

SKIN

The Journal of Cutaneous Medicine™

Time for a New Concept in the Dermatology Literature

Introducing *SKIN: The Journal of Cutaneous Medicine™*

With the exponential increase in Dermatology knowledge that is occurring, the challenge is to disseminate this new information to the clinician through a rapid, efficient and effective channel. Many of the existing dermatologic journals are not taking full advantage of electronic communication methods and long publication lead times can result in delays in information dissemination.

SKIN: The Journal of Cutaneous Medicine™ has been designed to meet these challenges. **SKIN** is not just a new, peer-reviewed dermatology journal, but also a novel concept designed to more rapidly disseminate diagnostic, therapeutic and management techniques and trends in the specialty. **SKIN** does not seek to merely copy traditional paper formats. Rather, our aim is to amplify the distribution of scientific information from peer-reviewed submitted papers, and clinical posters and oral presentations at major conferences (that typically have no formal method for publication or that currently may take many months to disseminate) quickly to our Dermatology colleagues to facilitate integration into their clinical setting.

For all of these reasons, ***SKIN: The Journal of Cutaneous Medicine™*** does not aim to be just another dermatology journal, but rather begin a paradigm shift that will more rapidly and thoroughly present free, easily accessible and relevant material that will enhance dermatologists' practices. With the above vision and through the use of the online journal format to accelerate getting new information to you, **SKIN** has the ability to achieve these goals. The Editors of **SKIN** hope that you will find the information presented to be informative and useful and look forward to your thoughts and ideas of how we can make **SKIN** optimize its value to you.

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