

## The importance of rigorous and engaging scientific communication

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Scientific communication -and in particular, the dissemination of science to the general public- has long been recognized as essential, yet it remains all too often neglected. Especially today, in an age when information spreads unchecked across media and social platforms, there is an increasing need for a robust system of science communication. Such a system must not only convey scientific knowledge accurately but also serve to protect individuals -particularly those dealing with health issues- from the flood of misinformation they encounter when turning to the internet instead of consulting their trusted healthcare providers.

In this issue of *Bleeding, Thrombosis and Vascular Biology*, we present what is, to my knowledge, a first in a scientific journal: a very unusual «case report».<sup>1</sup> It details and discusses a case of thrombotic thrombocytopenic purpura (TTP) that was successfully diagnosed and treated. The novelty lies in the fact that the patient in question never existed -except in an episode of a successful Italian television series, a fictional drama broadcast by RAI, the national public broadcasting company of Italy. The show centers on a physician, “Doc”, who practices medicine in a nontraditional, empathetic manner, combining brilliant intuition with a solid scientific and professional foundation.

I invited a longtime colleague, with whom I’ve shared many years of professional collaboration, to write this case report for our journal. Raffaele Landolfi has served (and continues to serve, as the series is ongoing and enjoys both critical acclaim and widespread public appeal) as the medical consultant for the show’s authors, actors, screenwriters, and extras. He is also responsible for selecting the medical cases featured in the episodes. Raffaele’s internal medicine lectures at the Catholic University of Rome remain vivid in the memories of many students who appreciated his innovative and captivating teaching style, his multidisciplinary perspective, and his frequent use of the *New England Journal of Medicine*’s clinical-pathological conferences -rather than the traditional heavy textbooks of the time.

I have recognized Raffaele’s unmistakable flair throughout the various episodes of “Doc”, and I thank him for accepting my invitation to share with *BTVB* readers the same sense of curiosity and “suspense” that he has already conveyed -with scientific rigor, clarity, and effectiveness- to a broad television audience.

I sincerely hope that Raffaele will continue to contribute more case reports on topics of special interest to our journal.

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### REFERENCE

1. Landolfi R. A case of thrombotic thrombocytopenic purpura presented in a popular TV series. *Bleeding Thromb Vasc Biol* 2025;2:181.

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