

This issue comes to you after the 15th National Radiological Conference held in Karachi where the new look PJR was launched. Although I did get some feedback from the participants during the conference; this has been largely absent. Your input at this early stage is vital as it will enable us to shape the journal so that it has the widest appeal for the readers and the contributors. Talking of the contributors (or the lack of) your contributions are the back bone of this journal. Please keep them coming. All submissions will be acknowledged.

During this time of economic and financial crisis like everything else the cost of health care is skyrocketing. A rapidly shrinking minority of our population can afford the kind of radiological procedures that usually feature in our journals. Instead of blindly following technology with its rapidly escalating cost we need to come up with cost effective solutions that are relevant to our scenarios.

Globally there is very little research into the cost effectiveness of various radiological procedures and interventions. This may not be the highest priority for the developed world (although this is also changing) but should be one of the main focus of research activity in the developing world. Food for thought.

Take care. Keep reading. (KEEP WRITING!!)

Zafar Sajjad

Editor