

The next step for our journal: original clinical research

Valentin Fuster and Hannah Camm

Since the Journal's inception in 2004, *Nature Clinical Practice Cardiovascular Medicine* has gone from strength to strength. Each month we provide a high-quality, accessible overview of all the latest key developments in the field of cardiology in a convenient format. It's our goal to interpret research at a practical level and to impact on the way clinicians treat their patients. We feel it's the right time to take the next step. We are pleased to announce that original clinical research can now be submitted to *Nature Clinical Practice Cardiovascular Medicine*.

In our inaugural issue, we asked "Why do we need yet another journal?" Now we ask, why do we need yet more clinical research? Our goal is to serve the community of clinical cardiologists and demand for this expansion has come from its members. By adding outstanding original clinical research to the latest review content, we can provide everything a busy cardiologist needs to keep up to date with advances in the field. Feedback from our contributors and readers has told us that they want a journal that not only provides timely and succinct analysis of recent advances to ease reading workload, but that they also want original research of the highest quality. We agree and aim to satisfy that demand.

So why should you submit your clinical research to *Nature Clinical Practice Cardiovascular Medicine*? Our parent journal, *Nature*, is synonymous with editorial excellence and integrity, and as such we have a huge amount of experience and expertise to draw on. One of *Nature's* missions is "to serve scientists through prompt publication of significant advances in any branch of science, and to provide a forum for the reporting and discussion of news and issues concerning science". Our goal is to provide this service to clinical

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Competing interests

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cardiologists. Furthermore, we are a global journal and our links with the World Heart Federation show our commitment to reaching a broad readership. We believe that original research from every country should be rapidly disseminated and reach the world stage, and, therefore, encourage submissions from all over the world.

Our aim is for original research to focus, although not exclusively, on three main categories: the development of new technologies or methodologies that improve understanding of cardiovascular disease or impact on diagnosis or management; new information on clinical outcomes and economics from clinical trials; and new approaches to promote cardiovascular health. When appropriate, we will commission comment articles to put the findings into clinical context, much like those currently published for our unique Practice Point articles. In line with the ethos of *Nature Clinical Practice*—translating the latest findings into clinical practice—we will not only showcase the latest clinical research, but also provide a forum for leaders in the field to interpret what impact the new results will have on clinical practice in the context of recent literature.

Across Nature Publishing Group we pride ourselves on our innovative attitude to publishing and high editorial standards. With our truly international Advisory Board of leaders in cardiology, our editorial integrity and rigorous peer-review system, we are confident that we can provide you with relevant clinical research of the highest standard.

This is an exciting time for *Nature Clinical Practice Cardiovascular Medicine*. We thank you for your continued support and invite you to become involved in the next stage of the journal's development.