Awareness and Attraction or Adhesion and Activation

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A new year has begun, and challenges remain. For example, the Editor and the Editorial Board Members are constantly scouting for innovations to increase the awareness of Hämostaseologie – Progress in Haemostasis among physician-scientists and health professionals, specifically to enhance the attraction of the Journal to our readers.

A straightforward action would be to make the Journal more informative. However, that is easier said than done, particularly in the era of rapid communication and easy online access to scientific papers. What exactly do we wish to achieve? Translated into biological terms, the overall idea and elements of a core concept are: (i) to make our readers ‘adherent’ onto Hämostaseologie – Progress in Haemostasis, (ii) to induce ‘activation’, whenever appropriate, and (iii) to promote ‘interactions’. These sequential steps require a ‘fertile environment’ and a specific ‘feel’ or a ‘sense of home’ that our readers can associate with the Journal.

Novel categories of the Journal

It remains true that new discoveries in hemostasis and thrombosis, such as molecular or mechanistic insights into biological or pathological processes, and novel treatment modalities in our field are not primarily published in Hämostaseologie – Progress in Haemostasis. But the Journal can help to communicate, distribute and reinforce relevant information on pioneering ideas and groundbreaking accomplishments among GTH members and affiliated scientists. To do so, in 2016, a new category on “hot topics” was introduced in the Journal, entitled “Reviewed & Commented”.

Our readers were invited to submit brief articles, commenting on topics of interest and late-breaking news published in high-ranked scientific journals (1). Since then, two contributions appeared (2, 3), both of which commented on clinical studies published in The New England Journal of Medicine, reporting on advances in hemophilia care using non-factor replacement therapies (4–6). Physician-scientists should feel encouraged to submit reviews and comments on recent publications in other journals.

Another format that was introduced by Johanna Kremer Hovinga at the GTH Congress 2017 and subsequently implemented in Hämostaseologie – Progress in Haemostasis are Highlight presentations. These contributions cover brief personal statements on novel and/or controversial topics in our field. A series of highlight articles was published in issue 3/2017 and had a focus on novel treatment options in TTP (7), hemophilia A (8), or myocardial infarction in a neonate (9). The highlight category will be continued in 2018, and GTH members are invited to submit corresponding manuscripts.

Scientific news can also be presented in a condensed format and may have sustained effects to readers when combined with visual information (10). In the light of this perception, a new format entitled Images in Thrombosis & Haemostasis was launched in 2017. The idea of images in T&H originated from Bernhard Lämmle,
Achievements & acknowledgements

2017 has been a successful year for the Journal. As communicated by mid-June, the impact factor for 2016 has increased to 1.828 (10). The number of submissions reporting on original work has increased by 20% with a parallel progression in the rate of manuscripts that need to be rejected. Currently, the Journal’s accept ratio is at 58%. Upon peer-review by expert referees and a Section Editor, every other manuscript has to undergo major revision. Submissions by invited authors are no exception to this. But it is worth making the effort.

As Editor, I am grateful to the authors, the Editorial Board Members and the referees for their work and input, and, last but not least, to our loyal readership. With this editorial, I am extending best wishes to our readers for the New Year. We thank you for your interest, your trust and your suggestions – stay with us.

References