

Collective Thinking for Open Heart Cardiac Education

British specialist nurse and Public relations (PR) consultant Kaz Aston has stepped up to the plate, to join the International Open Heart editorial team.

LONDON, LONDON, UK, December 22, 2015 /EINPresswire.com/ -- British specialist nurse, editor and Public relations (PR) consultant Kaz Aston has, stepped up to the plate today, to join the International [Open Heart](#) editorial team as an associate editor for 2016.

'I am absolutely delighted to join the open heart editorial team as a registered, specialist nurse that is always seeking innovation to improve healthcare outcomes for patients. Additionally, with the modern Open Heart digital technology can apply my proven PR and social media communication skills to maximise the news distribution and promote user engagement. The Open Heart publication strategy is very refreshing and expands the traditional concept of access for readers by not having to subscribe to traditional journals or pay per article view, as Open Heart feels that this latest research should be made available to everybody.' says Kaz Aston PR Consultant & Specialist Nurse.

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patients will have priority. Negative research findings, for example, are much less likely to be published but are still as important, to avoid continuing medical treatments if there is no proven



PR & Specialist Practitioner

openheart

Open Heart

Open Heart is a modern online cardiology resource of the British Medical Journal (BMJ) launched in January 2014, with a young editorial team that is not limited to cardiologists and doctors. The Open Heart online journal has been the most successful journal launched to date according to, the BMJ (British Medical Journal). View Open Heart at <http://openheart.bmj.com/content/current>

'Traditional medical journals often are mainly interested to publish or cite research for reputation promotion or to gain an impact factor. This concept can mean that studies of academic interest, not necessarily those of relevance for

benefit.' Says Pascal Meier Open Heart
BMJ Editor in Chief.

Cardiology can be viewed as a very male-dominated medical discipline. However, Open Heart always aims to ensure collective thinking and female contributions from the editorial team that now has three ladies with Kaz Aston, Shelley Wood and Lindsay Davis. The diverse Open Heart editorial team also includes a patient, a medical journalist, statistician and now, a specialist nurse in the core team. Content always managed to be of interest not only for cardiologists but also for allied health professionals and everyone who is interested in cardiovascular health' said editor in chief in chief Pascal Meier.



Rotary Club of London

The Open heart journal is based at the BMJ headquarters in central London, UK, at BMA house (British Medical Association). The Open Heart editorial team is spread internationally with the editor in chief based in Geneva, Switzerland, who leads a team that works closely together using modern communication technology collectively with other team members that are based in the US, Germany, Asia.

Visit the Open heart website at: <http://openheart.bmj.com/content/current> for more information, Follow on social media twitter & facebook Open heart accounts to find out more and keep up to date with news.

Kaz Aston is also an active member of the [Rotary Club of London](#) and supports Rotary health campaigns with PR & Communication for London in the United Kingdom and will also be supporting Rotary International as Public Image Coordinator for Southern England in 2016. Kaz is passionate about education & research and promotes online education for businesses and charities close to heart, like monarchyonline.org

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