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ISMPP ANNOUNCEMENTS

- This program qualifies for 1 credit towards recertification
- Follow ISMPP on Twitter (@ISMPP), check out our LinkedIn group, and watch interviews with key presenters and stakeholders from the 11th Annual Meeting on our YouTube channel
- Did you earn your ISMPP CMPP certification in 2010? Find out what you need to do to recertify (www.ismpp.org/recertification)
- Presentations from the 11th Annual Meeting are now available in the Archives (www.ismpp.org/annual-meeting-archive)

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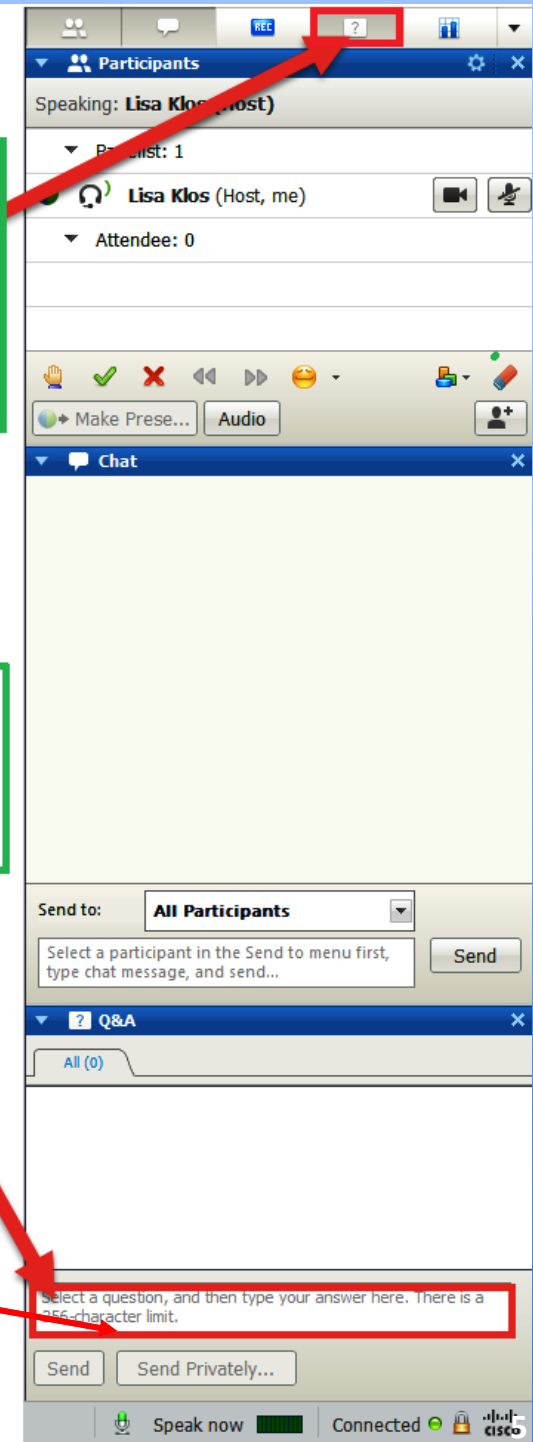
QUESTIONS...

- To ask a question, please type your query into the Q&A box.
 - To ensure anonymity and that all panelists receive your question, please choose the drop down box option, "Hosts, Presenters and Panelists." Otherwise, all audience members will be able to see your submitted question.
- We will make every effort to respond to all questions.

1. Click on the question mark to view the Q&A box

2. Type your question into the Q&A box and SEND

NOTE: Make sure you send your question to "Host, Presenter and Panelists"



OPTIMIZING THE SUBMISSION DECISION PROCESS AND INCREASING PUBLICATION ACCEPTANCE

Speakers: AZIZ SHEIKH, The University of Edinburgh
SALINAS SANTIAGO, University of the Pacific

Moderator: NEIL ADAMS, Nature Publishing Group

INTRODUCTIONS

- **FACULTY:** **Santiago Salinas** is currently a Visiting Assistant Professor at the University of the Pacific, in Stockton, California, with a PhD in Marine Sciences from Stony Brook University (New York). His research explores processes that populations use to respond to environmental change; his interest in all aspects of science communication has led to his involvement with Stony Brook's Alan Alda Center for Communicating Science, a group whose mission is to enhance understanding of science by training the next generation of scientists and health professionals to communicate more effectively. He is the author of the article, *Where Should I Send It? Optimizing the Submission Decision Process*.

INTRODUCTIONS

- **FACULTY:** **Aziz Sheikh** is Professor of Primary Care Research & Development at the University of Edinburgh, where he is also Co-Director of its Centre for Population Health Sciences and head of its Allergy & Respiratory Research Group. He read physiology and medicine at University College London and then epidemiology at the London School of Hygiene & Tropical Medicine. Clinically, he trained in general practice at Northwick Park Hospital and received specialist training in allergy at the Royal Brompton Hospital. He has fellowships from the Royal College of Physicians in both London and Edinburgh and the Royal College of General Practitioners. He has editorial experience from working with a number of journals, including the *BMJ* (editorial advisor, Primary Care editorial advisor) and PLoS Medicine (section advisor, Guidelines & Guidance). He holds visiting chairs at the University of Birmingham (UK), Queen Mary's University of London, Maastricht University (Netherlands), and Brigham & Women's Hospital/Harvard Medical School (USA). He regularly publishes in leading international journals. He was appointed Joint Editor-in-Chief of the *Primary Care Respiratory Journal* in 2011..

INTRODUCTIONS

- **MODERATOR: Neil Adams** has worked in medical publishing for the past 20 years at companies such as John Wiley & Sons, Springer Science & Business Media, and Informa Healthcare. He is currently publishing manager for the Pharma Solutions division at Nature Publishing Group (NPG), where he works with pharmaceutical and medical communications companies, journal editors and researchers to publish clinical studies in NPG journals. An active member of ISMPP, he currently serves on its ISMPP U committee, and has served as a workshop faculty member for the European and Annual meetings. Neil received his BA from Bates College and is an ISMPP Certified Medical Publication Professional™.

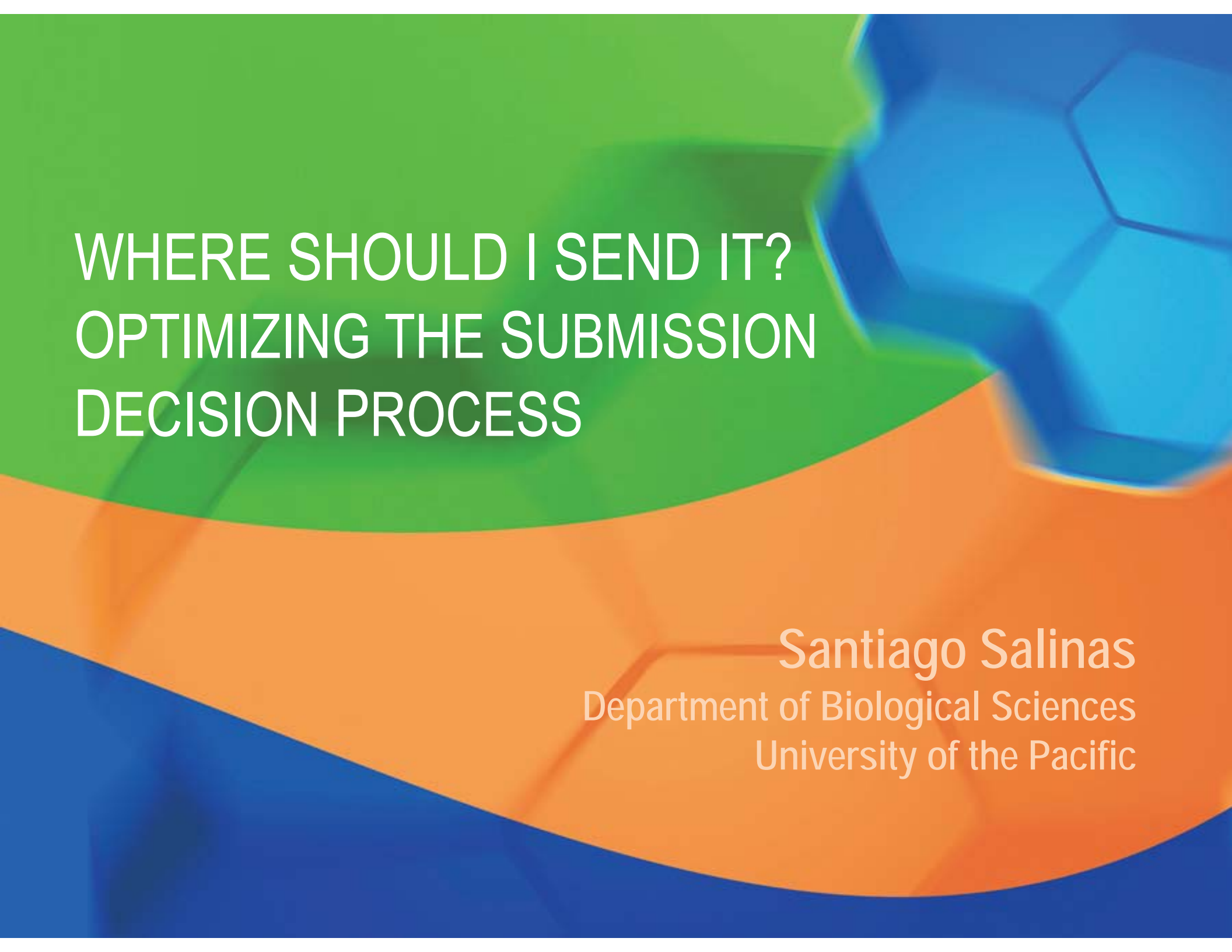
DISCLAIMER

- Information presented reflects the personal knowledge and opinion of the presenters and does not represent the position of their current or past employers or the position of ISMPP

