



Letters to the Editor

To the Editor.—Hi everyone! I am looking (with a smile on my face) at the new *Permanente Journal*. It looks great! I am very excited to be in a group with its own journal. Please keep up the good work.

Ann Beach, MD
Associate Medical Director for Clinical Affairs
Southeast Permanente Medical Group

To the Editor.—I have just reviewed *The Permanente Journal*, and I want to tell you all how proud I am to be associated with the people and organization that produces such a fine piece of work. It's terrific! I know it will take its place in time as a nationally recognized journal of excellence.

You're the best!
Alide Chase
Director of Medical Operations
Kaiser Permanente, NW Division

To the Editor.—The first issue of *The Permanente Journal* is wonderful. It is getting rave reviews all over the Program. It is a credit to the image of our medical groups and has been sorely needed for some time. You are to be commended for the work and the dedication that you have put into making this a success.

Jay Crosson, MD
Executive Director
The Permanente Federation

To the Editor.—With respect to the story in "The Lighter Side of Medicine" about duck hunting, it would seem our Texas colleague did not present us with the tall yarn Texans are famous for, and the true unabridged tale follows:

Five medical colleagues, all in different specialties went duck hunting. For the sake of safety they agreed only one would shoot at a time from behind the blind and they also agreed on the order in which they would shoot. The first was the psychiatrist who stood to shoot, but when he did so, he said he wasn't sure the flock of birds flying overhead were legal game, because they were in disarray and required analysis. Before you know it, the birds were gone and he hadn't even gotten off one shot. The next to stand and shoot was the internist. However, he too was uncertain of the birds flying overhead and wanted to run some tests first before shooting any. Needless to say, he too did not get off even one shot. When the next flock flew overhead, the surgeon rose and blasted off so many shots he had to reload repeatedly and shot enough birds to make his limit and the limit of the internist and psychiatrist who hadn't shot any ducks. The sky was black-

ened with ducks falling from on high. The retrievers were busy and panting from running back and forth with the ducks. Each duck was examined by the surgeon, and occasionally he would toss one to the pathologist along with the inquiry, "Is this a legal duck?" The pathologist examined each duck thrown to him and determined that all were legal, except for one. The pathologist threw the illegal duck to the fifth colleague, the anesthesiologist, saying "Resuscitate this one."

Sylvain Fribourg, MD, FACOG
Obstetrics and Gynecology Department
Southern California Permanente Medical Group

To the Editor.—As a long-time Kaiser Permanente employee, I examined the first issue of *The Permanente Journal* with pride and interest. It is a wonderful balance between scholarly scientific articles and miscellaneous pieces of entertainment and information. In every respect — content, format, materials — it is a first-class production.

Sharon Gronningen, RN
Heart Failure Case Manager
California Division, Oakland

To the Editor.—Liked Vol 1, No 1 very much. A few suggestions, if you please:

1. The photos of authors are okay, but real journals don't use them.
2. The type is too small on the charts and tables, making them difficult to read.
3. Outside margins take away a lot of room for real information, like better charts, etc.
4. editorial capsules in margin don't add much.
5. In the photo department:
 - a) photo of a mustache contributes nil to the discussion of mustache related allergies.
 - b) ditto for the photo of a kid seated at a computer.

Looking forward to Vol 1, No 2.

John Kearney, MD
Department of Ophthalmology
The Permanente Medical Group, Hayward

In reply.—Thank you very much for writing us a note. We appreciate your taking the time and being candid, so that we can enhance *The Journal*. We will discuss your comments (which were representative of others) at the editorial team meeting.

As a note of explanation, we are trying to personalize this journal more than you would expect from a traditional medical journal. We want to feature the people

doing the work along with their work, since this is a journal of our medical group and one of our goals is to help people connect across the country. Photos of authors and bios add a great deal to reader interest and help us to get to know each other. In this way we are actively trying to be different than other journals.

The mustache and the boy photos you noted were placed in an attempt to add more visual content and an attempt at both humor and visual interest. We are closely monitoring the response we get to all items of *The Permanente Journal* and intend to improve it to please our readers.

The margin of space is also part of our design, and though it may waste space for other content we again are responding to our audience (this time the physician focus groups who told us they wanted something different than just pages of dense text). As a design feature, the addition of white space adds balance to the text and gives visual relief.

The comment you made about the small type/reduced readability of the tables is extremely important and we will address that specifically, as reduced clarity of information is not acceptable.

Thanks again, and please let us know about our next issue.

Tom Janisse, MD
Editor-In-Chief

To the Editor:—Congratulations on a beautiful inaugural issue of *The Permanente Journal!*

Ronald R. Louie, MD
Pediatric Oncology/Hematology
GHC/Eastside Hospital

To the Editor:—Congratulations. I thought the premier issue turned out extremely well. The whole presentation was very professional and the general variety and scope of the articles and various pieces was good. Definitely a higher class publication than all the throwaways.

Barney Newman, MD
Associate Regional Medical Director
and TPJ Advisory Board Member
Northeast Permanente Medical Group

To the Editor:—It was my great pleasure to be told of *The Permanente Journal* and to read it online. I found it interesting, provocative, and filling a very long-felt need. As a retiree from the Southern California Group, I get enormous pleasure in reading this kind of very positive work from my erstwhile colleagues. Keep up the great work, and congratulations.

Sidney Reiff, MD
Retiree, Southern California Permanente
Medical Group

To the Editor:—So far it looks great!!

Bruce Sabin, MD
Director of Lipid Clinic
and TPJ Advisory Board Member
The Southeast Permanente Medical Group

To the Editor:—Congratulations! I have just received and read the first issue of *The Permanente Journal*. It is a smashing success. Only those who have been involved in similar projects may be able to appreciate the enormous amount of work, time and agony associated with giving birth to such a baby. I am sure that it will serve the function and clearly attain its goal in your command.

Henry R. Shinefield, MD
The Permanente Medical Group

To the Editor:—I just finished reading through (for the first time) the Summer 1997 issue Vol 1, No 1. I am completely impressed with your inaugural effort! I must commend all of you who put together such an impressive research journal that favorably represents the interesting and challenging work that is done at Kaiser Permanente. I look forward to further issues to enlighten and educate myself and my peers. Thank you very much.

Greg Starr, RN, OCN
HIV Case Manager
California Division, Oakland

To the Editor:—*The Permanente Journal* is superb! The format is very attractive and the contents are a perfect balance between the New England Journal and a throwaway! Congratulations. You should be feeling a warm glow of satisfaction at accomplishing this major work.

Mark Tochen, MD
Pediatrician
Northwest Permanente, PC

To the Editor:—Congratulations! The first issue of *TPJ* really surprised people! It exceeded my expectations also. The quality of each section was superb. I had pre-read some of the original clinical research contributions and knew it was going to be quality. You have done an outstanding job and it makes us in the Hawaii region very proud of the new journal!

Thanks for a wonderful start.

David Waters, MD
Ophthalmology, Member Board of Directors,
and TPJ Advisory Board Member
Hawaii Permanente Medical Group