THANK YOU FOR JOINING ISMPP U TODAY!

The program will begin promptly at 11:00 am eastern

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Discovering the Optimum Publication Vehicle
FACULTY

• Presenter
  – Anna Salt
    • Publisher, Pharma Solutions, Nature Publishing Group

• Moderator
  – Kim Pepitone, Certified Medical Publication Professional
    • Director of Credentialing and Professional Development, ISMPP
REMINDER....

Registration is open for the 2011 European Meeting of ISMPP Workshop and General Session space is limited ....

REGISTER NOW!
ISMPP WOULD LIKE TO THANK.....

the following Corporate Platinum Sponsors for their ongoing support of the society
The ideas and opinions that are presented and discussed in this workshop are solely those of my own should under no circumstances or in any way be considered to reflect those of Nature Publishing Group or any organization of which I am a member.
Agenda

• Role of the Publisher
• Prepublication planning considerations
  ➢ Areas of focus: online usage & e-alerts
• Acceptance considerations
  ➢ Area of focus: open access
• Post publication strategies
  ➢ Areas of focus: content delivery, content dissemination, metrics
• Summary
• Q&A
The publisher plays a key role across several aspects of the value chain:

- Validation and accreditation – peer review and ethics standards and guidelines
- Dissemination – maximize speed and impact
- Archiving and access – ensure the long-term survival of scholarly publications
- Knowledge management – convert information into knowledge that can be exchanged amongst the scientific community

Once an article is published, the hard work of getting it read begins!
Back to basics: submission to publication

Before submission
- Journal selection
- Pre-submission inquiry

Refer to individual journal instructions to authors

Peer review
- Peer review

Are journal review times available from the publisher or a third party service?

Publication
- Author proofs
- Advance Online Publication
- Print publication

Online version is the official published version. Are the online publication times available from the publisher or a third party?
A few items to consider:

prepublication

- Journal Aims & Scope
- Journal Audience
- Impact Factor
- Acceptance Rate
- Peer Review Process
- Publication Times
- Review Transfer Between Journals
- Circulation
- Pre-submission inquiries available
- Indexed/Abstracted
- Society Affiliation
- Author Services
- Ethics Policies
- Editor in Chief/Editorial Board
- Online Usage
- E-alert Registrants
Polling question!

How many of you have trouble understanding the online readership of a journal?
Deciphering the readership of a journal? The old days….

1 easy number!

US, UK, ROW breakdowns
Deciphering the readership of a journal? Today....
Common web statistic data

Visits Trend

Visits from Your Country: United States (US) 46.73%
E-alerts

- Allows access to the reader/end user through web-based questionnaires and other forms of feedback.
- Allows publishers to shape and target special offers to a community of readers.
- Calls attention to the release of new findings within a journal.
- Provides a forum to promote special content offerings to an interested community of readers in addition to the regular journal content.
- Allows subscribers to scan the issue quickly and provides a direct link to the full text/PDF of any article in the issue.
- Allows non-subscribers to scan the issue quickly and provides a direct link to the abstract and an opportunity to immediately purchase access to the article.
Items to consider: once your article is accepted

• Can you immediately publish the accepted version of the article online?
• Can a user comment on your article?
• Can your publication be timed to coincide with conferences?
• Do you have an option to publish under an open access model?
Your article submitted is accepted and you are provided with an option to publish the article open access. You believe open access is:

- Pay to play publishing: 27.66% (26 votes)
- Available for e-only journals only: 18.09% (17 votes)
- A critical option for thorough transparency of an article: 50% (47 votes)
- Huh?: 4.26% (4 votes)
- No Vote

Broadcast Results
Open access definitions

- Digital, free of charge, and free of most copyright and licensing restrictions due to use of the Creative Commons License.

Types of Open Access

<table>
<thead>
<tr>
<th>Green route</th>
<th>Gold route</th>
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<tbody>
<tr>
<td>1. Allows publications to be available freely in parallel with any publication system.</td>
<td>1. Open access journals that charge a fee (APC) to allow articles to be made freely available upon publication.</td>
</tr>
<tr>
<td>2. Author can self-archive at the time of acceptance of the publication, commonly in an institutional or thematic repository. Sometimes embargoed for 6 months.</td>
<td>2. APC’s range, on average, from $1k - $5k.</td>
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<tr>
<td></td>
<td>3. Includes “Full Open Access” journals like BMC and PLoS as well as hybrid titles.</td>
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- Hybrid is a mixed revenue business model - subscribers pay to access journal content but articles can also be open access depending on author preference.
Open access
A few items to consider…. once your article is published

• Content delivery
  – Presentation of article online
  – Mobile/tablets
  – Podcasts
  – Webcasts
  – Videos

• Content dissemination
  – Press releases
  – Article based marketing
  – Social media
  – Microsites

• Metrics
Polling question!

Your article is accepted for publication. You are aware of the following strategies for the article once it is published:

- I pay close attention to what happens to articles once they are published and I am aware of the various strategies that can happen post publication (14.29%)
- I have worked on selected articles where I have paid close attention to the article once it is published and the post publication strategies (40.66%)
- Once an article is published, I'm done! (43.96%)
- I am afraid to do anything post publication (1.10%)
- No Vote (100%)

Broadcast Results
Content delivery
Content dissemination

Plasma Renin Activity Predicts Blood Pressure Responses to β-Blocker and Thiazide Diuretic as Monotherapy and Add-On Therapy for Hypertension

FREE
American Journal of Hypertension (19 August 2010) doi:10.1038/ajh.2010.98
Original Article
Abstract | Full Text | PDF

Getting the Right Hypertension Drug

By: DAVID NAIK

Nokia Chairman to Step Down in 2012

IBM Chief Slams H-P

AIG in Talks to End ASFA...
• Portal featuring a selection of articles in a specific area of research.
• Content can come from an individual journal or across titles.
• Increases visibility and awareness for a particular field of research.
• Free access to help drive traffic and citations.
Metrics

- Article impact has traditionally been judged by the prestige of the journal.
- New trend is to measure the impact of an individual article:
  
  Citations = impact on research  
  Usage, press, blogs = impact on influence and opinion
Ensuring your article makes an impact

- Get to know the publisher. Your article will be searchable across their entire platform and they can provide you with critical metrics that aren’t publicly available to inform decisions.

- Your article will benefit from increased visibility at the point of online publication and also when it appears in an e-alert.

- Consider open access options as a way of opening up your article to an unrestricted audience.

- Ensure your article is not just searchable, but visible.

- Pay attention to what many publishers do post publication, such as highlighting content of interest in various formats. This may bring an article to the attention of a new audience.

- Once published, use metrics to measure the impact of your article.
QUESTIONS......

To ask a question, please type your query into the ‘Q&A’ chat box at the bottom left of your screen. Every attempt will be made to answer all questions.
THANK YOU FOR ATTENDING!

We hope you enjoyed today’s presentation.

Please take a moment to fill out the survey sent to you after today’s program so you can provide valuable feedback, as it will help us to develop future educational offerings.