OBJECTIVES

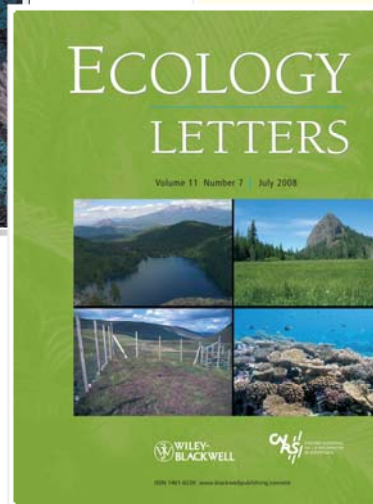
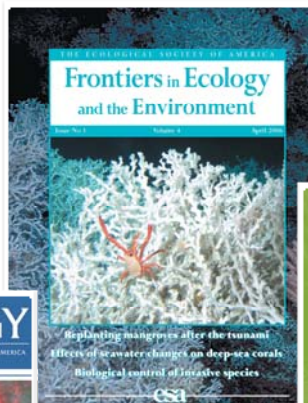
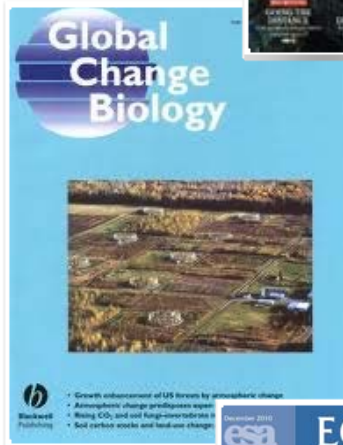
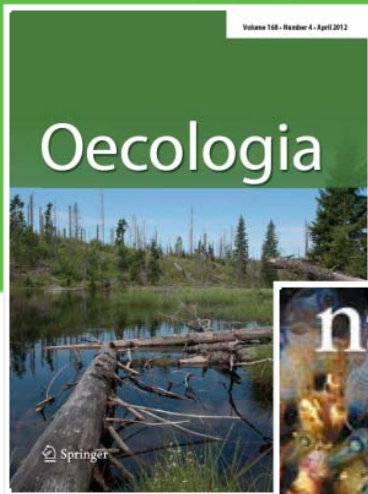
At the end of this presentation, attendees should be able to:

- Evaluate factors that influence the selection of a journal for submission, including prestige, acceptance probability, turnaround time, target audience, fit, and impact factor
- Understand the principles behind a framework for evaluating manuscript submission options, based on the theory of Markov decision processes
- Appreciate the considerations weighed by editors of higher-tiered journals when determining manuscript acceptance or rejection

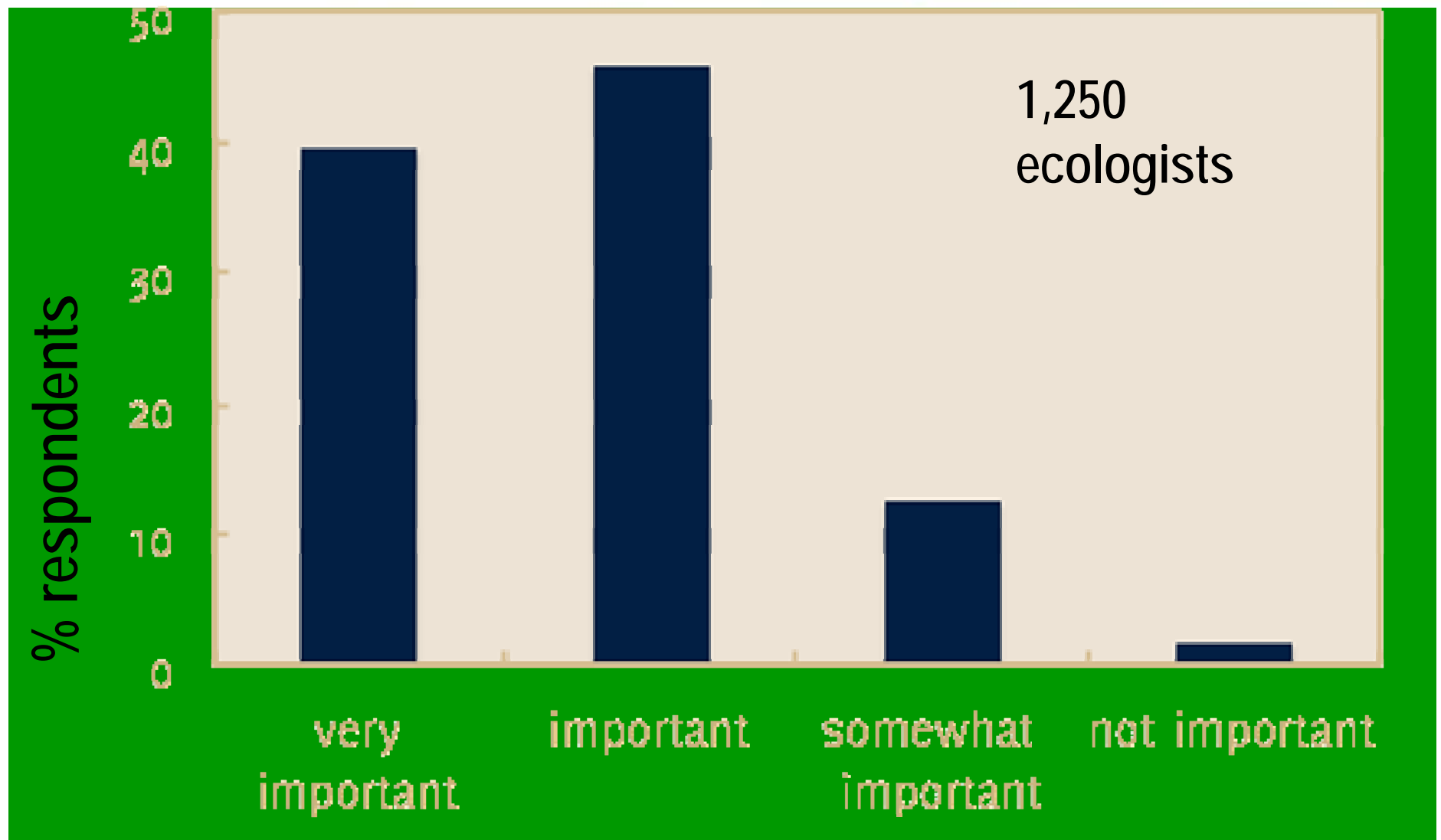


WHERE SHOULD I SEND IT? OPTIMIZING THE SUBMISSION DECISION PROCESS

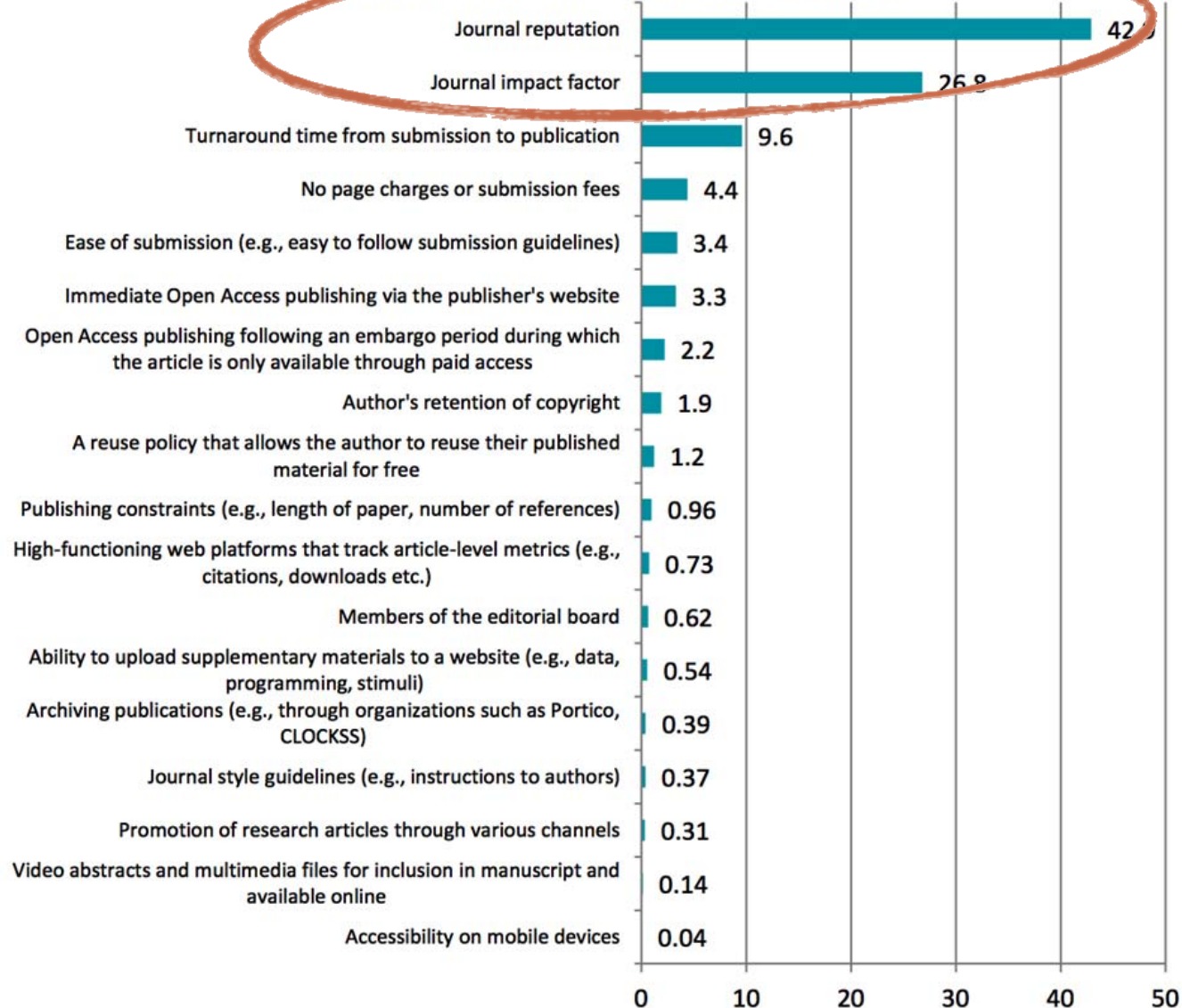
Santiago Salinas
Department of Biological Sciences
University of the Pacific



“HOW IMPORTANT IS IMPACT FACTOR WHEN SELECTING A JOURNAL FOR SUBMITTING MANUSCRIPTS?”

