Art of Medical Writing-
Choosing Right
Journal for a Scientific
Paper

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Sir,

This is in reference to the article “Art of medical writing-Choosing
right journal for a scientific paper” by Sandeep B Bavdekar et al in JAPI 2015
June.¹

It was a pleasure to read the article and would be of great help to the
beginners as well as the seasoned medical writers. They have described
the pitfalls and problems of the art of medical writing explicitly. I would
like to add one last aspect to this wonderful write up. Authors should be
aware of the provisions of the appeal or the rebuttal facility to reconsider
the editorial decision on the rejected manuscripts.

Quite a few leading medical journals have provided an option for its authors
to submit an appeal to reconsider the editorial decision within a stipulated
period from the announcement of editorial decision. This provision could
be the one last chance and the hope for the disgruntled and disappointed
author who otherwise thinks that his work is as good as any other article
which has seen light of the day. The rebuttal letter should highlight the
work’s importance, relevance and

usefulness to the readers of the journal and the appeal should be able to
explain and clarify the specific parts of the paper which might have been
misinterpreted by the reviewers. The revision and successful re acceptance
rate could be as high as 2-10% even in the leading peer reviewed journals.²³

I, myself being the beneficiary of this provision on more than one occasion in
the BMJ, strongly advocate use of this provision to the authors, as and when
the editor permits.

References
2. http://www.bmj.com/about-bmj/resources-authors/article-
submission/appeals
3. http://journals.aps.org/prl/authors/editorial-policies-
practices#appeals