothesis that the addition of clopkloger to aspirin would reduce the risk of vascular events in patients with attial fibrillation.

METHOD

A total of 7554 patients with attial fibrillation who had an increased risk of stoke and for whom vitamin K-antagonist therapy was unsuitable wae randomly assigned to receive dopidogre! (75 mg) or placebo, one daily, in addition to aspir in. The primary outcome was the composite of stroke, myocardial infartuion, non-central nerwous systems systemic embolism, or death from waxular causes.

RESULTS

At a median of 3.6 years of follow-up, major vasmilar events had occurred in 832 patients

continued on page 2

ORIGINAL ARTICLE

Intensive vs. Conventional Glucose Control in Critically III Patients

The NICE-SUGAR Study Investigators

BACKGROUND

Proliferative Diabetic Retinopathy A 56-year-old man with diabetes presented with a several-month history of decreased vision in the left eye. For more, go to http://content.nejm.org/ cgi/content/full/360/9912.

> The optimal target range for blood glucose in critically ill patients remains unclear.

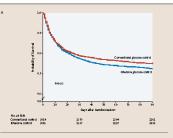
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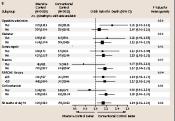
Within 24 hours after admission to an intensive care unit (ICU), adults who were expected to require treatment in the ICU on 3 or more consecutive days were randomly assigned to undergo either intensive glucose control, with a target blood glucose range of 81 to 108 mg per deciliter (4.5 to 6.0 mmoi per liter), or conventional glucose control. with a target of 180 mg or less per deciliter (10.0 mmoi or less per liter). We defined the primary end point as death from any cause within 90 days after randomization.

RESULTS

Of the 6104 patients who underwent randomization, 3054 were assigned to undergo intensive control and 3090 to undergo on-ventional control, data with regard to the primary outcome at day 90 were available for 3010 and 3012 patients, respectively. The two groups had similar characteristics at baseline. A total of 829 baseline. A total of 829 baseline.

continued on page 6





Probability of Survival and Odds Ratios for Death, According to Treatment

Pinel A Howe Kiphin-Melier estimates for the probability of survival, which at 90 days var greater in the conventional control group than the intensive control group (the Justice of 11, 11), 95% confidence interval, 1,01 to 1,23, Penel 00.) Pinel B shows the odd six risk of all 95% confidence intervals for date thrown any cause in the shows the control of 40% Confidence intervals for date thrown any cause in the pineter to an in a predicted plant of the deposition. The cities of the cynthological part of the pineter of the pineter of the first thrown and the pineter of the pineter of

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Glucose Control in the ICU — How Tight Is Too Tight? JUPITER Clinical Directions — Polling Results p. 3 Weight-Loss Diets with Different Compositions of Macronutrients

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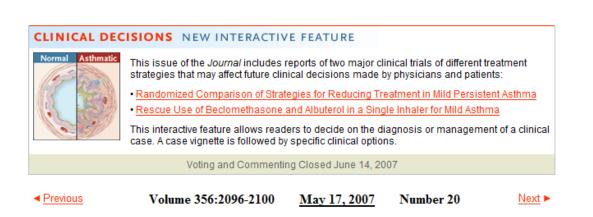
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Treatment of Mild Persistent Asthma

Case Vignette

You are consulted by a 30-year-old white woman, who holds an administrative position in an office and has a lifelong history of asthma, about the treatment of her condition. In childhood, the patient visited her local hospital for treatment of acute asthma, but she was never admitted overnight and was discharged from the emergency department after a few "breathing treatments." Her asthma became quiescent in her late teens and remained so until 5 years ago, when after the birth of her first child, she began to note shortness of breath when recovering from exercise. At that time, she was awakened from sleep about once a month because of her asthma, but she did not need to seek emergency care for her condition. Her physician prescribed inhaled beclomethasone, two puffs (80 µg per puff) twice a day, and gave her an albuterol inhaler to use as an as-needed rescue treatment.

With this treatment, the patient's asthma has been stable for the past 4 years. Her current spirometric data are as follows: forced expiratory volume in 1 second (FEV₁), 3.16 liters (82% of the predicted value); forced vital capacity (FVC), 3.85 liters (82% of the predicted value); and the ratio of FEV₁ to FVC, 0.82. The fraction of nitric oxide in the exhaled air is 10 ppb. Skin testing has revealed substantial responses only to ragweed. She uses her albuterol inhaler two or three times a week, usually as premedication before exercise. She has no nocturnal symptoms. She has not had any unscheduled medical visits for her asthma.

The patient wonders whether she should receive less asthma treatment. She is willing to tolerate some symptoms if the treatment will be associated with fewer long-term side effects.

Tue start and Ontions

Treatment Options

by Papi, A.

What kind of treatment will most closely meet the patient's needs? Three options are outlined and each is defended in a short essay by an expert in asthma therapy; read the essays and then cast your vote.

Treatment Option 1

Treatment Option 2

Treatment Option 3

As-Needed Use of Inhaled Beclomethasone and Albuterol

Monica Kraft, M.D. From the Pulmonary Division, Duke Medical Center, Durham, NC.

The case vignette describes a young woman whose asthma is well controlled during twice-daily treatment with inhaled corticosteroids. We measure asthma control on the basis of the need for inhaled β_2 -agonists to control asthma symptoms, the presence of daytime and nocturnal symptoms, the frequency of exacerbations of asthma, tolerance of exercise, and lung function. The patient has done well on all these measures and is using albuterol essentially only on a preventive basis before exercise; she also has normal lung function and has not had an exacerbation in 4 years. Therefore, the "stepping down" of therapy is an appropriate management strategy and will also address the patient's concerns about long-term side effects of corticosteroids.

