

Thoughts from the Editor

As health and rehabilitation professionals, we are committed to innovation and advocacy on behalf of our clients. But we can no longer be content with the role of prophets crying out in the wilderness. We have a responsibility to work within the global health care industry to provide better overall support for our clients.

Over the years, we have learned that we cannot effect change by simply pointing out flaws. We must, instead, motivate practitioners, policy makers, and insurance providers to seek change as a means of achieving their own goals.

By helping our partners in health care realize that together we can significantly improve our clients' overall well being, making intervention strategies more effective, we can gain a starting position on the healthcare

lineup.

Recognizing that the world of health and rehabilitation is changing, we must bring our own objectives into balance or "alignment" with these changes. It means emphasizing the goals we share with our colleagues in the health care arena. Health and rehabilitation professionals must continue to lead the health care field, but we must do so through education, such as reading publications like *work*, through example, and through clear, consistent public relations and policy making initiatives. This is our challenge as we enter the new millennium.

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