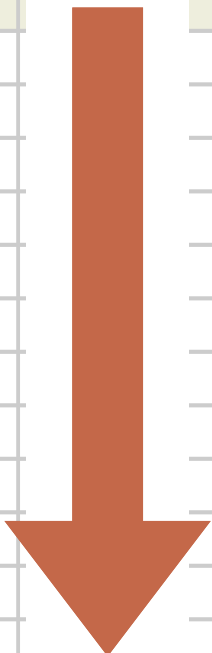


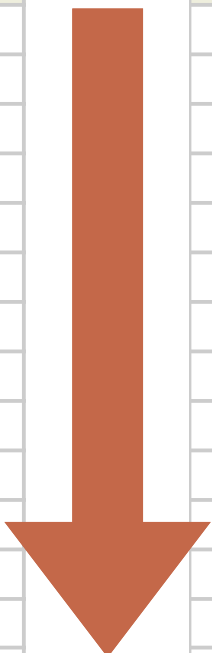
Decision Factors for Selecting a Journal

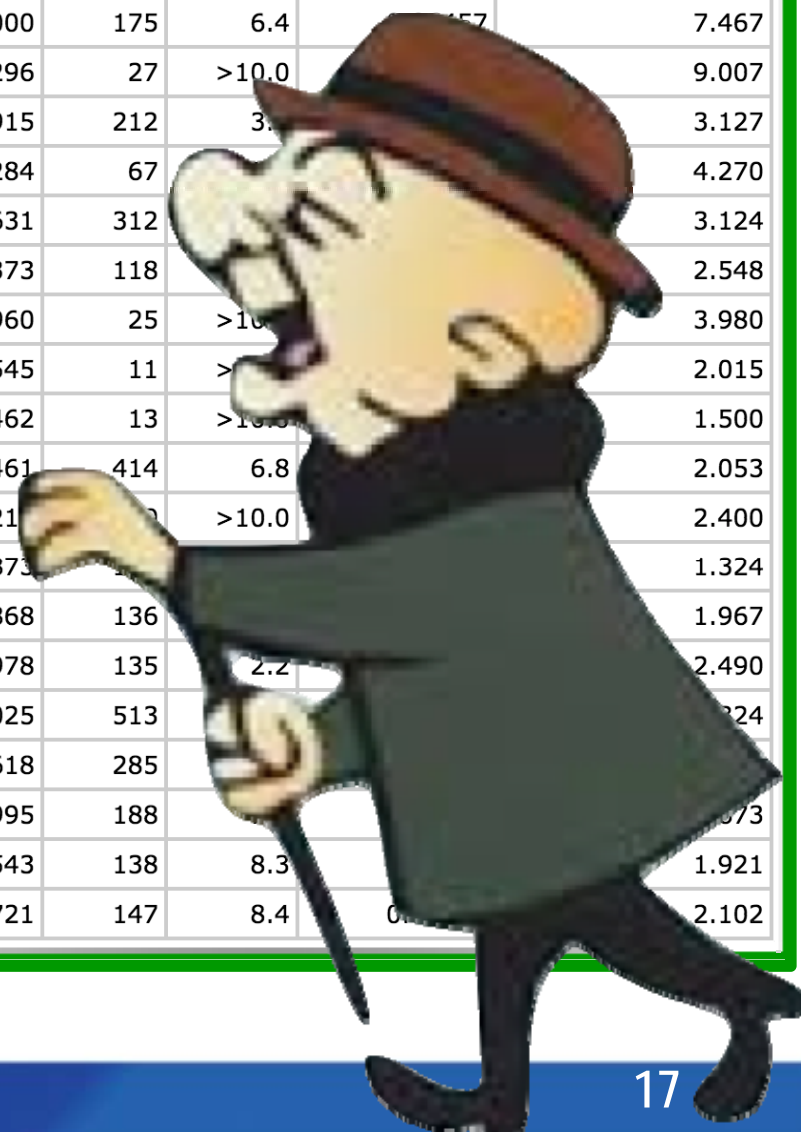


n = 540

Mean number of "importance points" out of 100 assigned to each item. Displayed means are weighted and derived from a MAXDIFF procedure that asked respondents to select a most and least important factor out of a subset of items.

Mark	Rank	Abbreviated Journal Title (linked to journal information)	ISSN	JCR Data ⁱ						Eigenfactor [®] Metrics ⁱ	
				Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-life	Eigenfactor [®] Score	Article Influence [®] Score
<input type="checkbox"/>	1	TRENDS ECOL EVOL		26806	15.353	18.987	3.260	77	9.3	0.05433	8.214
<input type="checkbox"/>	2	ECOL LETT		20519	13.042	17.794	2.000	175	6.4	0.06457	7.467
<input type="checkbox"/>	3	ANNU REV ECOL EVOL S		16396	10.977	19.806	0.296	27	>10.0	0.01861	9.007
<input type="checkbox"/>	4	ISME J		8309	9.267	9.296	1.915	212	3.1	0.04018	3.127
<input type="checkbox"/>	5	FRONT ECOL ENVIRON		5362	8.412	10.230	1.284	67	5.7	0.01914	4.270
<input type="checkbox"/>	6	GLOBAL CHANGE BIOL		22987	8.224	8.595	1.631	312	5.9	0.06793	3.124
<input type="checkbox"/>	7	GLOBAL ECOL BIOGEOGR		6199	7.242	7.252	1.373	118	6.0	0.01715	2.548
<input type="checkbox"/>	8	ECOL MONOGR		9092	7.107	9.188	0.960	25	>10.0	0.00988	3.980
<input type="checkbox"/>	9	B AM MUS NAT HIST		2461	6.640	4.776	1.545	11	>10.0	0.00255	2.015
<input type="checkbox"/>	10	ADV ECOL RES		1823	6.250	5.698	5.462	13	>10.0	0.00157	1.500
<input type="checkbox"/>	11	MOL ECOL		31185	5.840	6.543	1.461	414	6.8	0.06837	2.053
<input type="checkbox"/>	12	J ECOL		14830	5.694	6.477	1.215	149	>10.0	0.02747	2.400
<input type="checkbox"/>	13	MOL ECOL RESOUR		5567	5.626	4.376	0.873	118	3.7	0.02742	1.324
<input type="checkbox"/>	14	DIVERS DISTRIB		4900	5.469	5.629	0.868	136	5.1	0.01642	1.967
<input type="checkbox"/>	15	METHODS ECOL EVOL		1731	5.322	6.587	0.978	135	2.2	0.01004	2.490
<input type="checkbox"/>	16	P ROY SOC B-BIOL SCI		39399	5.292	5.808	1.025	513	8.2	0.09342	2.324
<input type="checkbox"/>	17	ECOLOGY		52767	5.000	6.421	0.618	285	>10.0	0.06503	2.515
<input type="checkbox"/>	18	J BIOGEOGR	0303-0270	11706	4.969	4.965	0.995	188	7.4	0.02476	1.673
<input type="checkbox"/>	19	FUNCT ECOL	0269-8463	10831	4.857	5.371	1.543	138	8.3	0.02240	1.921
<input type="checkbox"/>	20	J APPL ECOL	0021-8901	13115	4.754	5.864	0.721	147	8.4	0.02788	2.102

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MODEL 1

GOAL: TO MAXIMIZE CITATIONS
OVER TIME PERIOD T

MODEL 1

goal: to maximize citations over time period T

Diagram illustrating the equation for expected citations C over time period T , with annotations for its components:

$$C = \alpha_j \lambda_j (T - \tau_j) + (1 - \alpha_j)(1 - s)^{T - \tau_j - t_r} R$$

- expected citations (points to C)
- submission to decision time (points to τ_j)
- revision time (points to t_r)
- acceptance rate of journal j (points to α_j)
- citations for average paper in journal j (points to λ_j)
- prob. of getting scooped (points to s)

R = remainder of the expression by re-starting from journal k , l , etc.

C_{jk} = start with j then go to k

$$C_{jk} = \alpha_j \lambda_j (T - \tau_j) + (1 - \alpha_j)(1 - s)^{t_R + \tau_j} \{ \alpha_k \lambda_k (T - \tau_j - t_R - \tau_k) + (1 - \alpha_k)(1 - s)^{t_R + \tau_k} \cdot R \}$$

