Editorial: Case reports, the mentor on your table!

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Ultrasound remains a very powerful imaging modality that has retained its importance because of its portability, realtime imaging capabilities, and lack of any ionizing radiation. There is hardly an organ system that is not accessible to ultrasound interrogation. Current advances in technology and our understanding of what information the sound waves contain or can contain have enabled new and powerful applications, most recent of which are elastography and contrast-enhanced ultrasound. Miniaturization has resulted in cell-phone sized machines or machines that use cell phones to display images which are opening a whole new world of applications in point-of-care ultrasound. Cutting edge applications like intravascular ultrasound gives information not available by most other modalities and automated breast ultrasound might soon become the preferred modality for dense breast screening. Artificial intelligence might open hitherto unknown applications of this fast evolving field including the exciting prospect of self-guided exams in remote locations where personnel expertise is lacking.

Major publications often relegate case reports and are loath to publish too many in any issue; but case reports remain very important in the context of personal professional growth, it is the growing treasure of case reports that offers an explanation of rare and unusual cases that everyone encounters in his/her professional life. Journals like the European Journal of Medical Case Reports (EJMCR)

fulfill a need of providing a repository of rare and unusual case reports enabling its readers to understand and better manage their own situations when they encounter similar scenarios. While a case report might be less important in terms of impact factors, it is most relevant and useful when you should encounter a rare case and have a good case report on the subject to refer to.

Having special topic issues is a mark of confidence among the editors and denotes a maturity and certain status in the progress of a journal. I am very pleased to be part of this effort and found the case reports to be relevant and diverse. Hopefully, ultrasound specific issues will become a regular publication activity of the journal.

A journal, however, can only be as good as the articles it publishes, and for a young journal like the EJMCR, the competition to attract good work can be daunting. The journal has done quite well in attracting some articles, but I understand that a lot needs to be done to get a truly wide range of topics. I hope more young authors will be willing to contribute and arrive at a mutually beneficial relationship with the journal, where the journal and the author will both grow academically and professionally.

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