Symptom-based therapy with inhaled corticosteroids and β_2 -agonists is a relatively new approach, but it is supported in the literature. It has distinct advantages for patients with mild persistent asthma that is well controlled, such as the patient in the case vignette. This group is especially prone to noncompliance, most likely owing to the intermittent nature of their symptoms. As shown by Papi et al. in this issue of the *Journal*, the as-needed use of beclomethasone and albuterol (also known as salbutamol outside the United States) in a single inhaler significantly reduced the overall use of corticosteroids, yet maintained the control of asthma. The dose of beclomethasone per puff (250 µg) in that study was considerably higher than what the patient in the vignette uses (80 µg), so the degree to which the use of beclomethasone could ultimately be reduced in the patient with an as-needed approach is not known.

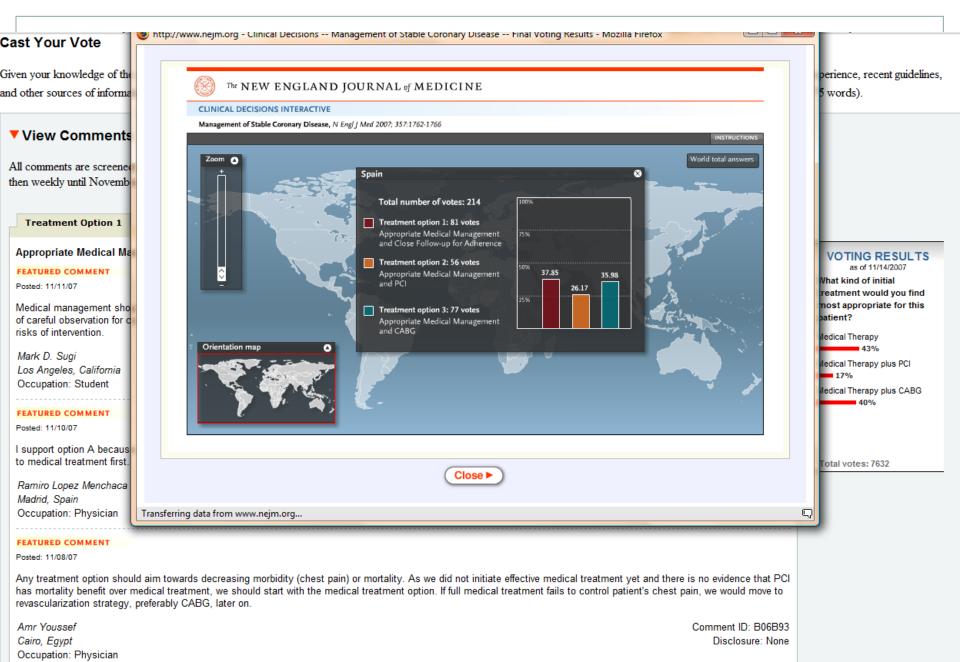
However, a recent study by the Asthma Clinical Research Network of the National Heart, Lung, and Blood Institute⁴ showed that, in patients with mild persistent asthma, the use of as-needed inhaled corticosteroids according to a symptom-based action plan did not result in significant differences in the morning peak expiratory flow rate as compared with either twice-daily budesonide or twice-daily zafirlukast. In that study, the daily use of budesonide did improve the prebronchodilator FEV₁ (but not the postbronchodilator FEV₁) and also increased the number of symptom-free days, as compared with as-needed therapy. The quality of life of patients receiving each treatment regimen was similar. Since the patient in the vignette is concerned about the long-term effects of inhaled corticosteroids and is willing to tolerate some increase in symptoms, an as-needed regimen has the greatest potential to decrease her exposure to corticosteroids while tailoring treatment directly to her symptoms.

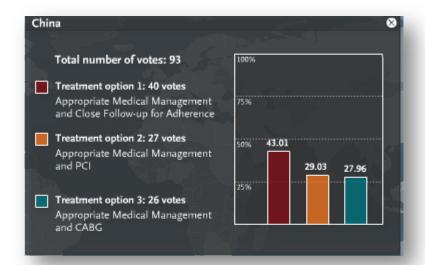
The as-needed inhaled beclomethasone and albuterol regimen is the most appropriate choice for the patient, since current guidelines indicate that long-acting beta-agonists are not indicated for the treatment of mild persistent asthma. A leukotriene modifier is an option, but it would require daily use and, at this time, it is second-line therapy to an inhaled corticosteroid for the treatment of mild persistent asthma. The long-term benefits of as-needed low-dose inhaled corticosteroids are not known, since clinical trials have yet to be performed. Although the use of inhaled corticosteroids on an intermittent basis has not been specifically approved by the FDA, it makes sense for step-down therapy to be administered as a means of reducing exposure to corticosteroids. In a motivated patient who understands the risks, step-down therapy could prove useful to optimize the control of asthma symptoms. In an era in which we desire to personalize medicine, an as-needed regimen of antiinflammatory medication for well-controlled mild persistent asthma could achieve this goal in the patient, reducing exposure to corticosteroids while maintaining control of her asthma.

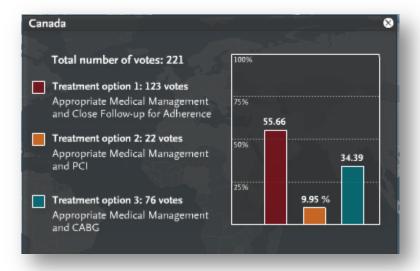
Dr. Kraft reports serving as a consultant to Teva Specialty Pharmaceuticals, GlaxoSmithKline, and Merck; receiving lecture fees or royalties for educational materials from Boehringer Ingelheim, GlaxoSmithKline, Merck, Elsevier, and Schering-Plough; and receiving grant support from Asthmatx, Genentech, Altana, and GlaxoSmithKline. No other potential conflict of interest relevant to this article was reported.