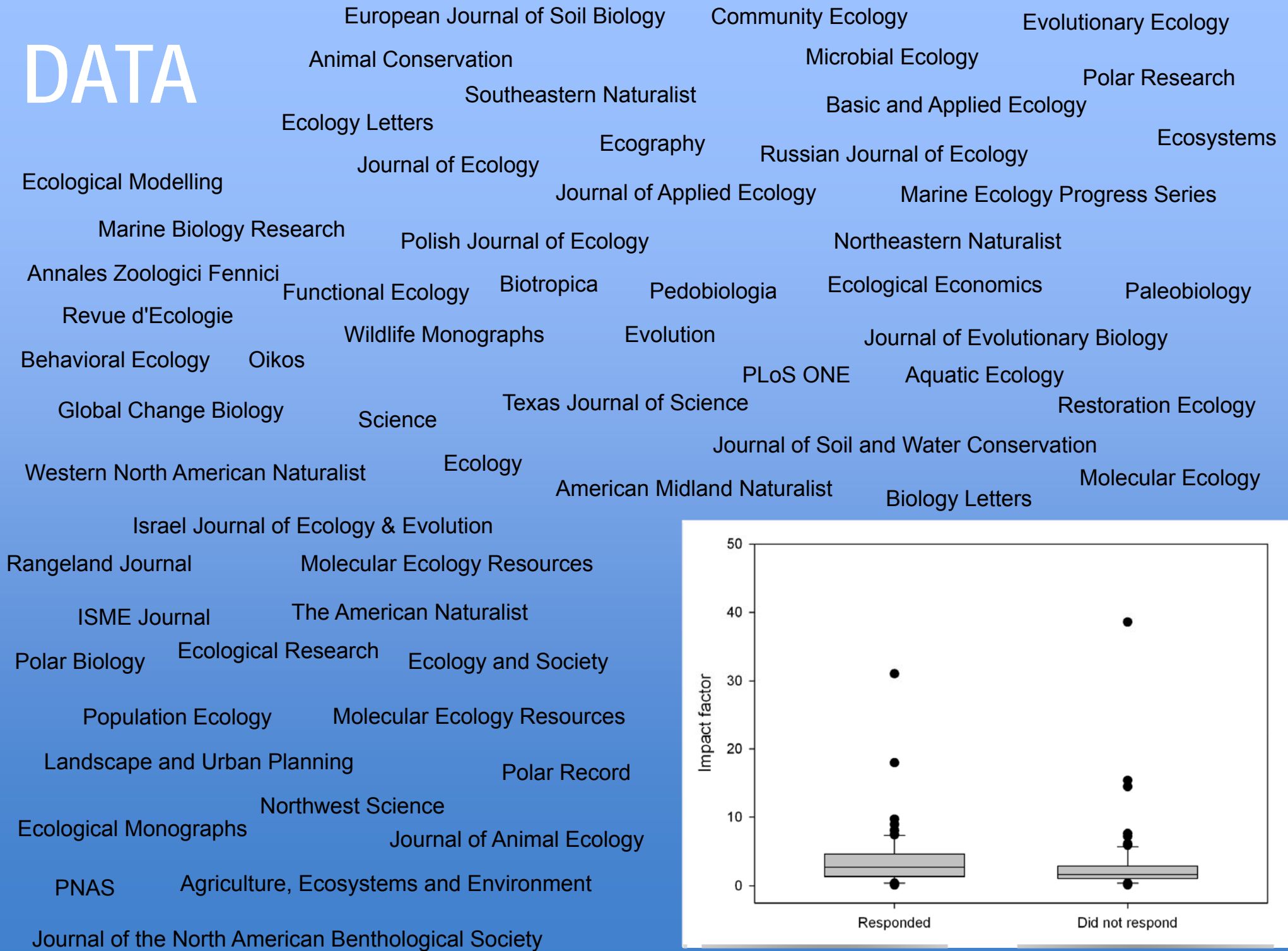
C_{jk} = start with j then go to k

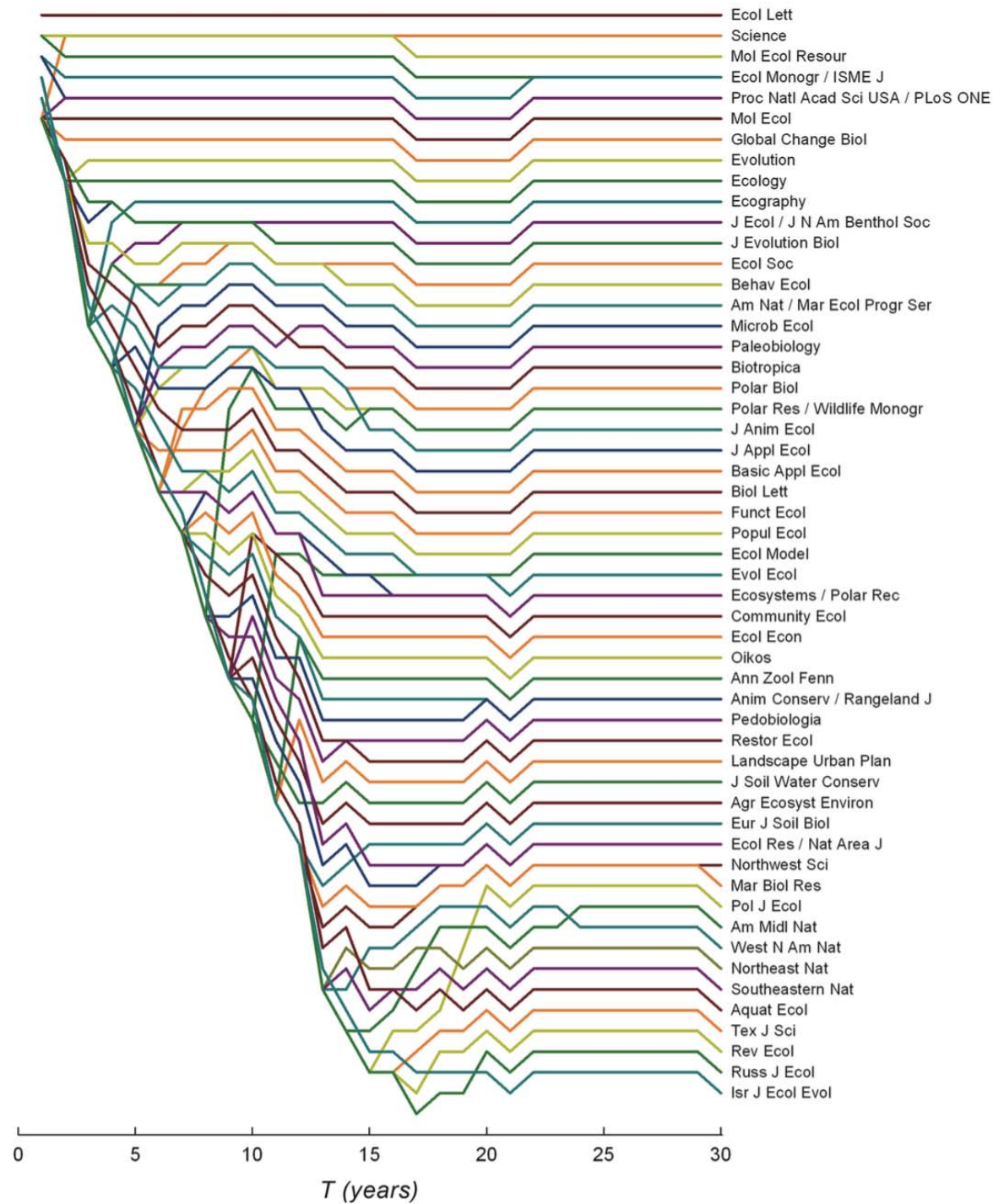
$$C_{jk} = \alpha_j \lambda_j (T - \tau_j) + (1 - \alpha_j)(1 - s)^{t_R + \tau_j} \{ \alpha_k \lambda_k (T - \tau_j - t_R - \tau_k) + (1 - \alpha_k)(1 - s)^{t_R + \tau_k} \cdot R \}$$

decision to start with j given by $C_{jk} > C_{kj}$

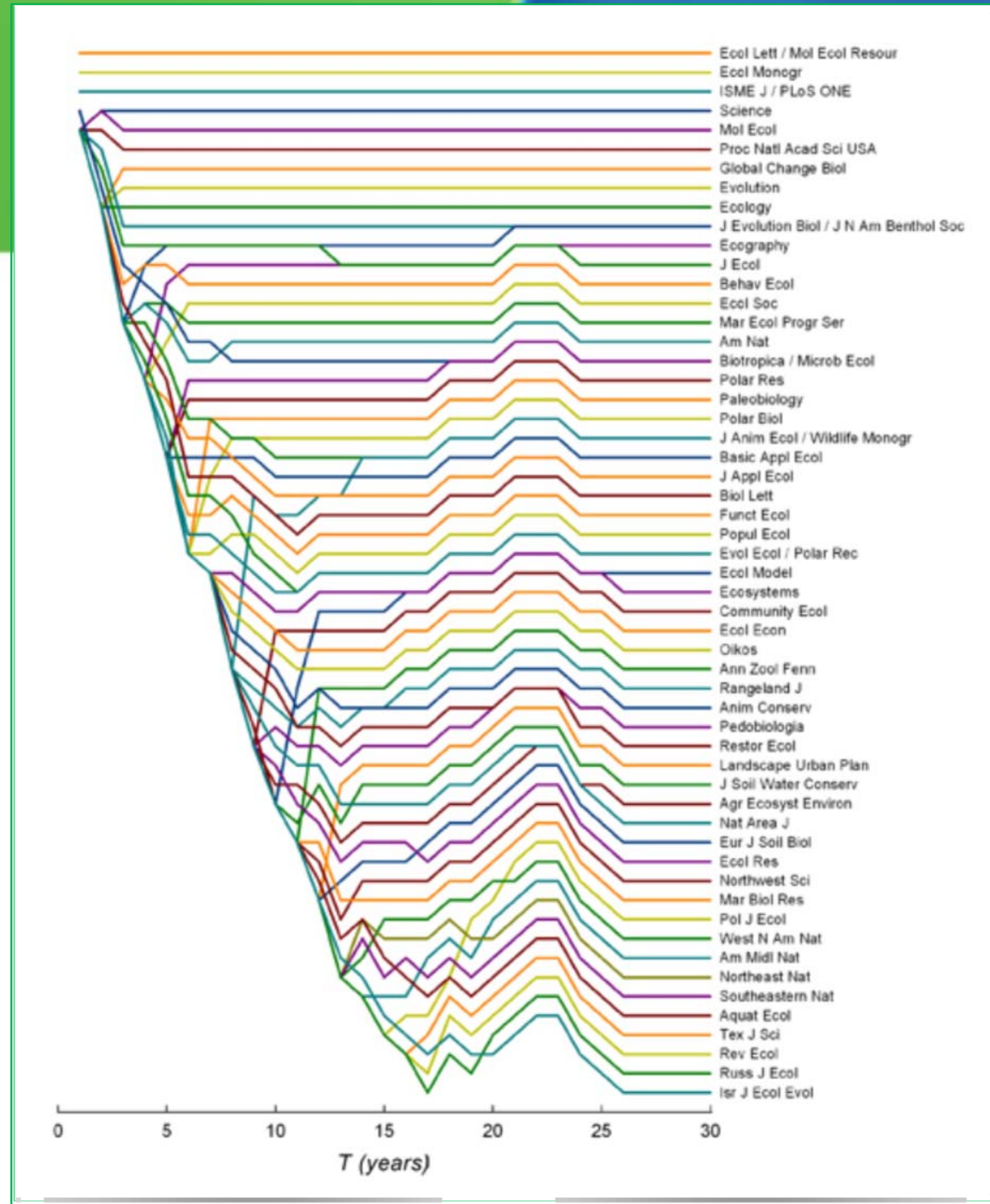
$$\begin{aligned} & \alpha_j \lambda_j (T - \tau_j) + (1 - \alpha_j)(1 - s)^{t_R + \tau_j} \{ \alpha_k \lambda_k (T - \tau_j - t_R - \tau_k) + (1 - \alpha_k)(1 - s)^{t_R + \tau_k} \cdot R \} \\ & \geq \alpha_k \lambda_k (T - \tau_k) + (1 - \alpha_k)(1 - s)^{t_R + \tau_k} \{ \alpha_j \lambda_j (T - \tau_k - t_R - \tau_j) + (1 - \alpha_j)(1 - s)^{t_R + \tau_j} \cdot R \} \end{aligned}$$

