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The Words of the Year: Rizz, Hallucinate, Artificial Intelligence, and Authentic

Since the year 1972, several organizations have assigned “words of the year” or WOTY to define what is considered the most important word of the year, basically reflecting the theme or expression that best describes the year that was. It can be a cultural phenomenon, a controversy, an influential concept, or a popular thought. This WOTY is voted upon by linguists and lexicographers and the bodies that designate these include the American Dialect Society, Cambridge University for the Cambridge Dictionary, Collins English Dictionary, Dictionary.com, Macquarie Dictionary, Merriam Webster, and Oxford University Press for the Oxford Dictionary, among others.¹

For year 2023, there are several “words of the year” that sum up what the year offered. Oxford Dictionary named “**rizz**” which derives from charisma, to describe romantic appeal or charm, as the WOTY.¹ Other bodies like Dictionary.com and Cambridge listed “**hallucinate**” as the WOTY¹, but this “hallucinate” does not refer to its usual meaning of “seeing, hearing or feeling something that does not exist”, but specifically describing the alternate definition of “producing false information contrary to the intent and present it as true and factual”, and this is particularly in relation to **Artificial Intelligence** (AI). Now interestingly, there has been a lot of buzz about AI last year and it is in fact the WOTY for Macquarie Dictionary and Collins Dictionary.¹ Described as the “next great technological revolution”, AI has taken the world by storm, and the cardiovascular community is among those where this revolution has created a significant influence, with cardiology cited as second only to radiology for the most number of clinical AI algorithms cleared by the U.S. Food and Drug Administration (FDA) last year² and it being a heavily trending topic in scientific meetings and journals.

Artificial intelligence has transformed cardiovascular medicine and has endless potential to improve disease prevention, early detection and diagnosis, and therapeutic management. It has created limitless possibilities in cardiovascular imaging and diagnostics, electronic health records, genetic analysis, cardiac devices and wearable technologies.³ Eventually, almost every aspect of healthcare will be significantly transformed with AI. Scientific publications are not exempted from this. The *Philippine Journal of Cardiology* (PJC) recognizes the impact of AI on scientific work. While we do not yet have a formal policy on the use of AI in the production of scientific papers submitted, a short statement regarding this is found in the Philippine Heart Association website page of the Journal. Currently, the use of these technologies (Large Language Models, ChatGPT) do not fulfil the Journal’s criteria for authorship. Ultimately, PJC expects contributing authors to ensure the accuracy and originality of their submitted scientific work. While AI has the potential to tremendously accelerate the pace of

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research and the process of scientific writing, it also poses a big threat to academic authenticity and certain standards are needed to prevent misuse of AI technologies which can threaten scientific integrity. This will be an emerging and evolving entity in the years to come.

In this line, Merriam Webster's WOTY, "**authentic**" is definitely relevant to this topic. This word has several meanings including "genuine", "accurate", "not false or imitation", "real", "actual", and "true to one's own character." Perhaps its choice as the WOTY is also attributed to AI along with its potential threat to the truths on what is written, shown or featured publicly. The era of AI has uncovered the hazards of fake news, false information, fake claims about scientific evidences, and fake publications. In healthcare, to be authentic means to be reliable, trustworthy, of good quality, and supported by unquestionable evidence. This holds true for scientific publications.

In this issue of the Journal, we feature ten articles consisting of an important consensus statement, an institutional guideline and clinical pathway, six original research articles, a commentary and a special perspective article from a past editor-in-chief. Congratulations to all the contributing authors for their work and our gratitude to all our peer reviewers for ensuring the authenticity, quality and value of these publications. With this issue, the PJC has published a total of 794 articles dating back to 1973, and enthusiastically looks forward to publishing our 800th article in the next issue.

May we all have a great, rizz-filled and authentic year ahead!

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1. Hickman K. These are the 2023 Words of the Year, According to Dictionaries. Jan 6, 2024. Reader's Digest. Available from <https://www.rd.com/article/word-of-the-year/>.
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 3. Aroundas A, Narayan S, Arnett A, Spector-Bagdady K, Bennett D et al. Use of Artificial Intelligence in Improving Outcomes in Heart Disease: A Scientific Statement From the American Heart Association. *Circulation* 2024;149:e00. <https://doi.org/10.1161/CIR.0000000000001201>.