



Inspired by You

Your letters and stories continuously encourage and inform us.

Here we are in the middle of the holiday season, and at *Neurology Now*, we have much to be thankful for—most importantly, you, our readers. As of November 2007, there were 155,207 individual *Neurology Now* subscriptions sent right to the homes of patients with neurological disorders and their families and friends. For us, this says that our readers find the magazine valuable—a big vote of confidence. Thank you for that! Throughout 2007, nearly 2.5 million copies of *Neurology Now* went out through these individual subscriptions and neurologists' offices. We hope that the exciting things we have planned for 2008 will be as useful for you and fun to read as they are for us to develop.

In this last issue of 2007, I beg your indulgence to boast a little when I tell you about the second thing I am thankful for. *Neurology Now* was nominated to win a Medical Marketing and Media award in the "Healthcare Consumer Publication of the Year" category. Out of more than 700 entries, we were selected to be among the top six publications. On November 1, 2007, our team attended a gala at New York's Tavern on the Green in Central Park. Hundreds of people were decked out in gowns and tuxedos to find out who the winner would be. Well, we didn't take first, but to be among the top six from this broad field of entries was quite an honor for us and another vote of confidence. I am thankful for the privilege of working with the *Neurology Now* editorial and design team and for our talented writers, whose creativity, professionalism, and hard work bring you the very best in neurological information you need. You can bet we'll be back in New York City next November, determined to do even better.

Where have you heard these words before? Look back through every issue of *Neurology Now* and you'll find this sentiment echoed many times. This brings me to the third thing that I am thankful for: the inspiration I have received from the people we write about

in *Neurology Now*. Two of my favorite quotes from Winston Churchill sum up the lessons I have learned this year: "If you are going through hell, keep going" and "Never, never, never give up." The resolve, determination, and hope that characterize the people we write about are awesome.

The fourth thing I am thankful for is the dialogue we have been privileged to have with many of you. Your letters and emails encourage and inform us, share great ideas, and keep us honest. We usually communicate with each other through words, but we had the chance to see the nonverbal expressions of your thoughts and feelings this month. There were 31 amazing entries in our art contest, and it was really difficult to select the top one. You can see the prize-winning piece for yourself in "Speak Up" (page 48) and read about the talented individual who created it. The judges debated and struggled to select only one among the many fine entries we had, but we voted unanimously to find a way to share all of them with you. We are still working out the details, but stay tuned. Over the next year you are in for a visual treat.

I haven't even gotten to tell you about all that's in store for you in this issue. No worries: Turn the page and peruse the table of contents. While you do, take a minute to stop and think about what it is that you are thankful for. If you'd like to share it, take another minute to write it down and send it to us at neurologynow@lwwny.com. All the best to you and yours! See you in the new year.



The resolve of the people we write about is awesome.

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