campaign by the IT industry and continue to inform their patients about the risks of IT and the existence of potentially misleading information from the ASA and other organizations. Scientists and clinicians have a duty to remain cognizant of such issues and to voice concerns when agenda-based research is presented in order to “defend and promote” a product with potentially devastating health consequences.

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The Best of the Best

Top-Accessed Article: Text-Message Reminders to Improve Sunscreen Use


Patient adherence has been a long-standing challenge in both clinical care and public health promotion. In their article, Armstrong et al describe how cellular telephone text messaging can be an effective reminder tool for promoting daily sunscreen application. In their study, they used text messaging as a reminder strategy to improve daily sunscreen adherence and demonstrated that participants who received text reminders were nearly twice as adherent as controls. The usefulness of the text reminders was highly rated by participants, and almost 90% reported they would recommend these electronic reminders to others. The authors suggest that text messaging has the potential to be an effective, low-cost tool in promoting preventive health behaviors or for improving medication or therapeutic regimen adherence, especially in young adults. This study illustrates the importance of utilizing evolving technology to advance and improve the quality and delivery of patient care.

From October 2010 to August 2011, this article was viewed 1541 times on the journal website and as of April 5, 2012, has been cited in 16 peer-reviewed manuscripts in multiple specialty areas.

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