

already present all over the world? This was indeed an issue that fuelled a lot of discussions. In the end it became clear that there is a need, not to compete with the more or less extensive, sophisticated Hypertension Guidelines already existing, but to create something special in line with the unique, global mission of ISH. An ISH Guidelines Committee was formed and has started its activities in high spirits after a first very productive face-to-face meeting in London. The Committee recognized that short, concise Hypertension Guidelines that – without being oversimplified - can be applied not only in the wealthier parts of the world but also in less affluent countries would be a welcomed addition. They will contain optimal as well as minimal requirements and simple recommendations on how to deal with the 'killer number one' in diagnosis and treatment that are still missing in other works. As the Chair of this Committee, I'm looking forward to yet another demanding challenge! However, with so many experienced, dedicated 'guideliners' on board, I'm sure this endeavour will be a success and will be an important cornerstone in our global fight against hypertension with all its disastrous sequelae.

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## "DDD": DYLAN'S DISTRIBUTION DATA

### Dylan Burger

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As highlighted in the previous issue, Hypertension News is in the midst of a dramatic expansion in readership. This is thanks in large part to the quality of the contributions that we are receiving as well as significant effort from ISH membership to help promote our flagship newsletter.

Beginning with this issue, the editorial board has asked that I track readership metrics in a section titled "Dylan's Distribution Data". The goal of this is two-fold: first, it will provide a transparent reference point for readers and contributors to know the reach of Hypertension News, second, it will provide a motivation to ensure consistent quality and continued growth from one issue to the next.

Below you will find the distribution data for this month, which represents a dramatic increase compared with the June issue. I would draw your attention particularly to the amount of content accessed through digital object identifiers (DOIs). In March 2018, Hypertension News began registering its content to DOIs through CrossRef. The aim of this initiative was to assist in referencing of our content and to increase visibility of all contributions to Hypertension News. As evidenced in this latest report, we are beginning to see the fruits of this enterprise. In the past 4 months Hypertension News has been accessed a total of 1793 times through DOIs (compared with 237 for the previous issue).

### Dylan's Distribution Data (November 2018-March 2019)

Total Estimated Readership	3436
Accessed via Twitter	262
Accessed via Facebook	222
Accessed via DOI	1793
Accessed via Web Site	1159

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