

Consultant For Pediatricians

AUTHOR GUIDELINES

Create a mental image of your primary care readers:

Consultant For Pediatricians reaches more than 61,000 primary care clinicians (including pediatricians and pediatric Nurse Practitioners and Physician Assistants) in office-based practice. Focus your comments on the most efficient and effective way to diagnose disease and/or treat patients, using methods and equipment that are likely to be available to our readers. Please stress the “how I do it” aspects and clinical pearls.

Write as though you are talking to a colleague over a cup of coffee:

Consultant For Pediatricians has achieved high readership because of a less formal style of writing that communicates clinical information quickly and efficiently to busy physicians. One hallmark is the liberal use of “I” and “you,” personal pronouns common to everyday conversation. We ask you to use them frequently to build bonds with readers, writing as though you are speaking to another physician.

Use active verbs: Verbs remain the “action” elements that give motion and verve to sentences. Excessive use of passive constructions may sound more scholarly but actually robs a manuscript of vitality.

Highlight new information and areas of controversy: Physicians are drawn to new information and new ways of looking at old problems. And areas of uncertainty among specialists will likely be even more puzzling to primary care physicians. Readership is often strongest when these points are highlighted in the title, abstract, and article.

Length: Readers consistently tell us they want short articles. A good guideline is 8 to 10 typed, double-spaced pages of text.

Tables and figures: Good illustrations greatly increase an article’s teaching value. We welcome color slides, graphs, tables, flowcharts, x-ray films, or suggestions for anatomical drawings. Please note:

- We can duplicate your slides here at our expense, and will return the originals promptly.
- When sending x-rays, please do not place arrows or other markings on the film or print itself; instead, indicate them on a photocopy or sketch. Do not use paperclips on photos.
- If any illustration has been previously published, please let us know so that we can obtain appropriate permissions.

Biographical information: When you submit the manuscript, please include a copy of your curriculum vitae to aid us in preparing a brief biographical paragraph.

References: Please cite (by number in the text) references for important or controversial concepts. We suggest limiting references to the 20 to 40 key sources. Please include:

- **Journal articles:** The first three authors' names, article title, journal, year, volume, first and last pages.
- **Chapters:** The chapter authors, chapter title, book editors, book title, city, publisher, year, first and last pages.

Our review process: All manuscripts are reviewed by several physicians, including both specialists in the given topic and generalists reflecting our readership; reviewers comment on medical accuracy, appropriateness for primary care readers, and suggestions for improving the presentation. Manuscripts are then edited to achieve our journal's style and format, not to alter medical content. You will, of course, have the opportunity to review the edited manuscript before it is set in type.

We welcome submission of manuscripts as e-mail attachments (preferably in Word).

SPECIAL NOTE: Regrettably, we find it necessary to emphasize two points:

- As a matter of editorial policy, we will not publish articles that have been written by, or whose development was funded by, a pharmaceutical company, public relations agency, or similar outside source.
- Articles published in **Consultant** must be original. Although you may have written on the same subject at other times, the manuscript submitted to our journal should be substantially different.

Please contact us if you have any questions as to how these policies apply to the manuscript at hand.