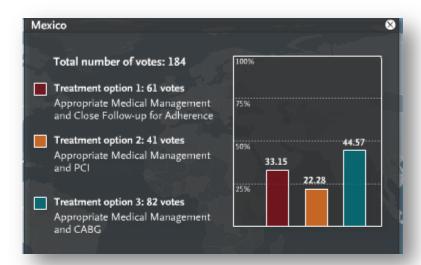
Cast Your Vote

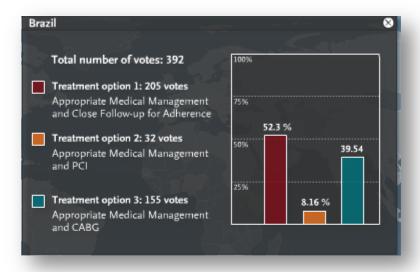
Given your knowledge of the condition and the points made by the experts, which treatment approach would you choose? Base your opinion on the published literature (including the articles by the American Lung Association Asthma Clinical Research Centers and Papi et al. in this issue of the *Journal*), your past experience, recent guidelines, and other sources of information, as appropriate. Indicate your choice by using the Cast Your Vote button below. You may also submit comments after you vote (maximum of 175 words).











CLINICAL DECISIONS

INTERACTIVE AT WWW.NEIM.ORG

Management of Stable Coronary Disease — Polling Results

Susan Cheng, M.D., and John Jarcho, M.D.

In late October, we presented the case of a pa-stratified by participants' self-reported locations tient with stable coronary artery disease in Clin- (Fig. 1). ical Decisions,1 an interactive feature designed to assess how readers would manage a clinical 95% of which were posted at www.nejm.org (after problem for which there may be more than one being reviewed for appropriateness). The majority appropriate treatment. Our patient was a 65-year- of comments were in favor of either medical old man with hypertension, obesity, and type 2 therapy alone or medical therapy plus CABG, rediabetes who presented with a 2-week history of flecting the overall voting trends. Reasons given exertional angina. He underwent an exercise-tol- in favor of a particular management strategy were erance test on a treadmill, along with myocar- varied but included some recurrent themes. dial perfusion imaging, which showed a fixed anterior defect and a reversible anterolateral de- treat the patient with improved medical therapy fect, both of moderate size. His subsequent car- alone considered the patient to have stable andiac catheterization revealed an occluded first gina with fair exercise tolerance in the setting of diagonal branch, a long lesion with 70% stenosis what could be considered to be, in effect, two-vesin the midportion of the left anterior descending sel coronary artery disease. Most believed that coronary artery, a calcified lesion with 80% ste- the patient's poorly controlled risk factors warnosis in the proximal left circumflex coronary ranted a fair trial of aggressive medical therapy artery, and 50% stenosis of the posterior descend- and lifestyle modification, which could include ing coronary artery. These findings were accompanied by anterior-wall hypokinesis and an ejec- cited data from the COURAGE trial2 and other tion fraction of 45% by left ventriculography.

the most popular - receiving 3282 votes (43.0% would pose procedure-associated risks. Addiof the 7632 votes cast) — was to initiate appro- tional justifications for selecting this treatment priate medical therapy and follow the patient option included cost-effectiveness and the opclosely for adherence and efficacy. A close second, portunity to reassess the need for revascularizawith 3066 votes (40.2% of the votes cast), was tion later, the option to initiate appropriate medical therapy and to refer the patient for coronary-artery by- cal therapy and simultaneously refer the patient pass grafting (CABG). The remaining option, to for PCI considered the patient to have coronary initiate appropriate medical therapy and refer artery disease in need of revascularization but not the patient for percutaneous coronary interven-requiring CABG. Many wanted to improve symption (PCI), received 1284 votes (16.8% of the toms in the short term, and some pointed out votes cast). The 7632 participants who voted that even stable angina would limit the patient's were from 111 distinct countries and regions ability to comply with lifestyle modifications. A and indicated that they were physicians (84.9%), number of respondents commented that although students (7.7%), or other health professionals aggressive medical therapy might improve over-(5.0%). Detailed results are displayed according all prognosis, PCI would improve quality of life, to country at www.nejm.org. The percentage of and improved quality of life would be of more participants who selected a given treatment op- tangible value to the patient. Opinions differed tion varied only slightly when responses were as to whether PCI should involve the placement of

e28

In addition to votes, we received 446 comments,

The majority of respondents who chose to studies3,4 suggesting that revascularization at Of the three management options proposed, this time would not offer a mortality benefit and

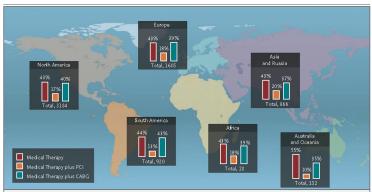


Figure 1. Percentage of Participants Choosing Each Treatment Option for Stable Coronary Disease.

The total number of participants who voted is shown for each continent or region. Option 1 (medical therapy) was to initiate appropriate medical therapy and follow the patient closely for adherence and efficacy, Option 2 (medical therapy plus PCI) was to initiate appropriate medical therapy and refer the patient for percutaneous coronary intervention. Option 3 (medical therapy plus CABG) was to initiate appropriate medical therapy and refer the patient for coronary-artery bypass grafting. The percentage of participants who selected a given treatment option varied only slightly by continent or region. An interactive graphic that includes country specific data is available at www.nejm.org.

