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FOR IMMEDIATE RELEASE

**As Editor-in-Chief, Glenn M. Eisen, MD of The Oregon Clinic
Leads *Gastrointestinal Endoscopy* into the 21st Century**

Portland, Ore., Aug. 04, 2011 – As editor-in-chief of *Gastrointestinal Endoscopy* (giejournal.org) and a member of the West Hills Gastroenterology division of The Oregon Clinic, Glenn M. Eisen, MD, MPH, must keep up with technological advances in a rapidly changing field of medicine. Having spent two years as the editor of this publication, which is the official journal of the American Society for Gastrointestinal Endoscopy (ASGE), Dr. Eisen notes several interesting trends that have evolved since taking on the position.

"We've changed the format of our publication to better meet the needs of busy physicians who rely more and more on technology," said Dr. Eisen. "We've also changed the focus and content of our publication to better reflect the latest trends and innovations within the field of gastroenterology."

As editor-in-chief, Dr. Eisen approves all articles, designates monthly themes and the overall look of the journal and online content. During the past two years he has led a top-

to-bottom revamping of the journal's online look and presence and included more videos and hyperlinks to ASGE guidelines and publications. With the rest of the editorial team, he has added new components of the Website including sections focusing on statistics; the art of the physical examination and the practice of medicine; and evolving discussions on quality issues, healthcare reform and GI pathology controversies.

"We are also about to change the format of the cover and pages of the printed version of the publication, and we now have a Facebook profile," he said. "We're even in discussions with Apple and Google to implement an app that would enable GIE content on iPads and iPhones, and other smart phone technologies such as the Android."

Dr. Eisen's role as editor-in-chief also involves inviting experts in the field to submit editorials, research results and other types of articles. "The role of the gastroenterologist in the treatment of patients is rapidly changing," he said. "As a result, the journal's focus must also change. Toward this end, we have been soliciting interdisciplinary articles that focus on procedures that were previously considered surgical."

For example, the journal has featured many articles on GI-surgical interface procedures that appeal to both gastroenterologists and surgeons, including endoscopic mucosal resection, endoscopic submucosal dissection, bariatric treatments and a new procedure called Natural Orifice Translumenal Endoscopic Surgery (NOTES).

"*Gastrointestinal Endoscopy* is the premier endoscopy journal with an international review board all over the world," said Roger Slevin, MD, gastroenterologist and also a member of the West Hills Gastroenterology division of The Oregon Clinic." As editor of such a prestigious publication, Dr. Eisen is at the forefront of new advances, quality research and evolving technology in his field -- a benefit to everyone on his team at The Oregon Clinic. We thank him for the time he devotes outside of his busy practice to providing high level articles and encouraging a global forum of discussion on the evolving field of gastroenterology."

Dr. Eisen will continue as editor-in-chief of *Gastrointestinal Endoscopy* through 2014. He previously served as an associate editor of the publication and has been an active

member of ASGE for many years, including appointments to the organization's governing board and chair of the standards of practice committee.

Established in 1954, *Gastrointestinal Endoscopy* publishes original, peer-reviewed articles on endoscopic procedures used in the study, diagnosis, and treatment of digestive diseases. Online features include full text of all articles, video and audio clips, and MEDLINE links to related articles, bringing readers challenging reports from leading authorities throughout the world. The monthly publication is produced with the assistance of hundreds of professionals internationally, including 12 associate editors that are all physicians, a 15-person editorial board and a managing editor assistant. The hard copy version of the journal is circulated to about 12,000 subscribers, with an additional 50,000 readers online, a number that is growing rapidly.

About Glenn M. Eisen, MD, MPH, Editor-in-Chief

In addition to serving as editor-in-chief of *Gastrointestinal Endoscopy*, Dr. Eisen is a member of the West Hills Gastroenterology division at The Oregon Clinic and clinical professor of medicine at Oregon Health & Science University (OHSU). He currently serves on the executive board of the GI Quality Improvement Consortium (GIQUIC),

Dr. Eisen has also received acclaim from two noteworthy publications recently: He was included in 2010's "75 of the Best Gastroenterologists in America" list by *Becker's ASC Review* and on the 2011 "Top Doctor's" list by *The Portland Monthly*. In addition to Dr. Eisen, 34 other physicians from the Oregon Clinic were named in the "Top Doc" list.

His special interests lie in esophageal disease, Barrett's esophagus, colorectal cancer screening, therapeutic pancreaticobiliary endoscopy, capsule endoscopy and inflammatory bowel disease. He has authored more than 110 peer-reviewed papers, 16 book chapters/reviews and 140 abstracts and is a frequent speaker at national meetings in his field.

About The Oregon Clinic

The Oregon Clinic is the largest private specialty physician practice in Oregon, with more than 140 physicians practicing over 30 different medical and surgical specialties and sub-specialties. We use a team approach to address health conditions at more than 15

locations from Vancouver to Salem, and from Hood River to Astoria. Founded in Portland in 1994, our physicians and staff are committed to delivering the highest quality patient care, practicing evidence-based medicine, and providing leadership for the healthcare community. Visit www.orclinic.com or call (503) 935-8000 for more information.

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