Every new beginning comes from some other beginning's end...

Anton V Emmanuel

Correspondence to

Dr Anton V Emmanuel,
Physiology Unit, University
College Hospital, 235
Euston Road, London, UK;
a.emmanuel@ucl.ac.uk

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Quoting Seneca may not seem very 'Frontline', but I think it is appropriate to describe the editorial board changes in the journal. This edition represents my first as editor, but the influence of my predecessor, and the journal's first editor, Roland Valori, is evident throughout the material. Now that the journal has been set up, I see two prime goals for the next 5 years of the journal: first, to establish its identity clearly in the minds of an expanding readership and, second, to become a trusted point for authors to submit cutting-edge work which directly influences clinical or professional practice. To this end, the new editorial team have a vision of the branding and publication strategy of the journal.

However, in developing the journal, the editorial team can only shape the content and views of the readers and authors of *Frontline Gastroenterology*. And this content is not just in the way of submitted papers but also feedback and comments on published material. This edition for the first time features just such, ultimately published, material in the way of a reader's response and rebuttal of an article published in our last edition.

Another aspect of interaction between the journal and the readership will come in the way of developing our presence online. The online material will complement, not reproduce or replace, the main printed text of the journal. Social networking options also allow the chance to capture your opinions as well as develop the journal to a broader readership beyond the library based readership and UK market. It is a core intention that the journal speaks to the widest group of professionals

looking after gastrointestinal patients in the UK and abroad. Our remit is in keeping with planned developments in the gastroenterology community. The United European Gastroenterology Federation (UEGF) is planning a 'White Book of Gastroenterology' providing a complete inventory of digestive diseases including epidemiological data, the economical burden for society and future research needs. We would encourage authors to submit content towards this, which could form a cohesive body of material for a feature edition or series.

Another UEGF initiative has been to translate evidence-based medicine into clinical practice: articles themed towards this remain the core of *Frontline Gastroenterology*'s remit and are welcomed. However, while it is essential to observe the evidence base, an important purpose of *Frontline Gastroenterology* is to offer guidance where evidence is not available or where it misses the clinical subtlety of gastrointestinal patients. The journal has the clear target of publishing articles to help with practical clinic and ward advice on the diagnosis and management of patients with the full range of commonly encountered gastrointestinal and hepatology problems.

So, tell your multidisciplinary colleagues about the journal, tell us what you think and in turn we will keep you informed of what is current and practical in gastroenterology and hepatology.

Competing interests None

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