Editorial: Virtual IS Reality!

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Dear Readers of the Journal of Pharmaceutical Innovation:

A few more months have gone by, and here we are still existing and working in our new normal. Around twenty years ago, we began to hear about the concept of virtual reality. Through technology, we could escape our real world and experience sights, sounds, and other sensations that simulate a user's presence in an alternate environment. Although virtual reality found a huge market in gaming, it also found usefulness in military and medical applications. Why am I discussing virtual reality? Because, today in 2020, we are in a world where virtual is reality. For the past nine months, most of us, whether we be in industry, academia, or independently employed, have been working remotely. Thanks to today's technology, whether it be Microsoft Teams, Zoom, or GoTo Meeting, we have remained connected. Professors continue to teach their students, industry meetings continue uninterrupted, and conferences have not been canceled.

In late October, I attended the virtual American Association of Pharmaceutical Scientists (AAPS) PharmSci 360 meeting virtually. I have to say I was impressed with the way this meeting adapted from a conference center and exhibit floor venue to one held entirely virtually. This struck me, hence, the title of my editorial today that virtual has become our new reality. Indeed, this will most probably continue well into 2021. My

question to you all is: Have you attended a virtual conference? Have you presented your work in either oral or poster format virtually? If so, please consider the *Journal of Pharmaceutical Innovation* as an avenue for publishing your results.

As I wrote in my last editorial, the COVID-19 situation has not affected the flow of manuscripts considered for publication. The current issue is again a testament of the innovation that forms the cornerstone of the pharmaceutical industry. Articles ranging from cutting-edge drug delivery systems to theoretical and modeling approaches to streamline development of medicines are included in this issue. I hope you will find the material scientifically interesting and useful, whether you read a paper copy or subscribe to the *Journal of Pharmaceutical Innovation* online. My editors and Editorial Advisory Board continue to seek new ways to expand the scope of the journal and publish material of interest to the entire pharmaceutical sector. I have heard from many of you and encourage continued communication. If you have ideas or suggestions, I invite you to write me at sscypinski@comcast.net.

Until the first issue of 2021...

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