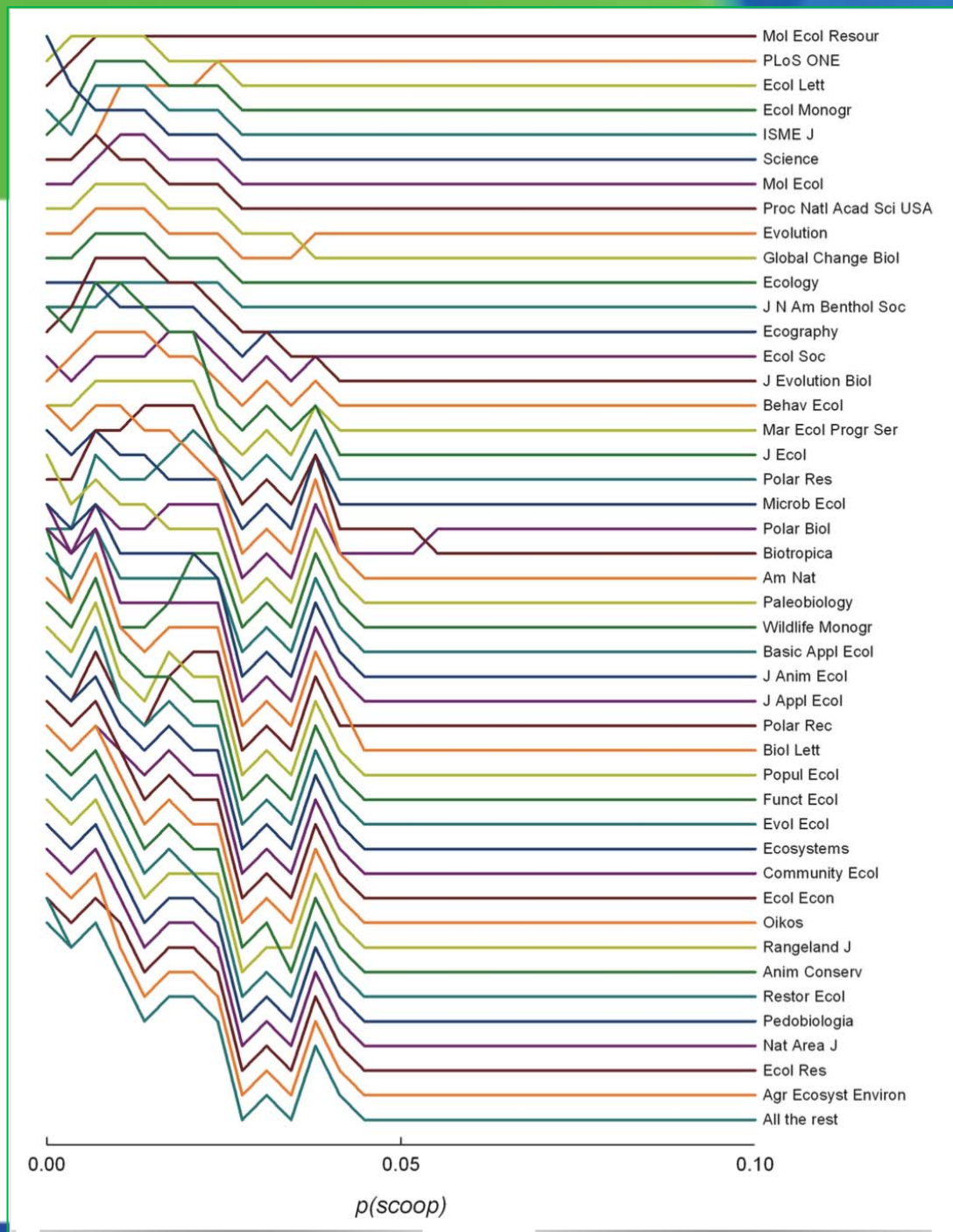
DATA



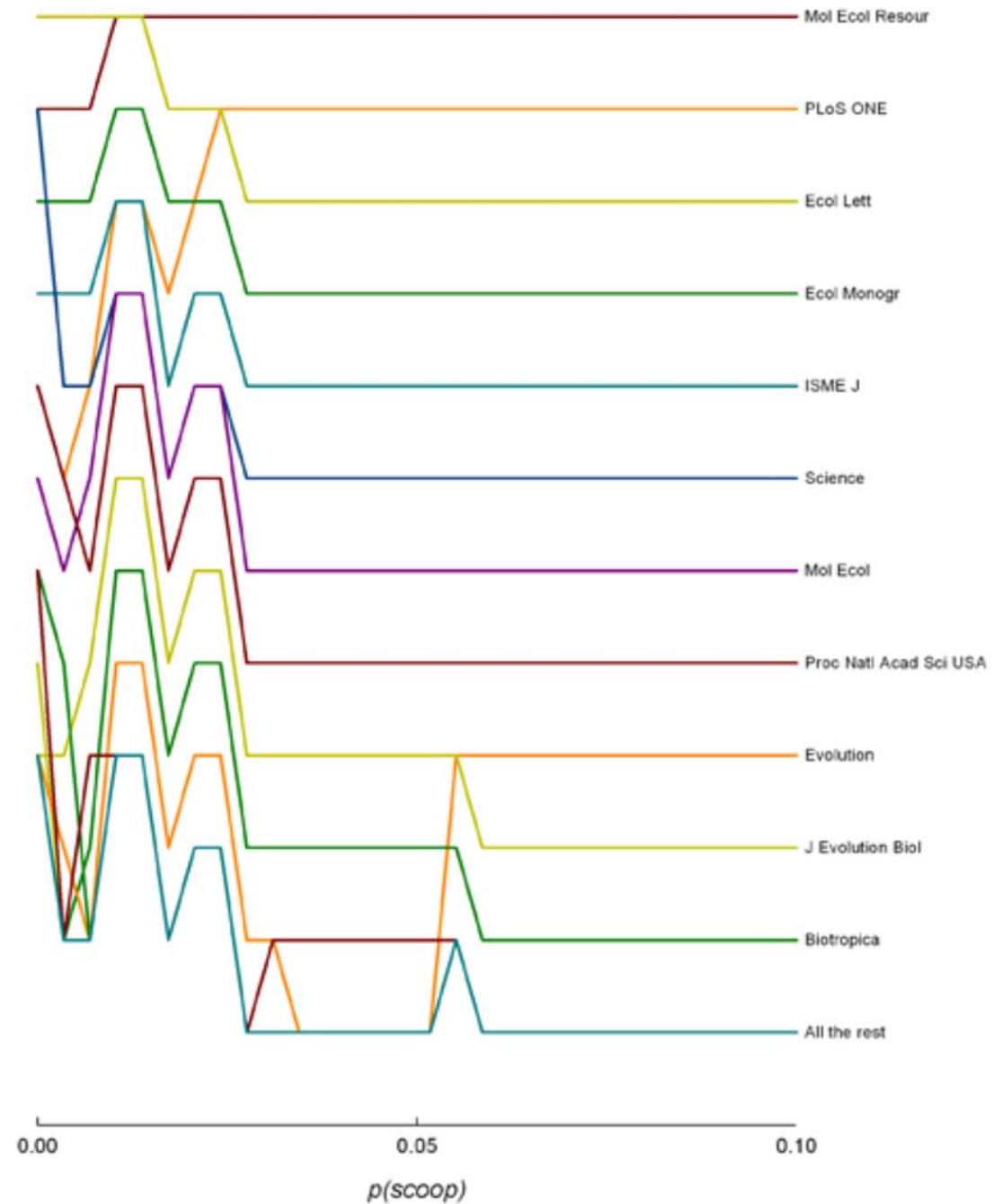


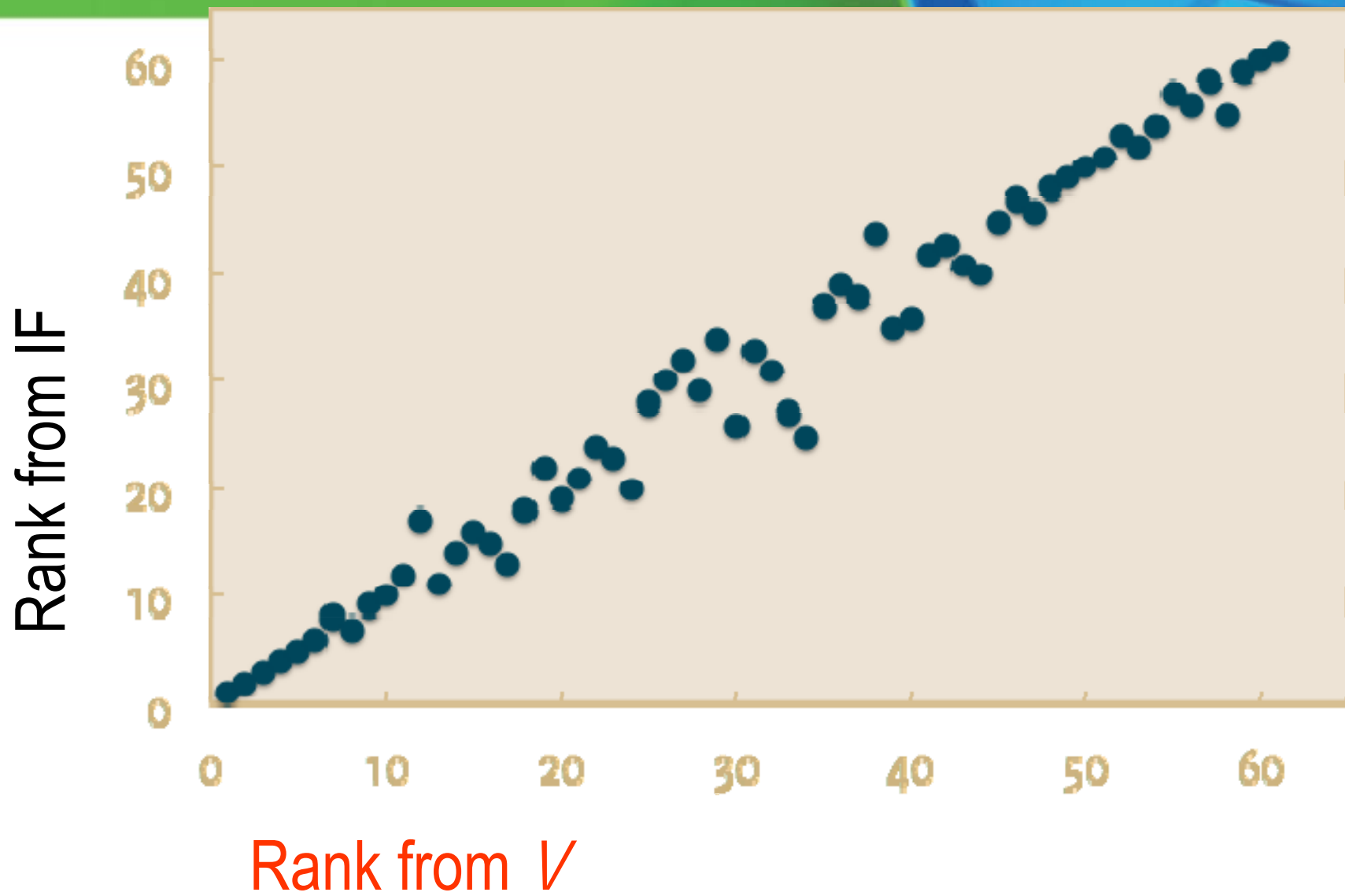
assuming relative
high prob. of getting
scooped ($s = 0.01$)



