



# Molecular Medicine

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I look forward to each new year with its new challenges and new opportunities, and 2011 is particularly exciting since we embark on a new decade—the “teen” decade. The past decade was filled with technological advances. Apple’s iPod changed the way people consume music, Google searches made more content accessible online than ever before, and social networks such as Facebook connected people in new ways. Media became available on demand, facilitated by the increasing availability of internet access and the rising presence of smart phones. This begs the question: what new advances in the coming decade will shape how we interact with our authors, reviewers and readers?

For *Molecular Medicine* this means evaluating new technologies and incorporating them into our culture where appropriate. We begin our 17th year with the introduction of our new logo. The three circles in this logo conjure up the image of molecules floating together, but also represents the nexus of multiple scientific disciplines working together to design new molecular tools for diagnosis, treatment and prevention of human disease. There are many unanswered questions in medicine and future solutions will be put forth by groups working collaboratively to solve them. With this in mind *Molecular Medicine* will be launching a new multimedia, community-based website allowing researchers to collaborate, pool and share resources, and openly discuss the challenging questions in medicine today.

The increasing ability to access media on demand has given us unlimited access to content, however, increased access to content increases the signal-to-noise problem of identifying relevant information. Keyword-driven RSS feeds have become helpful in managing this problem, a solution we will harness in our new community website to provide users with up-to-the-minute news aggregation. This allows users to receive specialized information relevant to user-defined areas of interest. Our ranking in the top 6% of peer-reviewed journals confirms the value of our efforts to foster interdisciplinary communication and collaboration. While evolving technologies may change the way in which we deliver our content, our mission for the next decade remains unchanged—to further understand disease pathogenesis in order to design molecular tools for disease diagnosis, treatment and prevention.



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