

THANK YOU FOR JOINING ISMPP U  
TODAY!

*The program will begin promptly at 11:00 am eastern*

# Discovering the Optimum Publication Vehicle

The background features a stylized, abstract design. It consists of several overlapping, semi-transparent geometric shapes. A large green shape is at the top left, an orange shape is in the middle, and a blue shape is at the bottom. The shapes have a faceted, crystalline appearance with visible edges and some internal shading, giving them a three-dimensional feel. The overall composition is clean and modern.

# 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



# Discovering the Optimum Publication Vehicle

Anna Salt, Publisher, Pharma Solutions, Nature Publishing Group

# Disclosure

- 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**

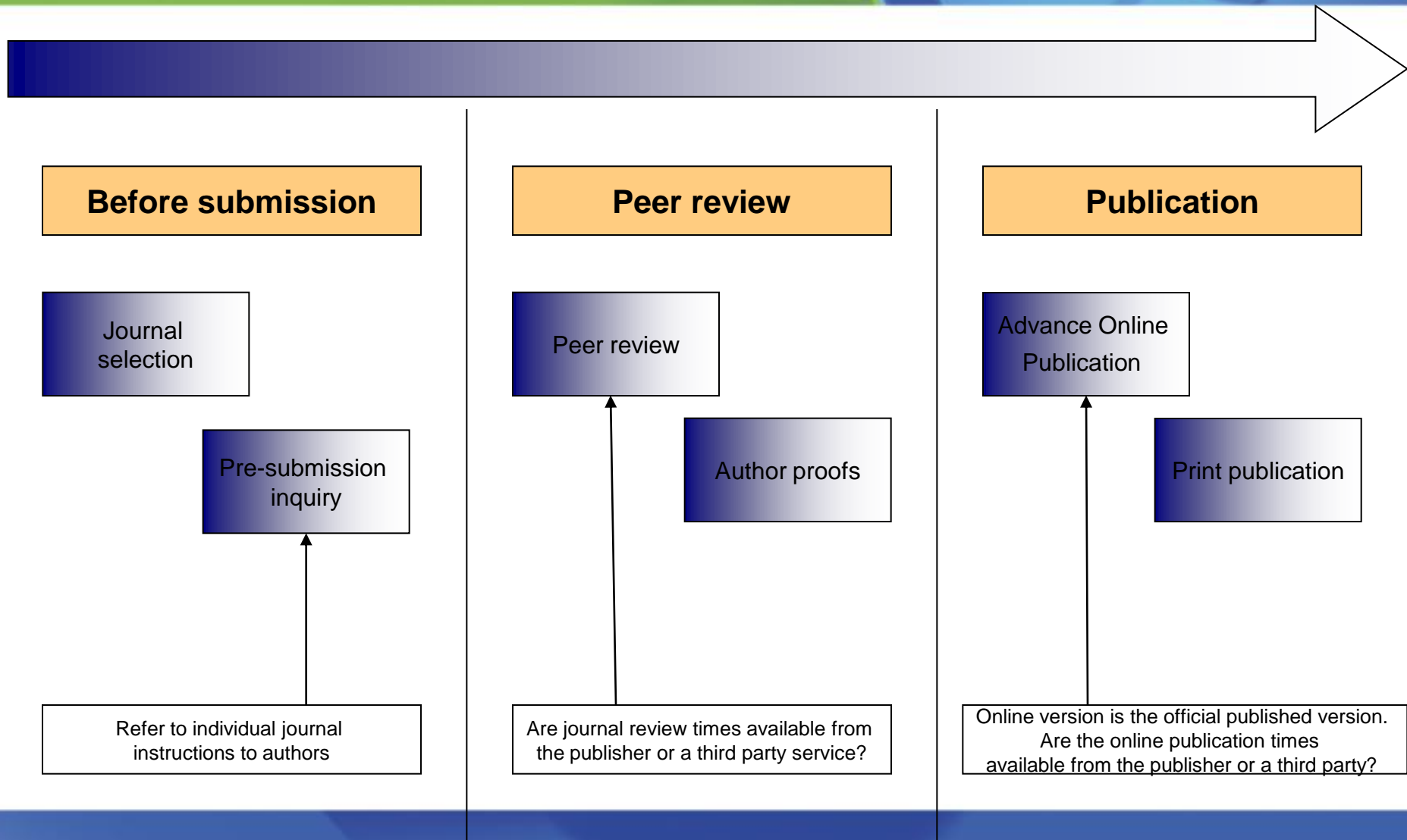
# Publisher roles

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

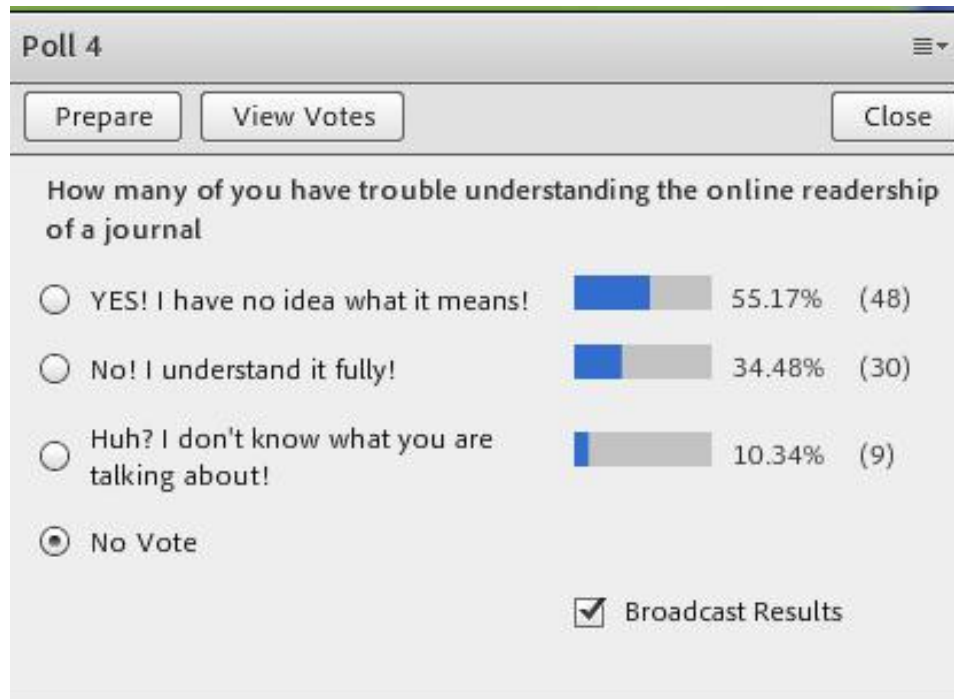


# A few items to consider: prepublication

- 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....