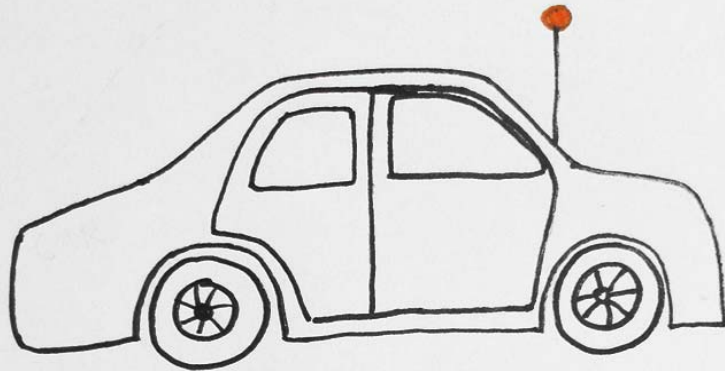


assuming relative short
period over which to accrue
citations ($T = 2$ yrs)

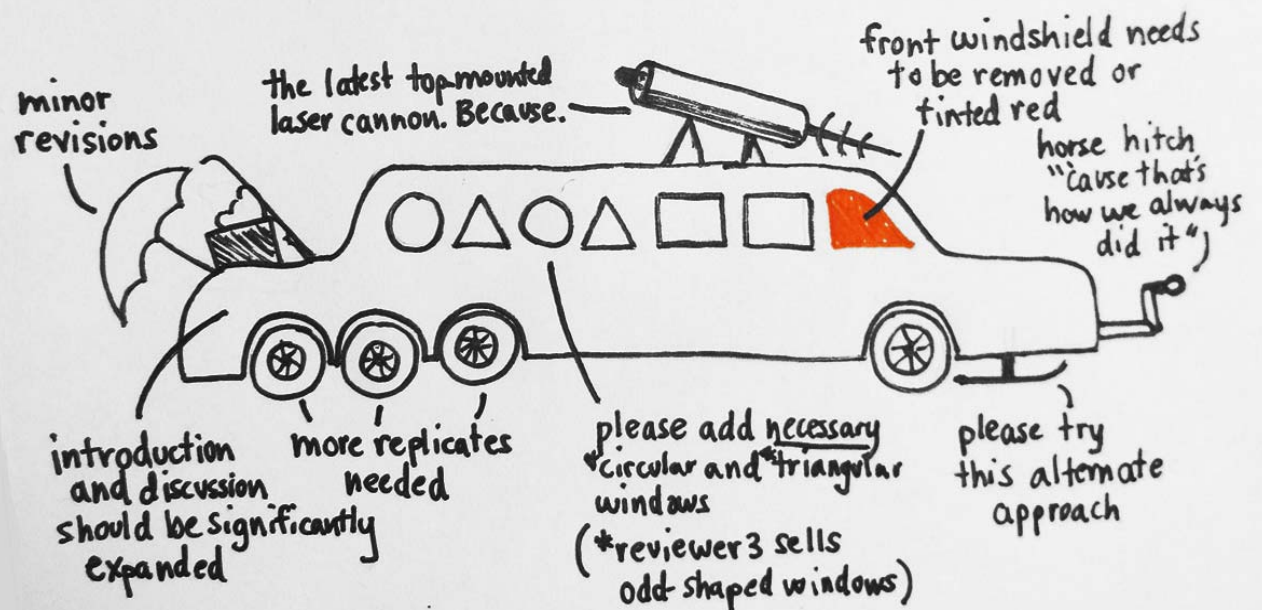




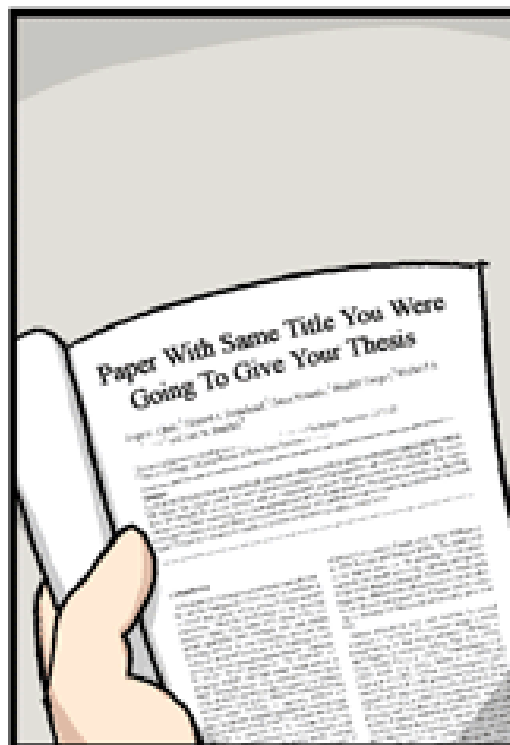
Your manuscript as submitted



... and after peer review and revision



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MODEL 2

Goal: to maximize citations over time period T while minimizing frustration (# of submissions or time in review)

MODEL 2

goal: to maximize citations over time period T while minimizing frustration (# of submissions or time in review)

$$R = q^{-1} \sum_{j=1}^N j \alpha_j \prod_{i=1}^{j-1} (1 - \alpha_i) (1 - s)^{t_R + \tau_i} H\left(T - \sum_{k=1}^j \tau_k - (j-1)t_R\right)$$

expected number of resubmissions

$$P = q^{-1} \sum_{j=1}^N [\tau_i + (j-1)t_R] \alpha_j \prod_{i=1}^{j-1} (1 - \alpha_i) (1 - s)^{t_R + \tau_i} H\left(T - \sum_{k=1}^j \tau_k - (j-1)t_R\right)$$

