



Paulo G. Coelho

- Leonard I. Linkow Associate Professor.
Biomaterials and Biomimetics, NYU College of
Dentistry.
Hansjörg Wyss Department of Plastic Surgery,
NYU Langone Medical Center.

Academic and non-academic texts in healthcare

To my mind, writing this column is such great responsibility, for columns are often published after a limited or nonexistent peer review. Thus, words must be carefully weighed, aiming at the best for our profession and, above all, for patients in general. Columns in academic journals normally consist of pseudo-philosophical texts that present a narrow and polarized view, which is self-centered on a particular topic on Odontology or Medicine, in which authors tend to register their own convictions. I am certain that I am not the first one to express such opinion and I am sure that I will not be the last to do so.

In non-academic contexts, availability of resources open to the public for information dissemination has reached a climax and is probably on the rise. At the present time, everyone has the right of writing and posting whatever they consider to be important or appropriate. Even more, individuals tend to post anything they believe will lead them to be noticed as they wish. However, those people do not take into consideration the fact that the way their profession is seen by the public in general is largely a consequence of the type of information they offer the public. Therefore, posting information on behalf of

How to cite: Coelho PG. Academic and non-academic texts in healthcare. J Clin Dent Res. 2016 Jul-Sep;13(3):40-1.

DOI: <http://dx.doi.org/10.14436/2447-911x.13.3.040-041.dbh>

Submitted: July 06, 2016 - **Revised and accepted:** July 20, 2016.

one's profession carries great responsibility (in my opinion, more than in any column of academic journals), given that the readers of those posts are not necessarily graduate in Odontology or Medicine. I am not sure I have been the first one to express such opinion, but I am pretty sure I will not be the last one.

This column is not different from most of the columns regarding its spectrum (surely limited), but it approaches an aspect that seems to be ignored by an increasing number of healthcare professionals. Although the most important aspect of any healthcare occupation is serving the population of patients in general, another important aspect is the way our profession is seen by such population (a key-point for the profession sustainability, in its literal definition: keeping diversified and producing indefinitely).

Since a significant number of healthcare professionals currently publishes editorial content, in printed or electronic form (sometimes more than once a day) - by making use of different platforms, be it for other professionals or for the public in general -, I ask myself if it wouldn't be beneficial spending a little more time thinking over how such content will improve patient care and how the profession itself is seen. By no means do I mean that one should spend hours thinking over content, but I strongly believe that a few extra minutes may be quite beneficial to both the patient and our profession.