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Reference

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In this issue of *CUAJ*, readers will encounter a number of informative papers focused on quality indicators and optimal care delivery in urologic oncology. This is highlighted by the 2015 CUA/CUOG cooperative guidelines on the management of castration-resistant prostate cancer (CRPC). Recent advances in the management of metastatic disease have been particularly encouraging, including the evolving role of systemic chemotherapy, immunotherapy, bone targeted agents and the manipulation of the androgen receptor in men suffering from CRPC. Although the breadth of these increasingly available therapeutic options is impressive, the clinical application, and potential costs, seem overwhelming as they have become difficult to place in proper clinical context with respect to timing and sequencing. We are sure these timely guidelines will help us all decipher this increasingly complex clinical problem.

Together with this print edition of the *CUAJ*, many of you will be aware that we have recently launched a digital version of the journal: members of the CUA will have access to a sleek digital edition utilizing a flip technology that replicates the print publication for use on your iPad, iPhone, tablet and laptop. We are convinced that expanding publication to innovative electronic formats is becoming not just a novelty, but an obligatory step for the health of medical journals as well as to increase the effectiveness of knowledge translation. As readers of this journal are well aware, medical publishing is growing exponentially with new print or online products, servicing various subspecialty niches, seemingly being created every day. The upshot is that there is an overwhelming amount of information being published, potentially leading to some strain in the ability to maintain accuracy and quality, as well as difficulties in effectively reaching or engaging end users.

Pursuing different formats for medical publishing is a step in the right direction. Digital formats not only facilitate more convenient access to information, but allows readers to comment and share articles of interest with peers. The increasing use of social media could accelerate a communities' ability to sort and critique the information deluge. As well, the digital editions make it easier for publishers to quantify readership: the *CUAJ* February digital issue recorded 347 unique visits and demonstrated that readers spent on average 29 minutes viewing the issue. Previously authors depended on print schedules – so the time from acceptance to seeing their article in print was lengthy, whereas digital publishing allows a significant decline in the time from acceptance to publication. So what will become of print editions of medical journals? Is print publication of medical journals dying? There is some ambivalence in the advertisement world whether digital versions of journals are as effective at selling product. For many the feel of holding a print issue is familiar and not replicated by reviewing a PDF. The author Douglas Adams however has been quoted as saying “*Lovers of print are simply confusing the plate for food.*”

Print-only publications would appear to be a thing of the past – increasingly we now see digital/online only journals. Print issues are generally only delivered to paid subscribers or members of associations. Digital publishing plus open access have expanded scope, removing the subscriber model and providing unrestricted access to peer-reviewed scholarly articles, books, and other publications. There continues to be hot debate around the pros and cons of open access journals as most business models of open access pass on the cost to authors, paying article processing charges, and many argue that this set-up does not necessarily solve as many problems as they create with respect to quality and access. *CUAJ* is a hybrid model - the Canadian Urological Association owns the articles (including accompanying tables and figures); however, the issue itself is freely accessible online and CUA members have the added benefit of receiving the print issue and accessing the digital issue. The future of medical publishing is at a cross-roads and *CUAJ* will continue to focus on the basics of science: “accuracy, replicability and generalizability—as well as equity and transparency.”¹