

Offering a new and more accessible vision of interventional medicine



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In this first editorial of 2019 we are excited to offer you, besides our heartfelt wishes for the future, something innovative to accompany you throughout the coming months – a new online presence for EuroIntervention.

Over the next few weeks, we will be rolling out a new digital identity for the journal that captures the very essence of our mission – to provide the most essential research and clinical knowledge in the field of interventional cardiology in a fashion that is visually and intellectually accessible and, of course, of the same high quality and standard that have made the reputation of EuroIntervention from the beginning.

It is often repeated that we work in a specialty that relies on a subtle – and not so subtle – blend of technology and clinical knowledge. This new website, optimised and now compatible with all the different available devices, offers easier access to key articles and topics, and better integration with PCRonline, and provides a more fluid experience and interaction between the reader and the journal itself – all this reflecting the state of the art in digital communications today.

EuroIntervention is committed to providing you with a viable professional forum, and to do so in the way that our rapidly changing world and profession require – with great immediacy and clarity. This is at the very centre of the EuroIntervention project – and is one of the greatest challenges the journal faces today: how to continue to exist as a viable and integral part of interventional cardiology in a world where distributing quality information is increasingly competitive and budgets constantly shrinking.

This last point was, in essence, the topic of an editorial I wrote last summer (“EuroIntervention: at the crossroads of open access”¹), when we introduced the subject of a new flexibility in

the relationship between the public and EuroIntervention. This new relationship will always ensure access to critical articles of general value, such as guidelines, while providing varying degrees of free access to other parts of our publication (the “Freemium model”). For more information, our website will offer the clearest explanations, but for participants in EuroPCR there will be no change, while others will be able to choose between varying levels of access to our articles.

The desire – and our objectives – remain clear and have not changed since we created the journal many years ago: to offer our readers access to quality clinical knowledge and research as well as the experience of the leading interventional cardiologists worldwide. The only thing that has changed is the improved way we transmit that knowledge, whether through our own experience in communicating over the years, or improvements in the methods of communications. To do this we know we must constantly reinvent ourselves. We must constantly update and improve the essential communication tools for providing the clinical information you need when you need it – for your practice and for your patients. Today, we have accomplished this, through our editorial board, which has grown in both international presence and widening scientific competence, and through our new EuroIntervention website and social media presence.

It is now for you, the readers, to respond... explore the website, continue to read and submit your articles. We await your feedback as we look forward to your joining us as we forge a bright new year together.

Reference

1. Serruys PW, Onuma Y. EuroIntervention: at the crossroads of open access. *EuroIntervention*. 2018;14:723-5.