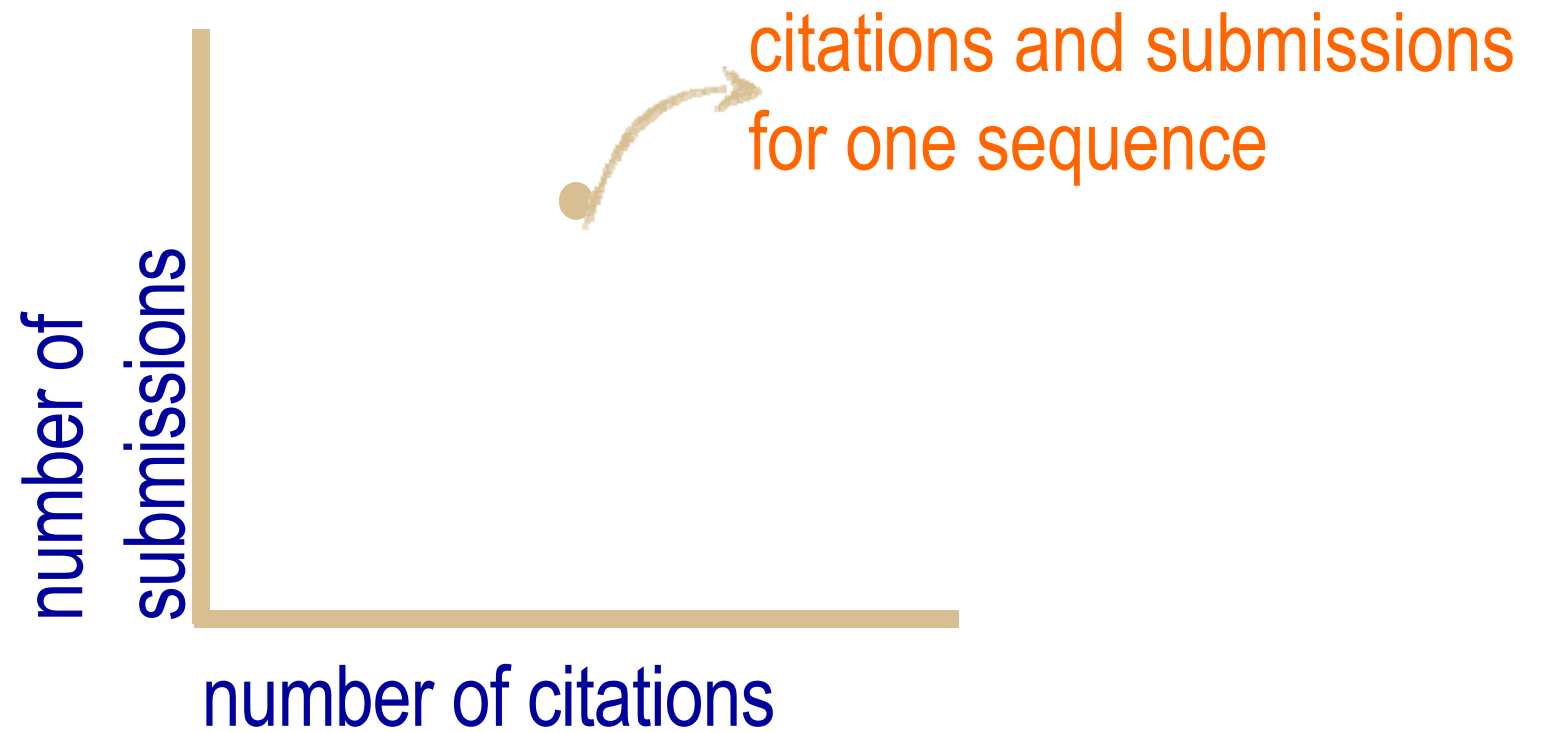
mean time to acceptance

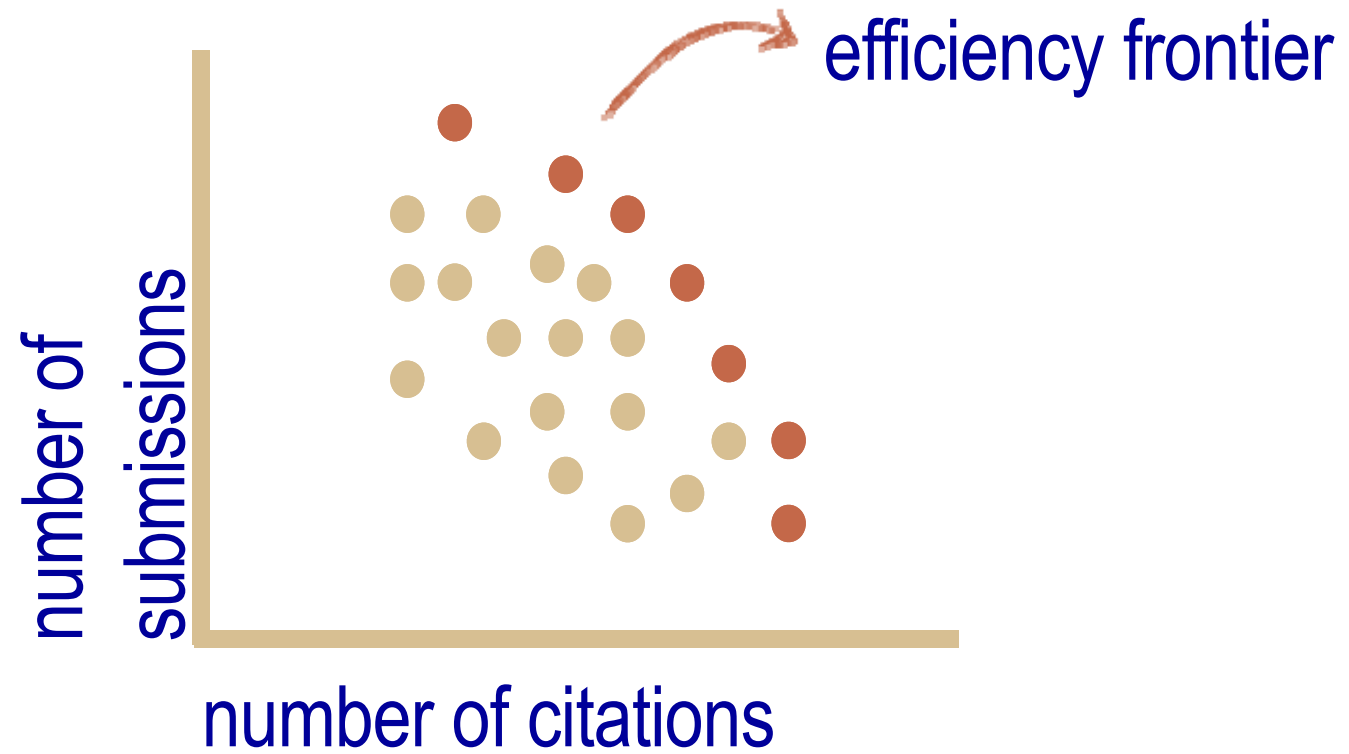


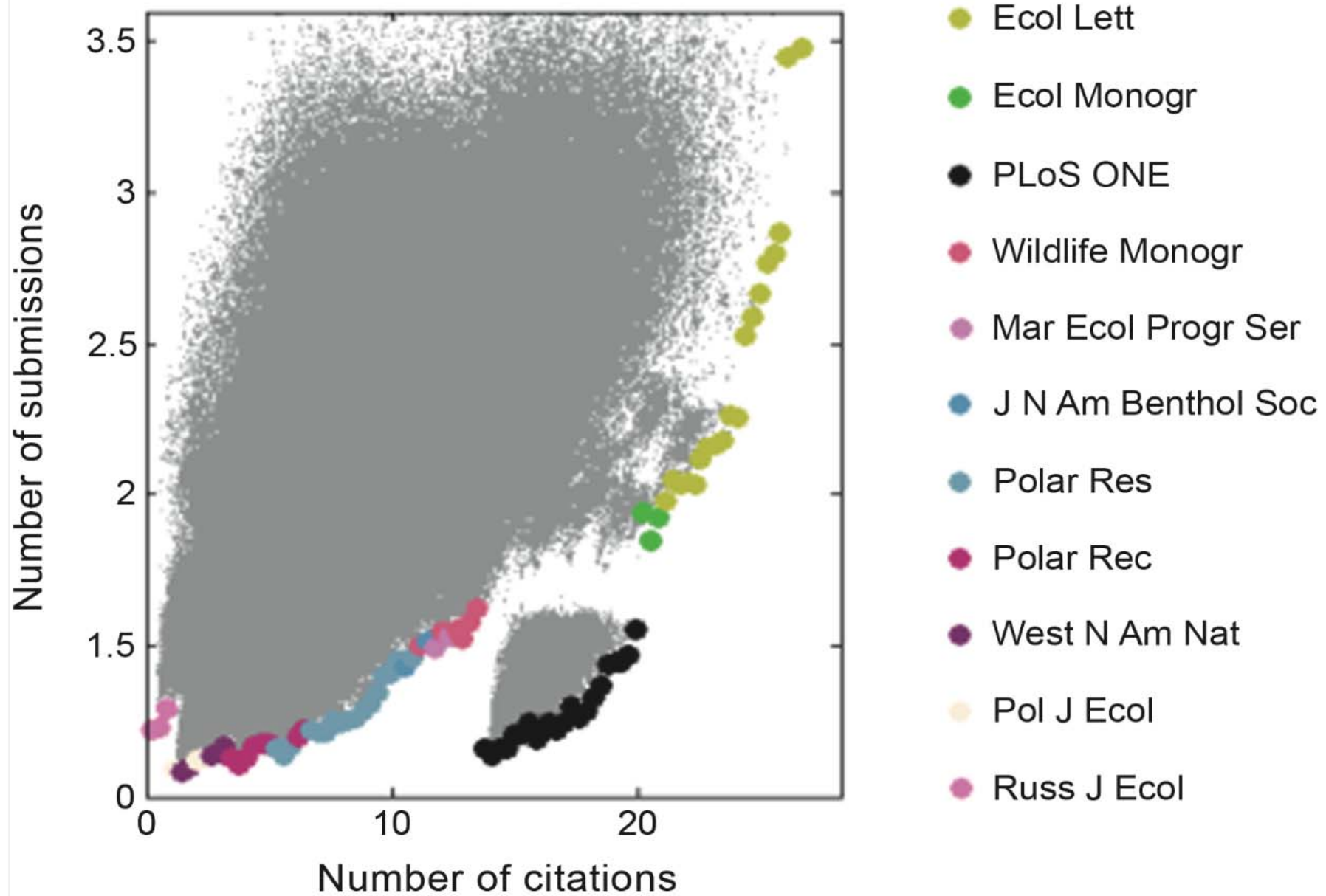
3,200,000

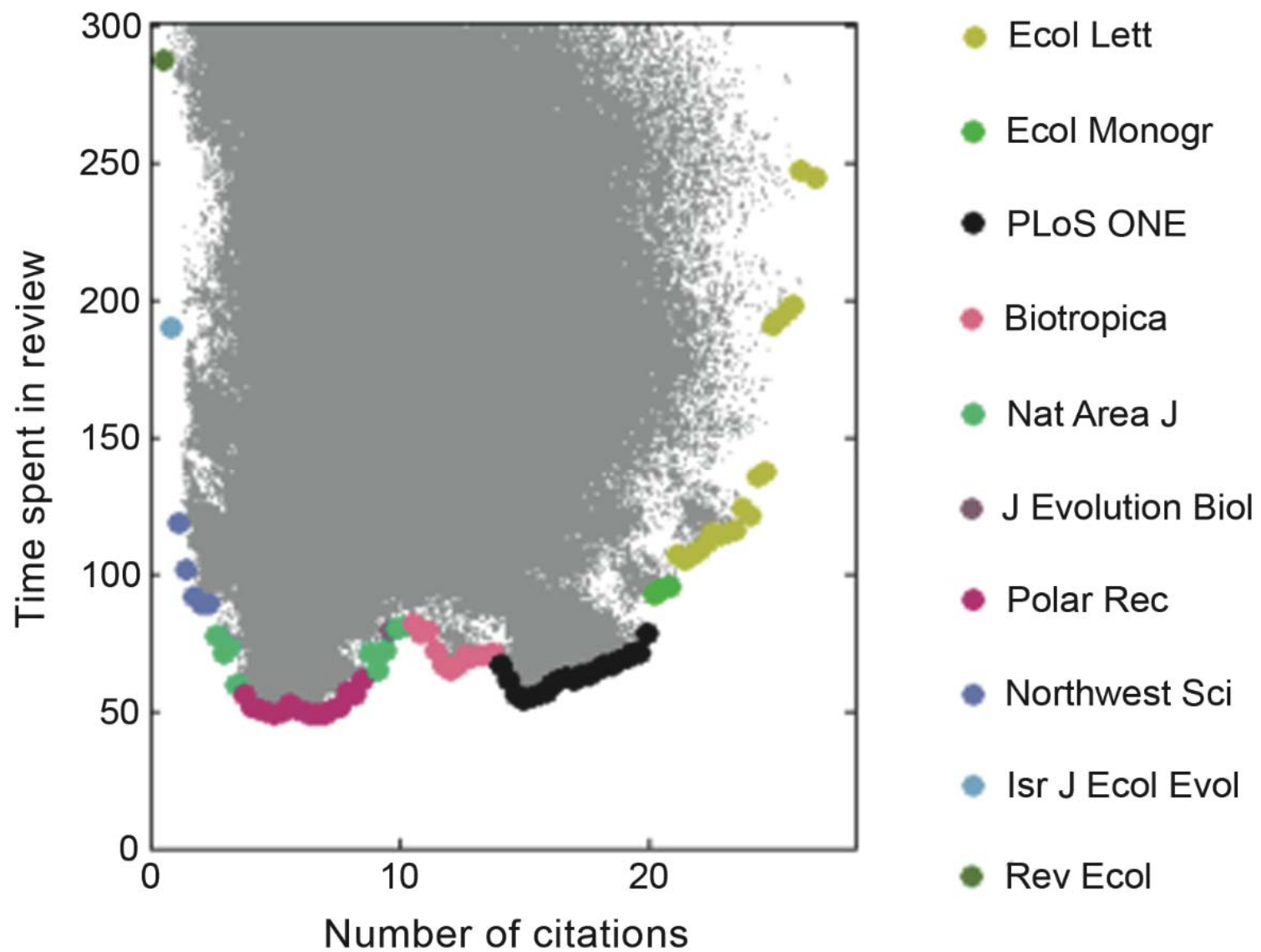
submission sequences

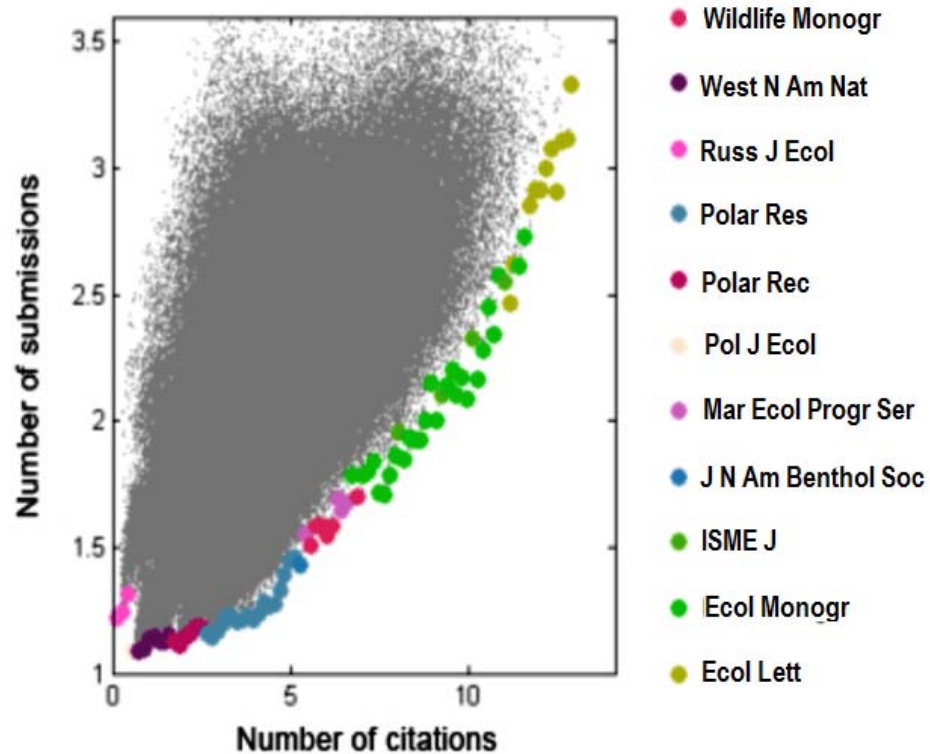
e.g., Ecology Letters > Journal of Applied Ecology > Oikos > Polar Biology ...