a stent in the lesion of the left anterior descend- burden amounted to three-vessel coronary disease ing coronary artery, the lesion of the proximal and therefore warranted a surgical approach, parleft circumflex coronary artery, or both. Those ticularly given the patient's diabetes and a dewho recommended placement of a stent in the pressed ejection fraction. Even many of those lesion of the left anterior descending artery of- who considered the patient to have two-vessel ten attributed the reversible anterolateral defect disease concluded that CABG would be the most to this lesion, and they also found the depressed definitive, durable treatment option. The majority ejection fraction with anterior hypokinesis com- of respondents in favor of CABG cited studies pelling. Those who thought that the lesion of the suggesting a substantial survival advantage asproximal left circumflex artery was contributing sociated with CABG as compared with the alterto the reversible defect noted that this artery natives, 4-6 along with longer-term symptom rewould be more amenable to placement of a stent lief. Some expressed concern that medical therapy than to bypass grafting. Opinions also differed alone would not be enough to have an effect on as to whether bare-metal or drug-eluting stents diffuse, calcific coronary disease. Others noted would be better, especially given the higher rate that bypassing the long lesion of the left anterior of restenosis in patients with diabetes and the descending coronary artery by using an internal patient's long lesion of the left anterior descend- thoracic artery would be preferable to PCI with ing artery, which would require the placement of multiple stents, each adding to the risk of restemultiple stents.

and to refer the patient for CABG considered the best treatment for a patient with limited adherpatient's coronary disease to be too severe for ence to medical therapy. either medical therapy alone or PCL A number of

nosis, especially given the patient's diabetes. A Those who opted to escalate medical therapy few respondents suggested that CABG was the

This is clearly a controversial area; more data respondents commented that the atherosclerotic on symptomatic but stable coronary artery disease

Original Article

Ranibizumab for Neovascular Age-Related Macular Degeneration

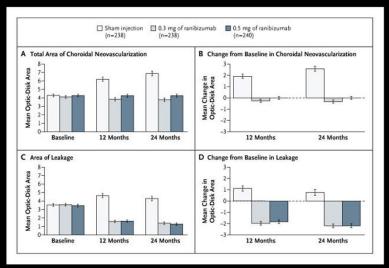
Philip J. Rosenfeld, M.D., Ph.D., David M. Brown, M.D., Jeffrey S. Heier, M.D., David S. Boyer, M.D., Peter K. Kaiser, M.D., Carol Y. Chung, Ph.D., Robert Y. Kim, M.D., for the MARINA Study Group

Mean Changes from Baseline in Visual Acuity and Snellen Equivalents at 12 and 24 Months



Rosenfeld PJ et al. N Engl J Med 200

$\textbf{Mean (\pm SE) Changes in Choroidal Neovascularization and Leakage}$

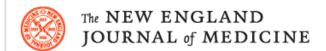


Rosenfeld PJ et al. N Engl J Med 2006;355:1419-1431



The Numbers

- In less than 2 years, more than 450,000 slide sets were downloaded
- Each slide set was used 3-5 times
- Each slide set was used in front of 10-15 people
- Total viewings (conservative) = ~18,000,000in 20 months
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H1N1 Influenza Center



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The Public's Response to the 2009 H1N1 Influenza Pandemic NEW

May 19, 2010 • COMMENTS (0)

PERSPECTIVE

The Public's Response to the 2009 H1N1 Influenza Pandemic

G.K. SteelFisher and Others

Gillian SteelFisher and colleagues examined the public's response to the 2009 H1N1 pandemic through a comprehensive review of data from national public opinion polls and surveys. They present a range of findings.

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Clinical Aspects of Pandemic 2009 Influenza A (H1N1) Virus Infection

May 5, 2010 • COMMENTS (0)

MEDICAL PROGRESS

Clinical Aspects of Pandemic 2009 Influenza A (H1N1) Virus Infection

Writing Committee of the WHO Consultation on Clinical Aspects of Pandemic (H1N1) 2009 Influenza

Illness caused by the 2009 H1N1 virus has occurred in almost all countries, with more than 16,000 deaths from laboratory-confirmed cases reported to the WHO. This review by WHO experts summarizes the virologic, epidemiologic, and clinical data on the 2009 H1N1 virus and assesses future directions

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Health Map



See an interactive map showing worldwide cases of H1N1 influenza. From HealthMap

PANDEMIC H1N1 NEWS CENTER

H1N1 news: Jan. 19, 2010

On the White House Blog Saturday, Kathleen Sebelius encouraged Americans become a "Flu Fighter" on Facebook by installing the DHHS's new Facebook app. "This application," she wrote, "gives people a fun way to encourage friends and family to get vaccinated." (1/16, The White House Blog)

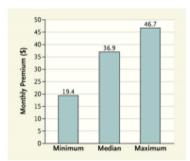
About 1 in 5 Americans have been vaccinated against H1N1, according to the government's first detailed estimates of vaccination rates.



The NEW ENGLAND JOURNAL of MEDICINE

Health Care Reform 2009

HOME TOPICS SEARCH



Health Insurance Exchanges — Making the Markets Work

NEJM • July 22, 2009

Richard G. Frank, Ph.D., and Richard J. Zeckhauser, Ph.D.

Americans purchase health insurance in various ways. Some buy individual policies. For them, medical underwriting is common, and preexisting conditions can preclude, limit, or dramatically increase the cost of coverage. Many buy insurance through small employers, which typically offer little or no choice of plan. Their premiums tend to be higher than those of consumers purchasing through large employers, which can bargain effectively on prices.

