

# Editorial

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## einstein: ten years

### Dez anos de einstein

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*Editor-in-Chief*

This issue is a very special one! It celebrates **einstein** 10 years since it first number was published. Moreover, we are also celebrating our indexation in the MEDLINE database. It has been 10 years of publications marked by the journal inclusion in the select universe, at least for national journals, of MEDLINE.

All authors who published in 2011 will have their papers included in PubMed, so enhancing investigators' articles and research, particularly because if a paper does not appear in an indexed database, it does not exist for the scientific community!

**einstein**'s pathway was made as a results of the efforts of many persons, since it was decided to turn the old *Arquivos Científicos* into the journal we have right now. I am not going to point out names to avoid being unfair because someone might be forgotten. However, I will only remember the unforgettable name of Eric Roger Wroclawski as the first editor of this journal and responsible to give the journal's format and personality, making the changes needed to send us to the place where we are now. It is impossible to forget Dr. Eric's legendary attitude during an interview for an indexing database when he was told that **einstein** could not be indexed because it had a section dedicated to continuing education; he just took the journal and tearing it in two parts, saying: "all right, now we have two publications!"

**einstein**, due to an institutional decision, is a general journal in the health area. In its beginning, our journal published five original articles, two case reports and one review article. As time went by we included new sections: Reviewing Basic Science, Learning by images, Medical Developments and, more recently, Health Economics and Management. The number of original articles started to grow: nowadays we publish 15. Case reports dealing with new concepts of physiopathology or management are now 4. Besides, when relevant, a special article is publish. The editorials, interesting and motivating, are related to the journals designs.

At first in an incipient way, almost handmade, an online submission system was adopted. Now we have a professional submission system that turned the article's flow easier and more efficient. The In press version will be available soon, and will publish online articles that were already seen approved by the peer review process, but have not yet been published in paper.

**einstein** is distributed to all physicians registered at *Hospital Israelita Albert Einstein* (HIAE) and to libraries throughout the country. There is also an internal distribution for users of the *Biblioteca Central Lieselotte Adler Z'L* and during scientific events of the *Instituto Israelita*

*de Ensino e Pesquisa Albert Einstein*. In summary, the journal is delivery to approximately 7.000 addresses. It also has an iPad version, which from November 2011 to July 2012 had 1063 downloads per month (in July there were 1303 downloads).

We must mention the efforts of *Sociedade Beneficente Israelita Brasileira Albert Einstein* that during these 10 years has been financing **einstein** to continue an open access journal, besides maintaining the free submission and translation for authors.

When I became Editor-in-Chief of this journal my goal was to index it in Scientific Electronic Library Online (SciELO), and then, MEDLINE. Due to the

efforts of the co-editors and all involved personnel with the journal production we achieved these goals.

We are celebrating now, but we cannot rest. Someone has already asked me “what about the impact factor?”. Our workload will increase; the indexing will expose the journal to the world, the number of submission will very likely rise.

To us it is extremely important that the scientific community keep giving prestige to **einstein**, submitting their papers, helping to review papers and reading and citing the published ones.

I was very proud when choosing the cover of this number that shows all published issues during these 10 years. I congratulate you all!