International Society of Hypertension HYPERTENSION NEWS

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FROM THE EDITOR

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Record 1,385 People Accessed June's Newsletter

Lars H. Lindholm
Hypertension News, Editor

Dear ISH member,

It is my pleasure to present Opus 54 of Hypertension News to you, which I hope you will enjoy reading. We are absolutely delighted that almost 1,400 people accessed the previous issue, published in June 2018 (see page 2) - highest figure ever! I would like to extend my sincere thanks to all those ISH Council members and others who helped with the distribution.

Earlier this year, the Editorial team of the Newsletter decided to make three major changes. First, we almost halved the number of pages. Second, we improved the distribution figures by adding DOIs and we now also circulate the newsletter via social media channels (Twitter and Facebook). Third, we will add three "novelties", letting the number of pages climb back to about 75% of what it once was:

(i) In this issue, we have added a lighter section entitled: "News, Old News, and Fake News". You will find "It ain't over until the fat lady sings" written by Stephan Rössner from Sweden on pages 18 - 20.

(ii) In the next issue (Opus 55, planned for March 2019) we will introduce a new section called "Learning the Ropes", first focusing on meta-analyses.

(iii) Later next year, we will also include adverts for research positions for junior and senior researchers. Already in this issue, you will find a "Positions Available" section on page 21. The adverts will be free for paying (!) members of ISH

At the successful ISH meeting in Beijing, the ISH inducted a new President, Alta Schutte from South Africa. In this issue of the Newsletter, Alta tells us where she wants to take the Society over the course of her presidency. It is clear that she has a strong focus on low- and middle-income countries where levels of awareness,

FROM THE EDITOR

treatment, and control of high blood pressure are unacceptably low. After her well written text (on [page 3](#)), you will find a presentation with photos of her new Scientific Council.

The Deputy Editor of Hypertension News, Dylan Burger, from Canada is also now Chair of the Communication Committee, a position he is most qualified for. On [page 17](#), you will see the five goals he has set for the coming two years. To my delight, Dylan has agreed to continue as Deputy Editor of Hypertension News, with responsibility for basic science and data communication,

The ISH meeting in Beijing was a great success with about 3,000 attendees. The Chair of the Program Committee, Thomas Unger from The Netherlands, worked around the clock with Helen Horsfield, ISH Secretariat, and co-workers to give us a really interesting program and they succeeded! You will find Thomas's report on [pages 6 - 7](#) together with interesting contributions from two members of the New Investigator Committee (Brandi Wynne, USA, Katarina Mirabito Colafella, Australia) and Chair of the Women in Hypertension Committee (Ulrike Steckelings, Denmark).

Finally, towards the end of the Newsletter ([pages 22 - 25](#)), you will find an Institute Focus written by Mark Caufield, UK and a short report ([page 26](#)) from the ISH / RSH Joint Educational Meeting in Moscow from Natalia Blinova, Russia and Peter Nilsson, Sweden.

Have a good read!

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HYPERTENSION NEWS DISTRIBUTION DATA

2018 has been a year of significant expansion in terms of the reach of Hypertension News. With the introduction of DOIs and a greater use of social media for distribution, readership continues to grow. Indeed, we have seen more than a doubling of readership in the past year and are now providing several means of accessing content. This includes traditional methods of distribution such as e-mails circulated by the ISH Secretariat, but also distribution via DOI links, Facebook and Twitter. In fact, individuals accessing Hypertension News by non-traditional methods now outnumber those who access it through e-mail.

The table below provides a breakdown of how Hypertension News is currently accessed by readership. Note: these numbers are an estimation as there is likely a small subset of individuals who access the newsletter on multiple occasions.

By contrast, we are also not tracking those individuals who download the issue directly or those who access via a secondary link on social media. Regardless, it is clear that readership appreciates the variety of methods to access Hypertension News and this will be a staple means of circulation going forward. Hypertension News has also been a driver of ISH social media activity over the past 6 months accounting for just over 10% of ISH activity on Facebook and Twitter.

Hypertension News Distribution (Opus 53, June-October)	
Directly accessed Hypertension News (via e-mail link)	636
Accessed Hypertension News via Twitter	43
Accessed Hypertension News via Facebook	139
Accessed Hypertension News via shared DOI link	237
Accessed via ISH Web Site	330

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