



Editorial

The Premiere of the Athena OneScience Conference and the Future of Health Research

The Editorial Board of the Athena Health & Research Journal is pleased to present this special issue, which reflects the vitality and scientific rigor of the community we aim to serve. This special issue stems from the success of the inaugural Athena OneScience 2025 Conference, an event organized by the editorial board. On May 16th, the *Escola Superior de Saúde Fernando Pessoa* (ESS-FP), home of Athena, hosted the premiere edition of this scientific communication event.

The day was filled with knowledge sharing through oral communications and a poster session, bringing together faculty, researchers, and students from health and related fields. Despite the notable heterogeneity of the topics discussed, the event was marked by the high quality of the presentations. The sessions covered a wide range of topics, including nurse manager competencies, digital communication in the pharmaceutical sector, biomechanics and bone density studies, and the development of innovative biomaterials using keratin nanofibers. This thematic diversity reflects the richness and interdisciplinary nature of current health research, uniting presenters from institutions such as the University Fernando Pessoa (UFP), the ESS-FP, and the University of Minho.

One of the program's highlights was the session "Itineraries of Research in Higher Education". This roundtable featured editors from other prestigious publications: the *Millennium Journal of Education, Technologies, and Health*; the *Portuguese Journal of Speech Therapy*; *Trends in Biomedical Laboratory Sciences*; and *Frontiers in Rehabilitation Sciences*. The sharing of experiences among peers sparked a prolific and highly relevant debate on contemporary dilemmas and challenges in the scientific publishing industry.

In this issue, we are pleased to publish the full paper from one of the presentations: "Humanizing Communication on Instagram: Content Analysis of a B2B Pharmaceutical Company," by Miguel Moreira e Silva and Paulo Cardoso. The study analyzes the application of humanization techniques in the digital communication of a B2B pharmaceutical company, a sector traditionally characterized by technical, regulated communication. This work offers a valuable contribution to the literature on strategic health communication by demonstrating how humanization can strengthen digital trust and reputation.

Alongside this article, the present edition compiles the abstracts of the other presentations that shaped the conference. The conference established itself as a dynamic space for knowledge exchange and scientific networking.

We look forward to future editions, convinced of the fundamental role this initiative will play in disseminating science and promoting collaboration among specialists.

Pedro Pestana
Associated Editor of Athena Health & Research Journal