EDITORIALS
 – 90TH ANNIVERSARY
3 The Medical Journal of Australia — prospere, procede et regna
Martin B Van Der Weyden
4 What conflict of interest?
Mabel Chew
6 Ninety years young — the changing covers of the MJA
Bronwyn Gaut

THE RESEARCH ENTERPRISE
 – 90TH ANNIVERSARY
9 Jewels in the crown: The Medical Journal of Australia’s 10 most-cited articles
Ann T Gregory
14 Leading Australian doctors and clinical researchers set new priorities
Ruth M Armstrong, Helen M Randall, Martin B Van Der Weyden

THE PROFESSION
 – 90TH ANNIVERSARY
20 Mister or Doctor? What’s in a name?
Clair Whelan, Henry H Woo
21 “All changed, changed utterly”: recollections of 40 years in general practice
Eva Szego

MEDICINE AND THE COMMUNITY
 – 90TH ANNIVERSARY
23 Changes in beliefs about cancer in Western Australia, 1964–2001
Robert J Donovan, Owen B J Carter, Geoffrey Jalleh, Sandra C Jones

EDITORIALS
27 The role of information in reducing medical error
Marilynn M Rosenthal
28 Health service reforms in the United Kingdom after Bristol
Donald Irvine

RESEARCH
31 Analysis of complaints lodged by patients attending Victorian hospitals, 1997–2001
David McD Taylor, Rory S Wolfe, Peter A Cameron
36 Attitudes of doctors and nurses towards incident reporting: a qualitative analysis
Marilyn J Kingston, Sue M Evans, Brian J Smith, Jesia G Berry

CRISIS
40 Emergency response to the Canberra bushfires
Drew B Richardson, Sashi Kumar

HEALTHCARE
44 Three Australian whistleblowing sagas: lessons for internal and external regulation
Thomas A Faunce, Stephen N C Bolsin

VIEWPOINT
Paul T Haylen
52 Unexpected infant death: lessons from the Sally Clark case
Roger W Byard

LETTERS
55 Contents overleaf
The Doctor Ross Ingram Memorial Essay Prize

Are you an Aboriginal or Torres Strait Islander with something to say about Indigenous health?

Tell us your story

The Doctor Ross Ingram Essay competition is open to any Indigenous person who is working, researching or training in a health-related field. Essays should be no more than 2000 words long, and must be submitted by Monday, 10 January 2005.


Advice to authors, see <http://www.mja.com.au/public/information/instruc.html>

or contact our editorial administrator on (02) 9562 6666

**LETTERS**

Pressure ulcer resource guide

55 Susan D Huckson

Management of chronic low back pain

55 Adrian B Wenban

55 Nikolai Bogduk

Metformin and serious adverse effects

56 Winston Chong

56 Janelle C Nisbet, Joanna M Sturtevant, Johannes B Prins

**OBITUARY**

26 Ronald Richmond Winton by Laurel Thomas

**FROM THE EDITOR’S DESK**

**EUREKA MOMENTS**

In the distant past, Chinese physician Chang Chung-Ching summed up the art of diagnosis — “The skilful doctor knows what is wrong by observing alone, the middling doctor by listening, and the inferior doctor by feeling the pulse.”

Now, the art of diagnosis is complex and technology-dependent. Despite this, the moulding of doctors retains the tradition of delving among the symptoms and signs to deduce the diagnosis — and the moment of clinching the diagnosis still brings great personal satisfaction.

US physician David B Hellmann, in *Eurekaphenia: a disease of medical residency training programs?*, laments the loss of these moments, noting: “While many types of experiences contribute to the making of a doctor, surely the episodes of discovery — eureka moments — are amongst the most important. Eureka moments add drama, fun, excitement, and meaning to being a doctor.” He relates a recent experience concerning an elderly man with a 3-month history of fever, weight loss and cough, for whom it took 2–3 days to learn that his sputum was positive for tuberculosis. Some 20 years earlier, when an intern in the same hospital, he himself had taken the sputum of a patient with similar symptoms to the floor’s staff lab and prepared Gram and Kenyon stains. He found the first was negative, but tells how, on turning to the Kenyon stain, “I felt my hair stand on end and my spine tingle as I discovered first one and then a few other ‘red snappers’ characteristic of tuberculosis.”

The ward labs have long gone and the diagnostic work is now done before admission or after hospital discharge. We no longer hear on the wards the excited cry, “Eureka — I found it!”.

And we are all the poorer.


**SHORT COURSE FOR MEDICAL JOURNAL EDITORS**

This well established course, now in its ninth year, will be run twice in 2004 - in England and in New Zealand. Its aim is to give journal editors, particularly scientists and clinicians who are new to the post, an informed overview of their role and a good understanding of the core skills required.

The courses will take place at:

**Christchurch, New Zealand**

August 5-6

**Tunbridge Wells, England**

September 23-25

Further information from:

Web site: www.timalbert.co.uk/editors.htm

or contact Barbara Albert:

Phone: +44 (0) 1306 877993 or

Email: barbara@ta-training.demon.co.uk

**THE DOCTOR ROSS INGRAM MEMORIAL ESSAY PRIZE**

Are you an Aboriginal or Torres Strait Islander with something to say about Indigenous health?

Tell us your story

The Doctor Ross Ingram Essay competition is open to any Indigenous person who is working, researching or training in a health-related field. Essays should be no more than 2000 words long, and must be submitted by Monday, 10 January 2005.


Advice to authors, see <http://www.mja.com.au/public/information/instruc.html>

or contact our editorial administrator on (02) 9562 6666