Case Study: Returning to us

Some of the researchers we feature are keen to experience what it is like to publish an article in a magazine that is not a scholarly publication. Some want the chance to see how communicators translate their publications and data in different ways. Some are keen to showcase a completed project, while others want to explain a research plan or ongoing study. Some must abide by funder requirements, while others plan to engage patients in their own treatment. Some seek a summary of research findings that is less technical than a preprint.

Other researchers, such as Dr Roustem Miftahof, have a clear goal in mind. Here, we look into the metrics of the two articles we published based on his works in 2025, and present his testimonial of the experience.

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In February 2025, we discovered that AI digital twins are a reality. To identify novel therapeutic targets for the diagnosis and management of functional dyspepsia, Dr Alexander Hermann and Dr Miftahof have been tackling innovative ways to understand disease. Bridging medicine, biology, computer science, and mathematics, researchers that work at the interface of research disciplines are able to access innovations like no others.

The article explaining this research (https://doi.org/10.33548/SCIENTIA1206) proved a hit, reaching well over 50,000 viewers across social networks. The majority of readers were aged below 30, which validates this type of content targeted for the dissemination of complex information to digital savvy audiences.

In June 2025, the team was joined by Prof Dr Volker Hesselmann to address the limitations of traditional neuroradiology imaging techniques and validate a digital analogue of the brain. We learned that the development of another computational platform was underway, this one geared at personalised rehabilitation efforts to enable the treatment of stroke.

The resulting article (https://doi.org/10.33548/SCIENTIA1274) performed even better than the previous one. Knowledge of the production and marketing processes may have been responsible in part, but the new design certainly helped. The reach of this research was broad, and well balanced between genders across their preferred socials. Notably, the readership hailed from 4 continents: Europe, Asia, North America, and South America.

Testimonial

At ABS Technologies LLC, we have primarily used the articles published in *Scientia* for the promotion and dissemination of our research activities. These publications have proven to be highly effective in increasing the visibility of our work. For example, our most recent article attracted nearly 80,000 readers across the Scientia website and associated platforms, such as X and Facebook. This level of engagement is remarkable and demonstrates the magazine's strength as a communication engine for reaching a broad audience.

It is important to emphasize that *Scientia* is not a scientific journal intended for publishing disputed or unverified findings. Rather, its scope is clear: **the dissemination of knowledge and the provision of accessible updates on scientific progress for a wide readership.** Suggestions that it is a predatory journal are therefore unfounded, as they stem from a misunderstanding of its mission as a promoter of science and innovation.

We greatly appreciate the work carried out by *Scientia* and would strongly recommend it to colleagues in both business and academia, as an excellent platform for increasing research visibility and fostering public engagement. We are very pleased with the outcomes and look forward to continuing our collaboration with *Scientia*.

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