

The Importance of the Internet for Medical Societies

Vinicius José da Silva NINA¹, Walter José GOMES², Domingo Marcolino BRAILE³

The emergence of the Internet back to the late 60s of last century, the Cold War era. It was defined at the time that a computer network linking different regions of the United States could provide a way to protect against a Soviet nuclear attack. When the threat of the Cold War ended, the network has become practically useless for military purposes. Then, the access of scientists to the network was allowed [1].

The scientific community quickly realized that the synchronization between multiple computers would give a jump in academic studies and research. In 1973, the first international connections were established, integrating the network of universities in Norway and England. During the decades of 70 and 80, only universities (including Brazil) were connected [1].

In Brazil, the history of the commercial Internet began late in 1991 when it was created the RNP (National Research Network). In 1994, on December 20, Embratel launched the trial service of the Great Network [1].

The Internet is not managed by any central force or organization. There is no president or head office. The system works from the networks that compose it and the users themselves, and the domain name registration is the only point maintained by governments through specialized agencies. Innovative ways of computing have been researched, such as quantum computing and biological computing, with DNA [1].

These new technologies, although very recent, have been quite promising. Perhaps they can be replaced by silicon chips. The scientists hope to manipulate atoms, molecules and cells in order to process information. Molecular electronics promises to build superchips infinitely tiny, but billions of times more powerful and faster than current processors [1].

It can be argued that after the Agricultural, Industrial and Services Revolution the man lives the Knowledge Revolution.

Each day becomes more common terms such as nanotechnology, virtual reality, telecommunications on a global scale at zero cost, and reflexes in all known human activities and those that will arise.

In the new economy, the production line and prehistoric marketing leave the scene and enter the websites, blogs, social networking, finally, the Knowledge!

It is the information in the form of bits. In fact, the Internet both in scientific and disclosure or recreation is undoubtedly the most important planetary space by the volume of information available and the ease of access.

Information and communications technology have also opened new perspectives for the medical societies. The information, once produced, circulates instantly and can be received, processed, embedded in logical or scientific schemes, or transformed by each of us in personal knowledge, increasing our understanding and wisdom for the benefit of patients and society [2,3].

The Internet now allows a rapid diffusion of information and knowledge, enabling medical societies not only to improve their associative efficiency, but ultimately offering new products and services for which the members, through interactivity, can express their opinion and preferences [4,5].

From this set of advantages and the international collaborative effort among cardiovascular surgeons, the Cardiothoracic Surgery Network was created, which is a common platform for the exchange of information, offering users periodicals, multimedia applications and a data repository [6,7].

The Brazilian Society of Cardiovascular Surgery (BSCVS), like the most important national and international medical societies, has a web page of coverage on a global scale whose FQDN (fully qualified domain name) and hosting name are identical: sbccv.org.br . According to Alexa Internet Inc., a service of HYPERLINK “<http://pt.wikipedia.org/wiki/Internet>” (Internet) belonging to HYPERLINK “<http://pt.wikipedia.org/wiki/Amazon>”

(Amazon), which measures how many Internet users visit a website, the site of BSCVS occupies the 1,193,786 position in the world rank and position 23,086 in the national ranking by providing access to 7764 users estimating 1,258 visits per day, 37,736 per month and 459,116 a year.

According to Google, the quality of this site is very good because it generates unique content. And in consequence, 101 unique sites include links to sbccv.org.br. This position reflects the outstanding commitment and dedication of all those who conceived and made possible its construction.

As a result of this fruitful work of construction, over the years by leaders of the BSCVS, an agreement was reached with the European Association for Cardio-Thoracic Surgery (EACTS) in Vienna in October 2009, whereby the BSCVS was officially invited, in partnership with Portugal, to develop a Portuguese version of portal CTSNet. Initially, some content will be translated from English version, but the other part will be produced locally, by the editors of Brazil and Portugal.

Thus imbued with the commitment to further expand our Society, assuring it greater national and international visibility, the President, Full Professor Walter J. Gomes, its Board of Directors and all aim to make the BSCVS website a quick tool to access information from corporate life, such as events, register of members, fee schedules, ordinances and reports of professional defense, as well as strengthen the sources of information through existing scientific links with information sources in libraries, research databases, Journal of Cardiovascular Surgery, international journals, dissertations, theses, videos, encyclopedias and dictionaries. Thus ensuring the user who needs information to obtain rapid and efficient answers that could become in important tools for decision-making [8-10].

The success of this proposal lies in the collective effort of all members of the BSCVS by sending criticism, suggestions, and scientific, political and cultural reports, so that the processes, policies and practices of Cardiovascular Surgery in our country are constantly improved and adapted dynamically and democratically with each new reality.

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1 – BSCVS Editor.

2 – BSCVS President.

3 – BSCVS Editor.