ASCP

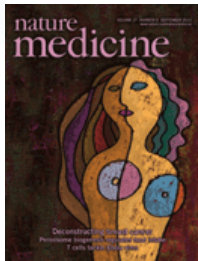
=

1 easy  
number!

US, UK, ROW  
breakdowns

# Deciphering the readership of a journal?

## Today....



Welcome back: Joe Bennett  
Logout

# nature medicine

This journal

NATURE MEDICINE | ARTICLE

## Transcriptional regulation of endochondral ossification by HIF-2 $\alpha$ during skeletal growth and osteoarthritis development

Taku Saito, Atsushi Fukai, Akihiko Mabuchi, Toshiyuki Ikeda, Fumiko Yano, Shinsuke Ohba, Nao Nishida, Toru Akune, Noriko Yoshimura, Takumi Nakagawa, Kozo Nakamura, Katsushi Tokunaga, Ung-Il Chung & Hiroshi Kawaguchi

Affiliations | Contributions | Corresponding author

Nature Medicine 16, 678–686 (2010) doi:10.1038/nm.2145  
Received 10 February 2010 Accepted 08 March 2010 Published online 23 May 2010

**Abstract**  
[Abstract](#) | [Introduction](#) | [Results](#) | [Discussion](#) | [Methods](#) | [References](#) | [Acknowledgments](#) | [Author information](#) | [Supplementary information](#)

