

In Memoriam Dr Douw Greeff



It is with great sadness that the editorial team at JEMDSA learned of the passing of Dr Douw Greeff, owner of Medpharm Publications, on 11 November 2014. In spite of ill-health, Douw hosted a dinner party on 1 November in Pretoria, celebrating the 25 years of existence of Medpharm Publications, also

JEMDSA's publisher for the past 6 years. For the event Douw invited the editors of all the journals in the Medpharm stable, along with their spouses. Douw entertained his guests with his typical charisma to a lovely evening of good food and music.

Over the past 25 years, Douw created a successful scholarly publishing house providing a platform for both young and established researchers in the medical and nursing fields. At the time of his untimely death Medpharm Publications published no less than 11 journals in these respective fields. Douw was passionate about publishing and often referred to the distinctive aroma of printed material when opening a new delivery from the printers and to the satisfaction of paging through a freshly printed journal. Douw's love of the process of transforming a typed manuscript into a flawless article in a printed journal, is tangible in the Guest Editorial from Douw's pen accompanying this edition.

When my predecessor, Prof. Stephen Hough, approached Medpharm Publications in 2008 to become JEMDSA's new publisher, Douw jumped at the opportunity. Applying his mind and business talents to this new challenge,

Medpharm Publications produced the first issue of the "Red Journal", as Douw fondly referred to JEMDSA, in the first half of 2009.

Douw followed the changing global trends in medical publication keenly and understood the ever-increasing demand of immediate electronic access to new research and knowledge. His most recent achievement was the creation of an electronic publishing platform by forging an alliance with the international publishing house, Taylor and Francis. By so doing, Douw increased the international profile of JEMDSA and its authors. Douw and I decided a few weeks ago that it was necessary for him to explain the recent developments to our readers in the form of a Guest Editorial. Unfortunately the opportunity never came about for Douw to adapt the Guest Editorial he wrote for an earlier edition of *South African Family Practice* for publication in this edition of JEMDSA. The unchanged original Guest Editorial is reprinted in this issue since it not only explains the new developments and migration to electronic publishing, but also gives the reader a rare glimpse into Douw's mind and life as a publisher.

The South African medical scientific community has lost a great visionary and entrepreneur. We are indebted to Douw for providing many medical societies, including SEMDSA, with a mouthpiece and thus ultimately promoting the health of South Africans at large through improved clinical outcomes

The editorship of JEMDSA, express our heartfelt sympathy towards Douw's wife, Justine, his family and the loyal JEMDSA editorial support team at Medpharm Publications.

Willie Mollentze

Editor-in-Chief, JEMDSA