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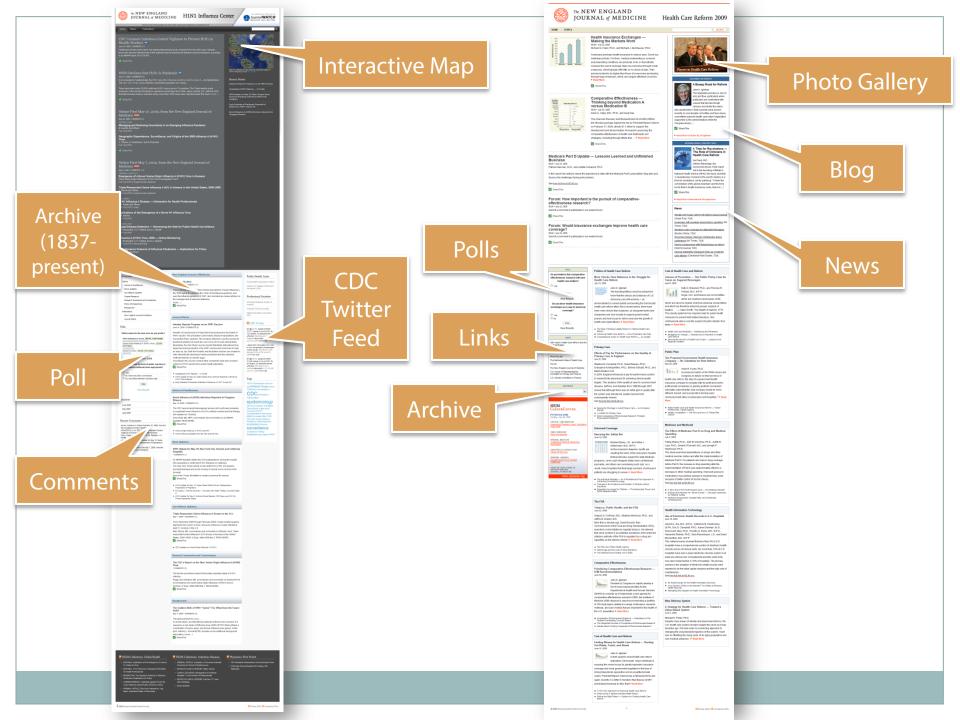


WASHINGTON UPDATE



A Bumpy Road for Reform

John K. Iglehart The legislative process is one of ebb and flow, particularly when politicians are confronted with issues that demand tough choices and divide the voters



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« The HIV/AIDS Pandemic: A Looming Funding Crisis

Policy Brief: Medicare Modifications

May 20th, 2010

by Chris Fleming

The latest health policy brief from Health Affairs and the Robert Wood Johnson Foundation tweets examines the changes to Medicare contained in recently passed health reform legislation. This is the most recent in a series of briefs that offer more context than fact sheets but provide quicker reads than most background papers. The information in the briefs is objective and reviewed by Health Affairs authors and other specialists with years of expertise in health policy.

Among the Medicare changes discussed in the new brief are:

Expanded prescription drug coverage. The newly enacted Patient Protection and Affordable Care Act strengthens Medicare prescription drug coverage subsidies for low-income Medicare beneficiaries. It also immediately begins phasing out the coverage gap known as the "doughnut hole" and fully closes the gap in 2020.

Expanded coverage of preventive services. Beginning in 2011, Medicare will pay the full cost of an annual wellness visit, and beneficiaries will pay no out-of-pocket costs for preventive services rated highly by the U.S. Preventive Services Task Force.

In addition, under health reform legislation, primary care practitioners will receive larger payments, higher-income households will face increased Medicare taxes, and private Medicare Advantage plans will see lower reimbursements unless they can demonstrate that they are providing high-quality care. The new legislation also gives Medicare more authority and resources to experiment with new payment

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drape the patient. potential complications.

Ortega R, Ng L, Sekhar P, Song M. N Engl J Med 2008;358:e15, April 3, 2008.





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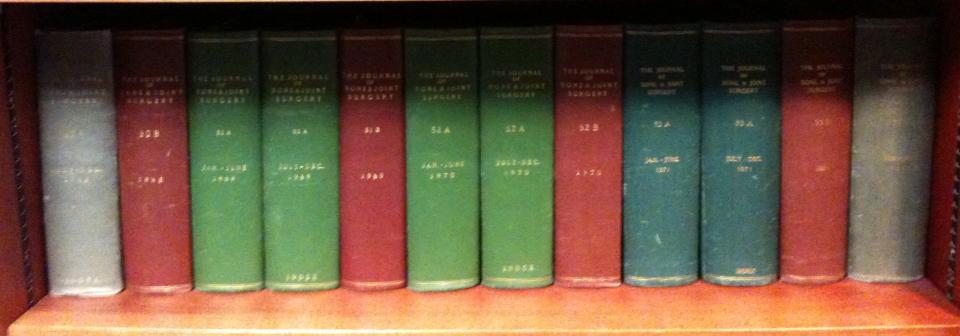
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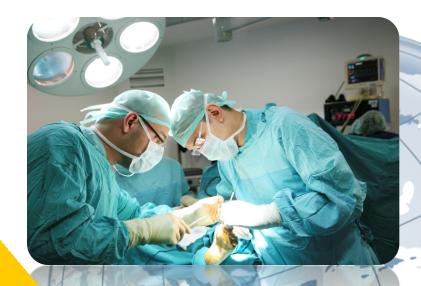
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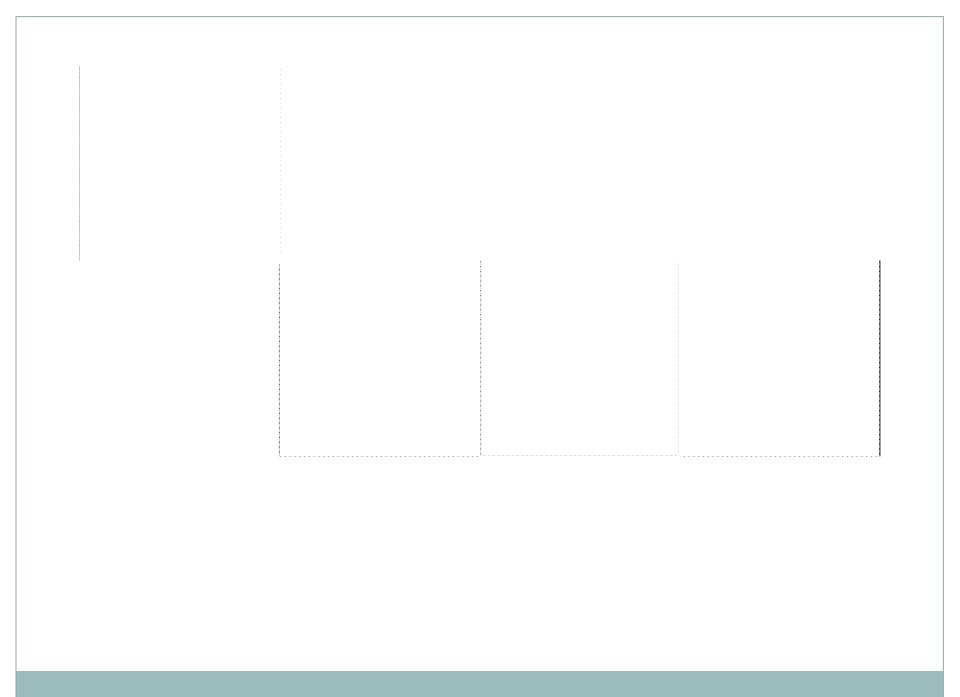