Chondrocyte hypertrophy followed by cartilage matrix degradation and vascular invasion, characterized by expression of type X collagen (COL10A1), matrix metalloproteinase-13 (MMP-13) and vascular endothelial growth factor (VEGF), respectively, are central steps of endochondral ossification during normal skeletal growth and osteoarthritis development. A COL10A1 promoter assay identified hypoxia-inducible factor-2 $\alpha$  (HIF-2 $\alpha$ , encoded by EPAS1) as the most potent transactivator of COL10A1. HIF-2 $\alpha$  enhanced promoter activities of COL10A1, MMP13 and VEGFA through specific binding to the respective hypoxia-responsive elements. HIF-2 $\alpha$ , independently of oxygen-dependent hydroxylation, was essential for endochondral ossification of cultured chondrocytes and embryonic skeletal growth in mice. HIF-2 $\alpha$  expression was higher in osteoarthritic cartilages versus nondiseased cartilages of mice and humans. EPAS1-heterozygous deficient mice showed resistance to osteoarthritis development, and a functional single nucleotide polymorphism (SNP) in the human EPAS1 gene was associated with knee osteoarthritis in a Japanese population. The EPAS1 promoter assay identified RELA, a nuclear factor- $\kappa$ B (NF- $\kappa$ B) family member, as a potent inducer of HIF-2 $\alpha$  expression. Hence, HIF-2 $\alpha$  is a central transactivator that targets several crucial genes for endochondral ossification and may represent a therapeutic target for osteoarthritis.

日本語要約

- [print](#)
- [email](#)
- [download pdf](#)
- [download citation](#)
- [order reprints](#)
- [rights and permissions](#)
- [share/bookmark](#)

**Figures at a glance**

**Introduction**

Journal home | [Subscribe](#)  
 Current issue | [E-alert sign up](#)  
 For authors | [RSS feed](#)

**nature**  
 Enjoy the world of science with  
 a 30% discount to Nature

Citations to this article  
 Crossref (2) | Scopus (2) | Web of Science (0)

**News and Views**  
 by Husa et al.  
 There is no cure for osteoarthritis—the most common disease of the joints. By piecing together the molecular events that drive the progression of this debilitating disease, recent studies publi...  
[Continue](#)

**Article**  
 by Yang et al.  
 Osteoarthritic cartilage destruction is caused by an imbalance between anabolic and catabolic factors. Here, we show that hypoxia-inducible factor-2 $\alpha$  (HIF-2 $\alpha$ , encoded by EPAS1) is a ca...  
[Continue](#)

**Science jobs from naturejobs**

Jet  
 Indegene Lifesystems Pvt. Ltd  
 Bengaluru India

Four PhD fellowships in Cognitive Neuroscience  
 SISSA (International School for Advanced Studies)  
 Trieste, Italy