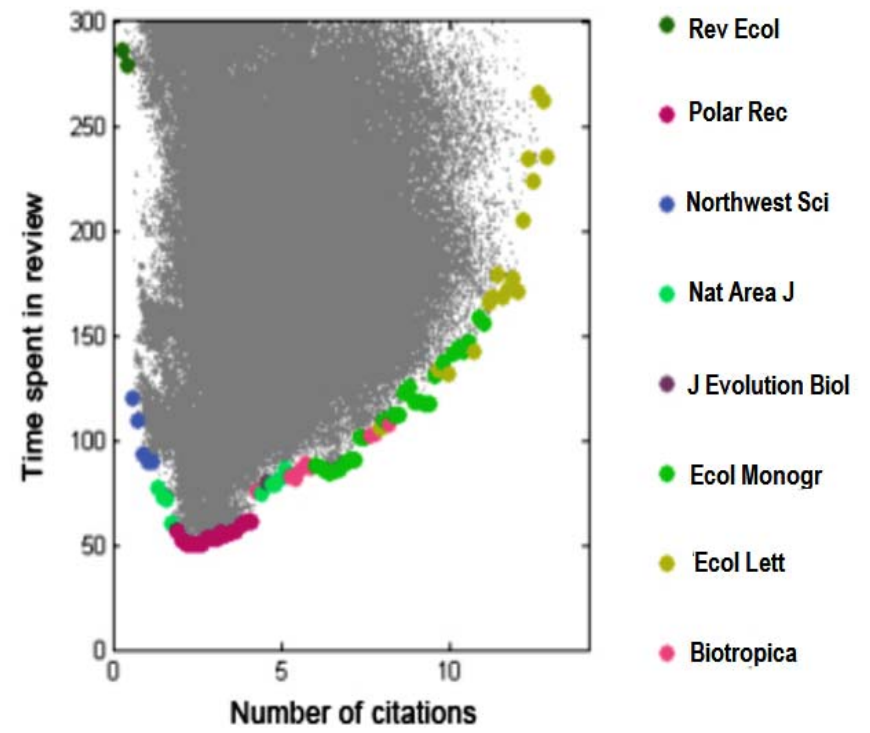








excluding *PLOS ONE*



CAVEATS

- Analysis only applies to ones we had data for
- No cost variable
- Assumed time from decision to publication roughly constant across journals
- Assumed acceptance rate and $p(\text{scooped})$ the same for all manuscripts
- Assumed $IF \approx$ expected citation rate of an article and IF constant during decision interval

SO?

- No easy answer; depends on each author's emphasis on citations, revisions, and publication time
- Definitely argues for more openness from journals

INCREASING PUBLICATION ACCEPTANCE

Dr. Aziz Sheikh MD, MSc, FRCGP, FRCP, FRCPE, FRSE, OBE
Professor of Primary Care Research & Development
The University of Edinburgh
Visiting Professor of Medicine, Harvard Medical School

AIM

- To provide insights on how to increase publication acceptance after a decision has been made where to submit a paper

OVERVIEW

- Understanding what editors and peer reviewers are looking for
- Providing a working appreciation of the editorial and peer review process
- Sharing experiences and tips on how to maximize the chances of acceptance of a manuscript

FIRST, A BIT ABOUT ME . . .

- Clinical academic with almost 20 years of experience of undertaking and reporting research
- Editorial positions with numerous journals e.g.
 - *BMJ*: GP Editorial adviser
 - *PLoS Medicine*: Methodology adviser
 - *JRSM*: Research Editor
 - *npj: Primary Care Respiratory Medicine*: Joint Editor-in-Chief, etc
- Over 700 publications – so plenty of experience as an author!

- 
- What are Editors and Peer reviewers looking for?

WHAT ARE EDITORS LOOKING FOR?

- Papers that:
 - Align with their mission/vision
 - Will be of interest to their readership
 - Are scientifically cutting-edge
 - Present work that they can trust
 - Are carefully presented
 - Are likely to be cited
- In summary, work that will help move the scientific field on and in so doing also raise the standing of their journal

WHAT ARE PEER REVIEWERS LOOKING FOR?

- Papers that:
 - Are scientifically cutting-edge
 - Present work that they can trust
 - Are carefully presented
 - Are respectful of and build on their work and that of colleagues

The background is an abstract composition of large, overlapping geometric shapes. A large green shape occupies the upper left and center. To its right is a blue shape with a hexagonal pattern. Below the green shape is a large orange shape, also with a hexagonal pattern. A dark blue shape is visible in the bottom left corner.

THE EDITORIAL AND PEER REVIEW PROCESS

SUMMARY OF EDITORIAL AND PEER REVIEW PROCESS

- Most journals will have some variant of the following:
 - Initial screening by editorial assistant to ensure that the manuscript is in scope and that the 'Instructions for Authors' have been followed
 - Initial 'high level' review by the Editor or Assistant Editor to establish if it is likely to be of interest and is scientifically robust
 - If of interest, detailed peer-review by 2 or more specialists
 - Anywhere between 1-4 rounds of further review for papers that are considered potentially publishable
 - Final technical and linguistic review prior to moving the paper into the publication queue

The background is an abstract composition of large, overlapping geometric shapes. A large green shape occupies the upper left and center. To its right is a blue shape with a hexagonal pattern. Below the green shape is a large orange shape, also with a hexagonal pattern. A solid blue shape is at the bottom left.

MAXIMIZING THE CHANCES OF ACCEPTANCE: 5 KEY TIPS

1. CHOOSE AN APPROPRIATE JOURNAL

- The choice of journal is crucial; ideally:
 - It is known for and has a track record of publishing papers in the field
 - It is known to the prospective authors through:
 - Regularly reading the journal
 - Peer-reviewing
 - Contributing as an author
- *Tip 1: Have a realistic appreciation of the scientific importance of the paper and choose the target journal accordingly*

2. SPEND TIME ON THE COVER LETTER

- Write a cover letter that is:
 - Personally addressed to the Editor
 - Highlights why the paper is likely to be of interest to the journal's readership
 - Succinctly summarizes its key contribution(s)
 - Addresses head-on any conflict of interests and how these have been handled so as to minimize the risk of a biased manuscript
- *Tip 2: Keep the letter short and to the point!*

3. CAREFULLY CRAFT THE ABSTRACT

- Many papers will be rejected after review of the abstract
- It is therefore important to ensure that the abstract:
 - Tells the ‘story’ of the paper
 - Provides details of the methods, demonstrating that these are robust
 - Highlights the most important findings
 - Summarizes the ‘bottom line’ of the paper
- *Tip 3: Spend a lot of time on the abstract and, if possible, get it critically reviewed before submission*

4. KEY AREAS TO FOCUS ON IN THE PAPER

- Carefully choose the keywords as these will often be used to identify potential reviewers
- Highlight the importance of the work, but don't over-egg it
- Ensure that study limitations are thoughtfully discussed
- Take time to check that references are accurate and up-to-date, ideally with some that demonstrate that the journal should be interested in the subject
- Be prepared to go through numerous drafts prior to submission
- Carefully proof the paper prior to submission
- *Tip 4: Follow the instructions for authors and focus on the above often 'make or break' points*

5. FOLLOWING EDITORIAL AND PEER REVIEW

- If invited to resubmit, then consider this a half-open door...
- Be respectful of editors and peer-reviewers when responding to the feedback
- Try and accommodate all the suggestions as far as is appropriate/possible; where this is not the case, respectfully explain why
- Make it as easy as possible for editors/reviewers to quickly see what revisions have been made in response to the feedback
- *Tip 5: Recognize that editors and peer-reviewers have already invested their time and effort in the paper – therefore never be discourteous in your letter of response*

The background is an abstract composition of large, overlapping geometric shapes. A large green shape occupies the upper left and center. To its right is a blue shape with a hexagonal pattern. Below the green shape is a large orange shape, also with a hexagonal pattern. The bottom left corner is a solid blue shape. The word "CONCLUSIONS" is written in white, uppercase letters across the green and orange areas.

CONCLUSIONS

SUMMARY

- In order to maximize chances of acceptance:
 1. Take a lot of time in choosing an appropriate target journal
 2. Write a succinct cover letter highlighting why the work matters and why it is of interest to the journal's target readership
 3. Spend a lot of time on crafting the abstract
 4. Avoid key trip-wires in the peer review process when drafting the manuscript
 5. Thoughtfully and courteously respond to the suggestions for improvement
- Finally, imagine yourself as the editor and peer-reviewer and prepare your submission accordingly

THANK YOU!

- Further details: aziz.sheikh@ed.ac.uk

QUESTIONS . . .

- To ask a question, please type your query into the Q&A box
- To ensure anonymity, before sending please choose the drop-down box option, "Hosts, Presenters and Panelists." Otherwise, ALL audience members will be able to see your submitted question
- We will do all we can to answer all questions

UPCOMING ISMPP U'S

- June 2015
 - Date: June 17
 - Presenters: TBA
 - Topic: ISMPP's 11th Annual Meeting Takeaways/Highlights
- Remainder of 2015 (specifics TBA)
 - GPP3
 - Real World Evidence/HEOR
 - Predatory journals
 - Sunshine Act

THANK YOU FOR ATTENDING!

- We hope you enjoyed today's presentation. Please take a few moments to complete the survey that will appear on your screen immediately after the presentation. We depend on your valuable feedback and take it into account as we develop future educational offerings.