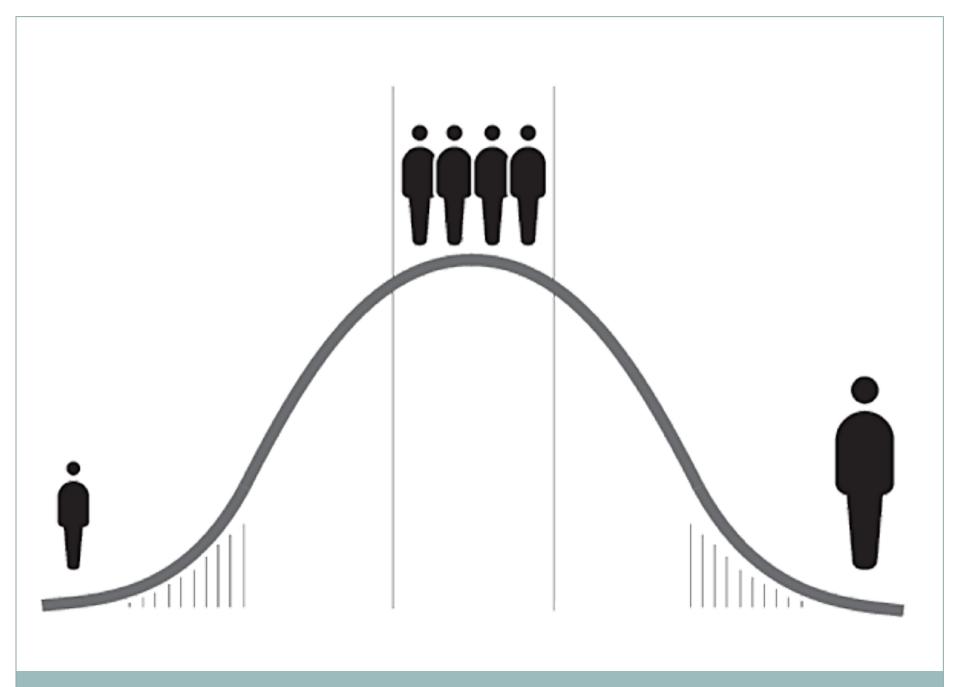
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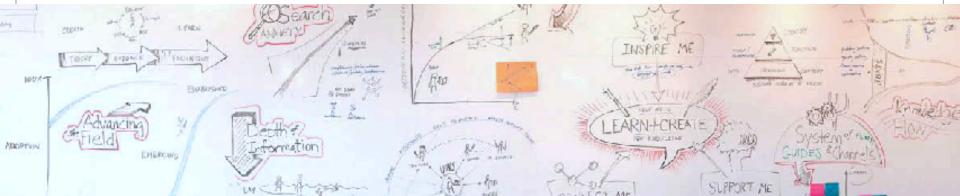






Tackling the Challenge

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- Worked hard and fast 8 weeks total time from initiation to final report

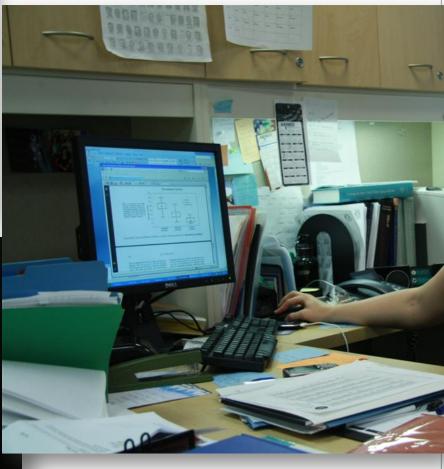






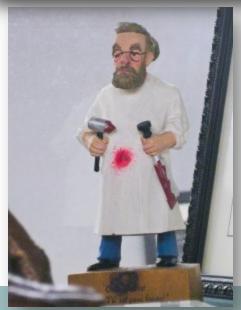










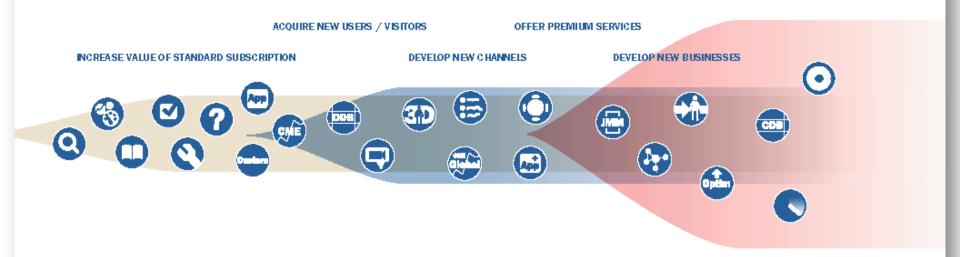


Insight – Design – Strategy

- Customer insights gleaned from interviews, observations, research, synthesis, and iteration
- Design refined through a process of concept generation, prototyping, and user testing
- Strategy informed by insights into business evolution, strategic vision, and implementation plans

Insights Galore

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 - How the current product fits into those modes
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Enhance

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Develop new content and resources to facilitate more efficient practice, learning and knowledge creation.

