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# EDITOR'S MESSAGE

By Jack Persico, Editor-in-Chief

## Tuning In: What Can We Do For You?

This month's cover story looks at the reasons why neurologists and their patients sometimes end up "on a different wavelength" from each other, and offers advice on communicating better to strengthen the relationship. As we begin our seventh year of publication, we're taking our own advice. We'd like to hear from you what we can do to better serve your needs. *Practical Neurology* was launched in in January 2002 with the intention of providing a unique mix of clinically-useful "how to" articles, business advice, timely news and thought provoking commentary. To stay in tune with our readers' needs, we'd like your feedback. Please take a few moments to fill out the brief survey below and fax it to (610) 238-9053, or e-mail any suggestions on how we can better serve you to jpersico@avondalemedical.com. Thanks for your support, and best wishes for the new year. **PN**



1. Both clinical and business topics are covered. What is your ideal mix of the two?

\_\_\_ % patient care  
\_\_\_ % practice management  
100 % Total

2. In any given article on clinical management of a neurological condition, how important are each of the following on a scale of 1-4? (1=not at all important, 4=very important)

\_\_\_ pathophysiology and etiology  
\_\_\_ review of the scientific literature  
\_\_\_ case reports  
\_\_\_ diagnostic work-up techniques  
\_\_\_ treatment options and regimens  
\_\_\_ pharmacokinetics & pharmacodynamics  
\_\_\_ patient education/communication  
\_\_\_ billing/financial impact  
\_\_\_ tables/charts  
\_\_\_ reference list  
\_\_\_ author's name and credentials

3. *Practical Neurology's* cover and feature articles include conceptual artwork that relates to the article topic. In your opinion, the graphic design:

enhances the editorial content  
 detracts from the editorial content  
 has no impact either way on your impressions of the editorial content

4. How important are each of the following editorial topics to you on a scale of 1-4? (1=not at all important, 4=very important)

\_\_\_ dementia  
\_\_\_ epilepsy  
\_\_\_ vascular disease  
\_\_\_ movement disorders  
\_\_\_ multiple sclerosis  
\_\_\_ headache  
\_\_\_ chronic pain (other than headache)  
\_\_\_ sleep disorders  
\_\_\_ neuromuscular disease  
\_\_\_ neuroradiology interpretation  
\_\_\_ tests/procedures (EEG, EMG, LP, infusion)  
\_\_\_ neurological aspects of general medicine  
\_\_\_ insurance billing and coding  
\_\_\_ other practice management topics

5. What topics do you feel do not receive enough coverage? \_\_\_\_\_

\_\_\_\_\_

6. Are there any topics you feel get too much coverage? \_\_\_\_\_

\_\_\_\_\_

7. Any other suggestions? \_\_\_\_\_

\_\_\_\_\_

Thank you for providing valuable feedback. Please fax completed survey to (610) 238-9053.