A Look Across Biomedical Borders

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Why a new veterinary electronic journal?

- Because there was none out there (IVIS is different)
- my PhD students new everything about the glycosylation of a surface protein of a coronavirus - but thought a “placebo” is a local variant of a “gazebo”
- veterinary scientists constitute an introvert community
- of the possibilities of a new (in 1999) medium - sound, color, movie footage
- of my obsession with “veterinary erudition”
VetScite is

- an electronic 'current awareness' journal
- aimed at building a global animal health research community
- with a sense of identity and quality.
  - It provides
    - biomedical news,
    - state-of-the-art reviews,
    - interpretation and opinion on actual issues of importance for animal health,
    - encouraging interdisciplinary exchange
The concept
My prejudice: Veterinary medicine is...

- a male-dominated
- conservative
- action-rooted
- treatment-orientated profession,
- based on stationary knowledge...
- … and must become
- a gender-neutral
- progressive
- problem-solving
- prevention-orientated profession,
- based on continuing education.
...however,

- a look across the profession’s border teaches us something about careers:
John Boyd Dunlop, (1840-1921)

The most influential invention made by a vet: the pneumatic tyre

(wealth)
Wangari Muta Maathai, (*1940)

The most prestigious political achievement of a vet:
Peace Nobel Prize 2004

(visibility)

Green Belt Movement, 10^7 trees planted – MSc Biology Pittsburg, PhD Nairobi, Head of Veterinary Faculty; visiting fellow Yale University

Deputy Minister of Environment, Natural Resources & Wildlife Kenya
Peter Doherty (*1940)

The most important discovery made by a vet:
Nobel Prize for Medicine or Physiology 1996
(fame)
for the elucidation of the immune response to virus-infected cells
The beginnings
Ideas

- to build Veterinary Sciences Tomorrow (VetScite for short), a web journal for
  - the graduate student,
  - the PhD supervisor,
  - the postdoctoral fellow,
  - the academic teacher,
  - the veterinary scholar,
  - the science journalist,
  - the government researcher,
  - the scientist
- any biomedical research worker in a veterinary environment or with a veterinary affinity
Readership

- while VetScite does not want to discourage users of established knowledge, it is the forward-looking academic teaching and pathophysiology/animal well-being/veterinary public health research scene it specifically addresses.
- Recently, the interest of practicing veterinarians from specialist clinics has been noted, and clinical research plays an increasing role in our publication policy.
Design

- should be visually attractive
- with images, animations, video footage
- should be didactic, informative, pleasing
- “Eend” Design Utrecht developed the environment
- ...and must show humour - cartoons
VetScite's first issue

In Reviews:

- Visions on the future of veterinary virology
  One of the most common perceptions of a virus is to look at it as an enemy, a pathogen, a "disease-causing germ".
  Read more...

- Potassium homeostasis during exercise in domestic species
  In 1997, Jens Christian Skou was awarded the Nobel Prize in Chemistry for his discovery and elegant description of the sodium-potassium pump in crab nerve.
  Read more...

In Tools:

- TaqMan PCR (TaqMan)
- Primer 1

The real-time TaqMan PCR and applications in veterinary medicine
The polymerase chain reaction (PCR), first described in 1985, is a highly sensitive and specific technique used for the detection of nucleic acids.
Read more...

In News:

- Proteomics Complete Informatics System
  Using the Rapid Integration Solution for Proteomics, a complete informatics system from Applied Biosystems, researchers at the LICR, UCL branch, are integrating data from various avenues of research and investigating how breakdowns in cellular signaling pathways can contribute to cancer.
  Read more...
Discipline & species pictograms
The present state
What we tell our Authors:

- from 2002 onwards VetScite publication has been continuous
- there is no restriction in length, we edit any text, to adapt it to a 'Scientific American'-like style
- illustrations are given special attention; our graphic artists will convert a napkin sketch into an animated applet that talks
- we exploit the multimedia possibilities of the medium, if and when they are functional
- our biomedical News updates now appear at 2-weekly intervals.
Who are ‘we’? The virtual editorial office

- A part-time (2 days/week) editorial assistant, responsible for uploading web content, sending out 14-daily news alert broadcasts (3,500 addresses)

- An electronic publishing and software assistant, both from the Utrecht University library’s publishing company “Igitur”
The cartoonist

Dr. Miroslav Pavliček,
Hradec Kralove,
Czech Republic
The editors

- Dr. Anjop Venker-van Haagen
- Associate Editor
- Utrecht, The Netherlands

Prof. Marian C. Horzinek
Editor-in-Chief
Bilthoven, The Netherlands
(Florida, Bali, France, Namibia….)
Editorials

- 7 September 2009 - Rescue of Indian vultures - role of meloxicam?
- 14 April 2008 - An approach to pain assessment in the laboratory setting
- 8 January 2008 - Quackery and Science in Veterinary Education: I do not believe in astrology, because I am a Libra
- 28 August 2007 - Helping veterinary professionals to improve their scientific output in peer-reviewed journals
- 29 June 2007 - Vaccination guidelines: a bridge between official requirements and the daily use of vaccines
- 17 January 2006 - European veterinary specialists denounce alternative medicine
- 13 September 2005 - "Journals are an extension of the marketing arm of pharmaceutical companies"; - are they?
- 13 June 2005 - Veterinary Sciences Tomorrow celebrates its 5th birthday!
- 7 February 2005 - Whose article is it anyway?
- 14 June 2004 - Whatever happened to acid rain?
- 27 April 2004 - Writing a textbook equals balancing on a copyright tightrope, or does it?
Editorials

- 15 March 2004 - Ask somebody to assess the importance of a certain risk, and you may be in for a surprise!
- 15 September 2003 - A thought provoking discussion about the different styles and cultures of veterinary research leadership and teaching
- 15 December 2001 - Immunocastration of horses: A tool for behavioral modification?
- Continuous publication from now on...
- 15 August 2001 - The Future of Feline Science
- Electronic publishing is here to stay
- 15 May 2001 - The perceived and actual risk of infectious disease (BSE, Classical Swine Fever, FMD)
- Veterinarians, academia and industry: shaping the future of veterinary sciences
- Financing research in universities - where does the money come from?
- 14 February 2001 - "Veterinary Sciences Tomorrow is a refereed electronic 'current awareness' journal aimed at building a global community"
Statistics

- We looked at the number of hits per year and per month, for News Items and Articles separately, during 2008 and 2009

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<th>Year</th>
<th>Number of hits for News Items</th>
<th>Number of hits for Articles</th>
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<td>2009</td>
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- Average number of hits/month

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<td>5,361</td>
<td>(4,981 - 7,639)</td>
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<tr>
<td>2009</td>
<td>6,496</td>
<td>(5,613 - 9,230)</td>
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<tr>
<td>2008</td>
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<td>(4,146 - 8,202)</td>
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<tr>
<td>2009</td>
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<td>(3,046 - 10,331)</td>
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- Month with lowest number of hits

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New content

- Guidelines Groups