

A New *Public Health Reports*

A new *Public Health Reports* is on the way with its premiere in the September-October issue.

Over the last 6 months we have been giving ourselves a self-examination (and sometimes a cross-examination). What is our mission and how should we fit into the world of scientific literature? The focal point of our discussions has been you, our reader. Who are you? How and why do you read *Public Health Reports*? What type of information do you need as primary care providers, health educators, researchers, administrators, and students in the field of public health? We have only some of the answers.

The mission of *Public Health Reports* is to meet the information needs of public health professionals. We seek to keep readers informed about important scientific and programmatic developments, new technologies and policies, as well as promote scientific dialogue. Our ultimate objective is to strengthen public health in the United States.

In keeping with this mission, each issue of the new *PHR* will have a balance of intriguing scientific contributions and broader feature articles, appealing to all our readers. We will solicit commentaries from leaders in the field to bring out the essence of a controversy or to frame in a broader context the article it accompanies. Our lead topic in this issue, the National Practitioner Data Bank, illustrates the sort of dialogue we wish to present.

Complementing the changes in editorial content, the graphic design of the journal will also change. We believe that the new design facilitates the reader's ability to skim, yet creates a desire to read in depth. We think that you will be pleased with the new *Public Health Reports*.

Our journey to create the best public health journal has just started. We welcome your comments.

Anthony Robbins, MD
Editor