Brain Medicine

EDITORIAL

Brain Medicine: Exceptional science, no fiefdoms, and a better tomorrow

We are embarking on an exciting journey with the launch of the first issue of *Brain Medicine: From Neurons to Behavior and Better Health*. This is not just another journal; it is a leap into uncharted territory, bridging all of neuroscience with clinical know-how across distinct but brain-focused medical specialties in ways we have not seen before. We go beyond the traditional fiefdoms that have shackled the cross-disciplinary integration of neuroscience, translational science, and clinical practice. Think of it as drawing new star patterns in the academic sky, not just erasing old boundary lines.

What is the big deal about this journal? Well, it is where the cutting-edge science of brain cells meets translational neurology and psychiatry, not to mention all the other fields that touch on our brains and mental health. We are talking big picture here – how all this plays into public policy and the bigger world (1–3). But be certain that we are not just following the latest fads. We are here to shake things up in brain science, from the nuts and bolts of neurotransmitters to the big questions in neuroethics (4).

Now, you might be thinking, "What makes *Brain Medicine* any different from other journals?" We are all about pushing boundaries and thinking outside the box when it comes to the brain. This is not about playing it safe or sticking to the trends; we are here to challenge the status quo in brain science with real innovative thinking, from the neurochemistry right down to the ethical dilemmas we face in this field (4).

This is not a 20th century neurology or psychiatry journal. The past 20 years have generated explosive knowledge in neuroscience. We now know so much more about the brain. Thanks to unprecedented new technologies and smarter ways of doing research, we are getting a handle on how the brain works, from thinking and feeling to unravelling disease states. And this is not just academic ivory tower narcissism – it is a shaking up of psychiatry and neurology in big ways. The articles you will read in *Brain Medicine* are going to be at a whole other level – think cutting-edge techniques like imaging and genetics, brought together by advanced artificial intelligence (AI) to advance precision medicine. We have moved past description; now, we are figuring out circuits and mechanisms in the brain and how we can use that knowledge to make people's lives better. It is a whole new ball game, and our journal was specifically created to be right in the thick of it, bringing you the latest and greatest in brain research that's not just smart but exceptionally relevant and game-changing (5).

One of our big focuses in *Brain Medicine* is tackling the tough stuff, like Alzheimer's disease (AD). Siddhartha Mukherjee called cancer "The Emperor of All Maladies" (6). Given the fact that AD can be far more devastating than cancer, what shall we call it? Who is mightier than the emperor? Godzilla? AD is indeed a beast that is destroying the lives of millions, and it is one of the gnarliest puzzles in all of medicine today. But we are on it – publishing the hottest research on AD and other dementias, and hunting down new ways to beat these calamitous diseases (5).

And let us not forget about the cutting edge; e.g., deep brain stimulation, especially when other treatments are not cutting it. This is next-level treatment for multiple brain diseases and psychiatric disorders, and it could totally flip the script on how we handle these conditions. *Brain Medicine* will bring you the latest research on deep brain stimulation and other breakthrough treatments that are changing the game in brain medicine (7, 8). This fundamental area of *Brain Medicine* is addressed in our Guest Editorial led by Josh Brown (9).

There is also the whole fascinating world of the microbiome – microorganisms in our guts that have a lot to say about our brain health and moods. We are just scratching the surface here, but *Brain Medicine* is diving deep into how our gut microbes affect who we are (10, 11).

We cannot ignore the wild world of AI – especially when it crosses paths with brain science and mental health. If you are wrestling with big questions about machine learning, digital health, the use of AI tools for diagnosis and precision treatments, and e-health, *Brain Medicine* is where you want to be (12–17).

At its heart, *Brain Medicine* is all about being top-notch in science, sticking to the facts, and always on the lookout for those "aha!" moments that flip everything upside down. When you send us your paper, it is getting assessed by some of the sharpest minds around the world.

But it is not just about being smart. We get that the world has gone digital, and we are not just sitting on our laurels. We are shouting your research from the digital rooftops, doing everything possible – from traditional press releases to X, Insta, Facebook, and LinkedIn posts, and getting your research highlights on YouTube, narrated by none other than you.

Brain Medicine is not just another journal; it is a revolution. We are rallying everyone who is ready to step up and challenge the old ways of thinking about the brain. With a dream team of renowned editorial board members from all over the globe, we are bridging everything from neuroscience to neurology, psychiatry, and more. Three board members have already contributed to our **Innovators and Ideas** section that spotlights individuals who have made noteworthy contributions to the field. These innovators include rising star Ruth Barrientos (neuroinflammation and aging) (18) and research leaders Edythe London (drug abuse and brain imaging) (19) and Keqiang Ye (AD and Parkinson's disease) (20).

We are lighting this candle, and we want you to be part of this epic journey. *Brain Medicine* is here to turn heads, stir up new ideas, and advance brain health and mental well-being.

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