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Take the lead in changing behaviors around knowledge amongst the broader orthopaedic care community.

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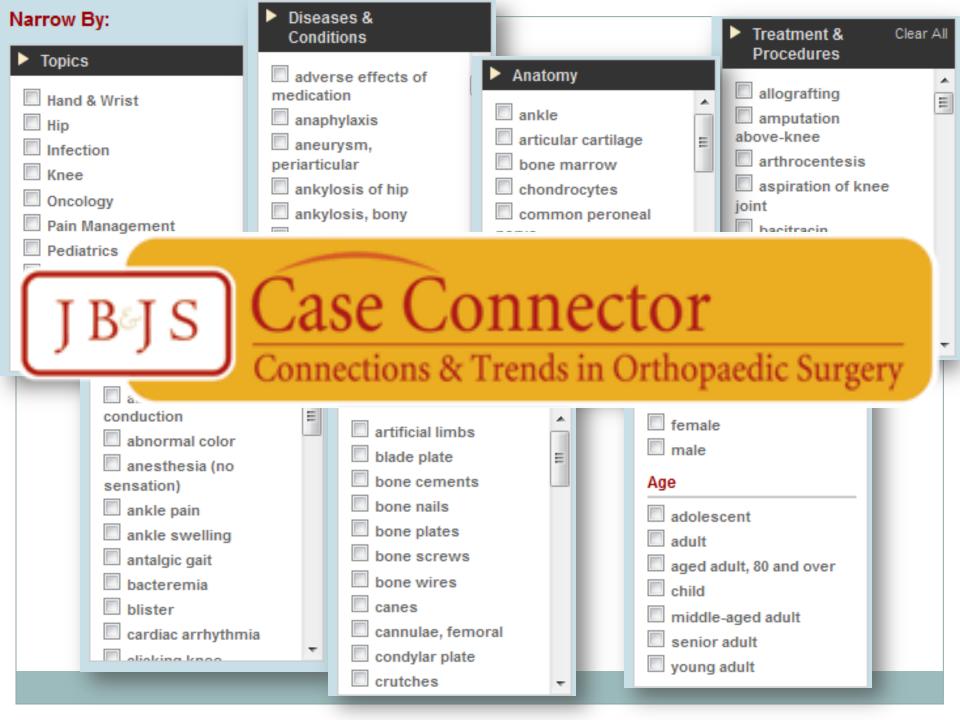
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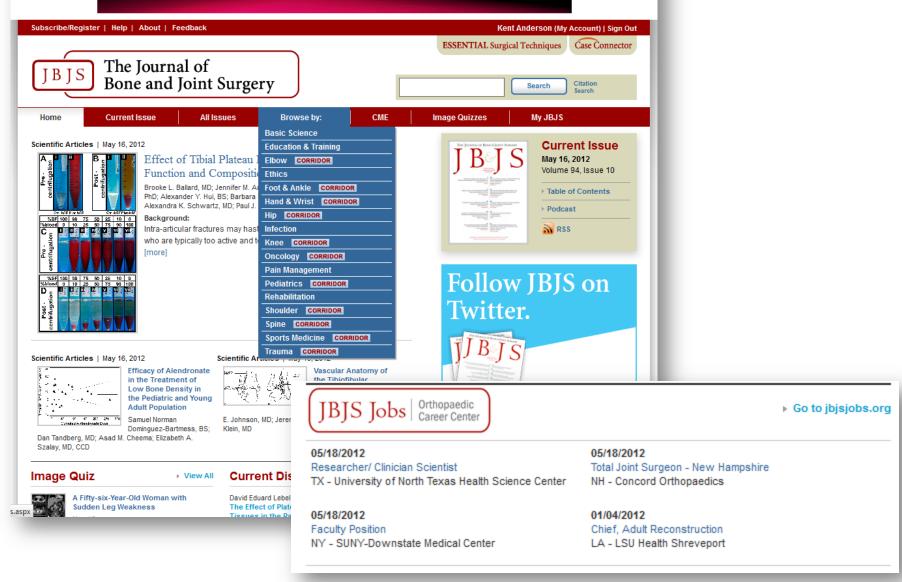
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Craig J. Della Valle, MD

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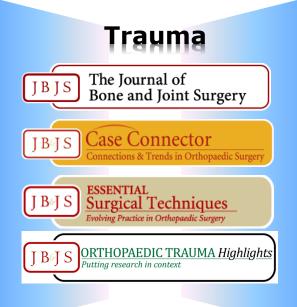


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Effect on Smoking Cessation Intervention on Results of Acute Fracture Surgery

A randomized controlled trial by Hare Need, MD, Johanna Adami, MD, PHD, Eva Samnegard, MD, PHD, Hanne Tonnesen, PHD, and Sad Porzet, MD, PHD / J Bone Joint Surg AM 2010;92: 1335-1342.



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EVID ENCE

1

Very high Sample size/ statistical conference 57 patients Fix 6.65

Tobacco emoking has a significant negative effect on suggical outcomes. A randomized, controlled trial was done to find out if a 6-week emoking cessation program, started in the hospital, could reduce the number of complications to llowing emergency facture surgery.

In Stockholm, a group of daily smokers with a lower or up per-extensity fracture were entered into a smoking cessation program consisting of 1 or 2 personal meetings and weekly telephone contacts for 6 weeks with a specially trained nurse. The patients were continuously encouraged not to smoke, and free mootine substitution was offered. These patients were compared with a control group, which received general advice to stop smoking but no additional support.

All patients completed questionnaires about their oursent smoking status at 2-3 and 6-12 weeks. Their medical records were reviewed to compare the rates of complications between the intervention and control groups.

