

WHEN BIGGER IS BETTER

Necessity as the Mother of Medical Invention

BRIDGING GAPS

Asthma; hormone replacement; social phobia; seasonal allergies; erectile dysfunction. These are but a few illnesses that bombard consumers with promotional spots on television, magazines, newspapers, bus stops, and subway stations. One Food and Drug Administration survey published in *The Wall Street Journal*¹ showed that 69% of patients who ask their physician for a medication receive that medication from their doctor. Assuming that many of those patients are correct about both their diagnosis and their treatment (which they may have discovered on television), what about those patients who may have imagined their illness after seeing a promotion, or worse, should not be taking that drug for a variety of reasons (such as a potentially negative drug interaction)? While an educated consumer is largely a good thing, when patients insist on inappropriate drugs because they have seen a suggestive advertisement, the physician is saddled with the additional burden and time explaining to the patient why the advertisement does not apply to their diagnosis, or why this agent is not in the patient's best interest.

MentalFitness is a professional journal crafted along the medical model of enduring psychiatric literature. *MentalFitness* can help bridge the gap between physicians and consumers, since each issue will include numerous resource guides for patients, making this journal the first "doctor-directed publication." We will provide the information. It is up to you—the physician—how to use it.

FEMALE EMPHASIS

MentalFitness also has an emphasis on the mental health of women. Since Marianne Legato's 1991 landmark book, *The Female Heart*,² which showed that women historically are not randomized into cardiovascular clinical trials at the same rate as men, medicine has been playing catch-up with including women in all areas of medicine. Psychiatry is one of the few therapeutic categories that has always taken women into account, since it is well noted in numerous studies that women suffer from over 70% of psychiatric illnesses. We have taken 2 actions to account for *MentalFitness*' female emphasis. The first is that we have included 18,000 OB/GYNs in our circulation. The second action is that we have appointed Kimberly Yonkers, MD, as editor of *MentalFitness*. Dr. Yonkers runs the PMS & Perinatal Research Group at Yale, and is particularly qualified to lead this distinctive new publication.

RICH TRADITION

MentalFitness is a new and daring undertaking, even for a company like MedWorks Media, which already manages and owns large circulation journals such as *TEN—Trends in Evidence-Based Neuropsychiatry*, *Psychopharmacology Bulletin*, and *Psiquiatria y Salud Integral* (or *Psychiatry and Integral Health*), as well as GradWorks projects division. Dr. Yonkers joins a lineup of other editors and medical directors who include Myma Weissman, PhD, Charles Nemeroff, MD, PhD, Michael Thase, MD, and Juan Mezzich, MD, PhD.

WORLD'S LARGEST CIRCULATION

MentalFitness has been many years in the making, and the journal's large but pinpointed circulation reflects that planning. The journal's readers include psychiatrists, primary care doctors, OB/GYNs, and every medical school library in the United States. At 75,423 readers, *MentalFitness* is simply the largest psychiatric journal in the world, bar none.

While this circulation provides us with bragging rights—so to speak—it also necessitates in an equal amount a significant responsibility to provide current, clinical, cutting-edge material for a disparate group of physicians, who provide mental health care in various forums. OB/GYNs for example, have different practices than do psychiatrists, but while psychiatrists will always lead the mental health field, OB/GYNs are likely to be the next big group to join psychiatrists and primary care doctors in understanding and maintaining psychiatric issues and the patients they affect.

OB/GYNs AS A CRITICAL COMPONENT

What makes OB/GYNs such good candidates for a journal of this kind? We have identified 4 major indicators:

- OB/GYNs have a growing prescriber base.
- There is a prevalence of psychiatric maladies in women.
- OB/GYNs have sensitivity to psychiatry and mental wellness.
- OB/GYNs have been designated as primary caregivers, and often treat patients for illnesses not restricted to gynecology.

According to Diana Dell, MD, assistant professor in the departments of Psychiatry and Behavioral Sciences and Obstetrics and Gynecology at Duke University

Medical Center in Durham, NC, OB/GYNs are the principle care providers for increasing populations of reproductive-age women in the United States. They are increasingly called on to diagnose and manage common psychiatric problems like depression, anxiety disorders, and other mood disorders. They also have a unique role in the diagnosis and management of psychiatric disorders related to pregnancy and the postnatal condition.³

INNOVATIVE FEATURES

MentalFitness will regularly feature physician guides, such as the one on page 63 of this issue, which will range from patient compliance charts to the newest diagnostic scales. In addition, we will bring you teaching monographs by the top thought leaders in the field. Our goal is to provide you with practical information to help you better treat your patients.

MentalFitness offers advertisers the opportunity of category exclusivity, and since we recognize only 10 medication categories, the journal is comparatively unobstructed by advertising. So while you may have to wade through 50 ad pages in some journals to get to the articles you want, you will never have to get through that many in any issue of *MentalFitness*. This is one of those rare occasions in which business and science mix nicely.

CONCLUSION

I have been involved in media my entire adult life. *MentalFitness* represents unlimited possibilities; an exciting new focus never before encountered; and a honed, professional point-of-view. As you read what follows this statement, I think you will agree that we have touched a cord never before felt in medical publishing. We still have a lot to learn. But that is part of the challenge; part of the fun of what we do.

Speaking for everyone at MedWorks Media, we are looking forward to spending many reading hours in your care. In the future, the editor, Dr. Yonkers, will be introducing each issue to you. It is my distinct pleasure to be able to address you this once each year. Until we meet again, I wish you all best, and good reading. **MF**

—James M. La Rossa Jr.
New York

REFERENCES

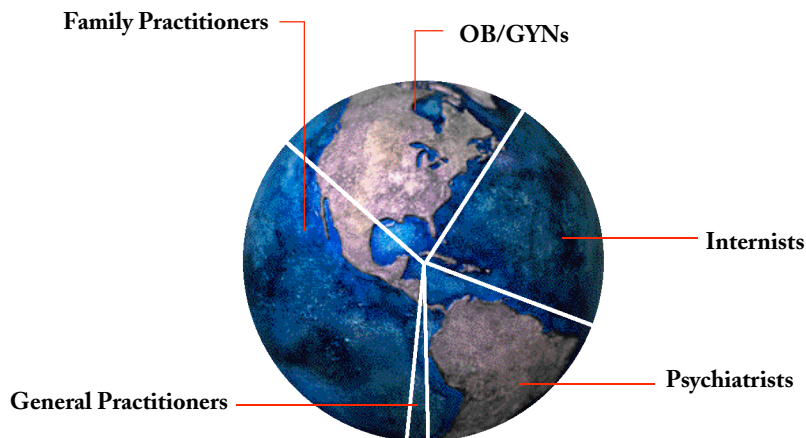
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2. Legato MJ. *The Female Heart*. New York: Simon & Schuster; 1991.
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13

PUBLISHER'S
STATEMENT

CIRCULATION BY SPECIALTY

TOTAL CIRC: 75,423



*Source: IMS Worldwide, PPS