50% of the patients in the intervention group and 17% in the control group reported total abstinence from smoking at 2 weeks, and 4.3% and 20%, respectively, reported it at 6 weeks. Significantly more patients in the control group had a postoperative complication (38% vs. 20% in the intervention group). The development of more than one postoperative complication was also more common among the controls (see Table I). Superficial wound infliction and cast-related problems were the most common complications. Although the relevance of such minor complications maybe debatable, they result in unnecessary health-care costs and sufficient. There were fewer force complications, but two cases of deep venous thrombosis and one pulmonary embolus

This is the first randomized controlled trial showing that smoking cessation intervention started in the hospital and continued for only 6 weeks decreases the number of postoperative complications. Although we could not confirm it significantly more patients in the intervention group reported that they had quit smoking totally during the study period. The total staff time used for the intervention was ~3 hours per patient, a mode stoost. However, it was more difficult to enroll patients than we expected: only 18% of all smokers who had facture surgery were enrolled.

Number of Complications	Intervention Group (7年49)	Control Georp (N=488)		
2	1 (2%)	5 (9%)		
1	9 (1890	16 (29%)		
0	39(80%)	34 (42%)		

TABLE INc. of Patients with 1,2,000 Complications

This may indicate that a large proportion of smo large are not machable for any kind of smoking intervention. The patients who declared to participate were older and had a higher rate of hip fractures than the rest of the cohort. Their complication rate was high. Still, it should be noted that 60% to 80% of all smokers are known to want to quit smoking and have made attempts to do so. It is possible that the randomized controlled study setting made the patients he situate to participate. Therefore, it is highly that a higher percentage of smokers with acute injuries could be excludible if the smoking described injuries could be offered as part of a clinical routine.

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The tables, images and diagrams that are often the crux of the results are included.

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Evidence for an Inherited Predisposition to Lumbar Disc Disease

By Alpesh A. Patel, MD, William Ryan Spiker, MD, Michael Daubs, MD, Darrel Brodke, MD, and Lisa A. Cannon-Albright, PhD

Investigation performed at the Departments of Orthopaedics and Biomedical Informatics,
University of Utah School of Medicine, Salt Lake City, Utah

Background: A genetic predisposition for the development of symptomatic lumbar disc disease has been suggested by several twin sibling studies and subsequent genetic marker studies. The purpose of the present study was to define population-based familial clustering among individuals with a diagnosis of, or treated for, lumbar disc hemiation or disc degeneration.

Methods: The Utah Population Database allows analysis of combined health and genealogic data for over one million Utah residents. We used the International Classification of Diseases, Ninth Revision, diagnosis codes entered in patient records to identify patients with a diagnosis of either lumbar disc herniation or lumbar disc degeneration and genealogic data. The hypothesis of excess relatedness (familial clustering) was tested with use of the Genealogical Index of Familiality, which compares the average relatedness of affected individuals with expected population relatedness. Relative risks in relatives were estimated by comparing rates of disease in relatives with expected population rates (estimated from the relatives of matched controls). This methodology has been previously reported for other disease conditions but not for spinal diseases.

Results: The Genealogical Index of Familiality test for 1264 patients with lumbar disc disease showed a significant excess relatedness (p < 0.001). Relative risk in relatives was significantly elevated in both first-degree (relative risk, 4.15; p < 0.001) and third-degree relatives (relative risk, 1.46; p = 0.027).

Conclusions: Excess relatedness of affected individuals and elevated risks to both near and distant relatives was observed, strongly supporting a heritable contribution to the development of symptomatic lumbar disc disease.

Level of Evidence: Prognostic Level II. See Instructions to Authors for a complete description of levels of evidence.

ack pain is the second most common reason for patients to seek medical treatment in the United States', and the lifetime risk of low back pain is estimated to be 84%². The socioeconomic impact of low back pain is difficult to overstate as a recent study has shown that the total cost of low back pain in the United States exceeds \$100 billion per year³. With low back pain, lumbar disc degeneration is a common finding. Along with disc degeneration, lumbar disc herniation may occur, resulting in back and/or leg pain symptoms. Despite the prevalence of lumbar disc disease, its etiology is not

completely understood. Previous studies have suggested a multifactorial etiology including contributions from mechanical stresses to the spine⁴, age-dependent disc degeneration⁵, biochemical factors⁶, and genetics⁷. Although several studies have suggested a familial predisposition⁸⁻¹⁰, we are aware of no study that has evaluated the familial clustering of lumbar disc disease on a population-based, multigenerational level.

The Utah Population Database allows the combination of a computerized genealogy of the Utah founding pioneers and

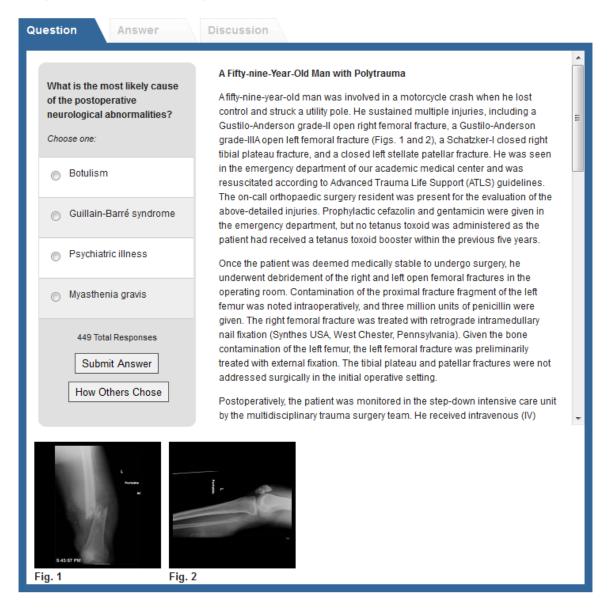
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A commentary by David A. Wong, MD, MSc, FRCS(C), is available at www.jbjs.org/commentary and is linked to the online version of this article.

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