**Research Laboratory Head**  
 Boehringer Ingelheim  
 Vienna, Austria

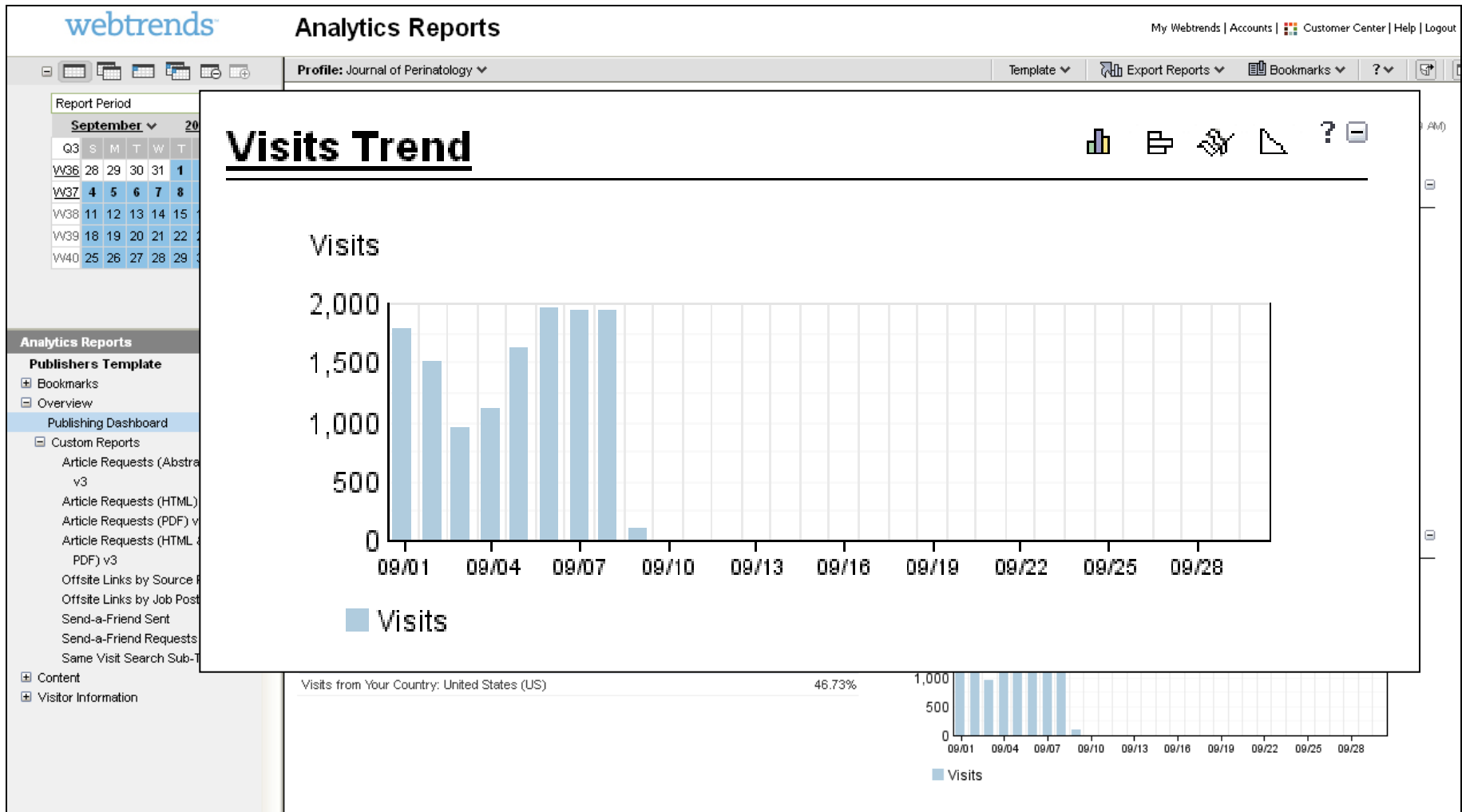
[Post a free job](#) > [More science jobs](#) >

**Open innovation challenges**

How to Transform Bacteria with Large Plasmids?  
 Deadline: Oct 08 2010 \$30,000 USD



# Common web statistic data



# 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?

# Polling question!

**Your article submitted is accepted and you are provided with an option to publish the article open access. You believe open access is:**

Poll 2 ☰

Your article submitted is accepted and you are provided with an option to publish the article open access. You believe open access is:

<input type="radio"/> Pay to play publishing!		27.66% (26)
<input type="radio"/> Available for e-only journals only		18.09% (17)
<input type="radio"/> A critical option for thorough transparency of an article		50% (47)
<input type="radio"/> Huh?		4.26% (4)
<input checked="" type="radio"/> 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

Green route	Gold route
<ol style="list-style-type: none"><li>1. Allows publications to be available freely in parallel with any publication system.</li><li>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.</li></ol>	<ol style="list-style-type: none"><li>1. Open access journals that charge a fee (APC) to allow articles to be made freely available upon publication.</li><li>2. APC' s range, on average, from \$1k - \$5k.</li><li>3. Includes “Full Open Access” journals like BMC and PLoS as well as hybrid titles.</li></ol>

- 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

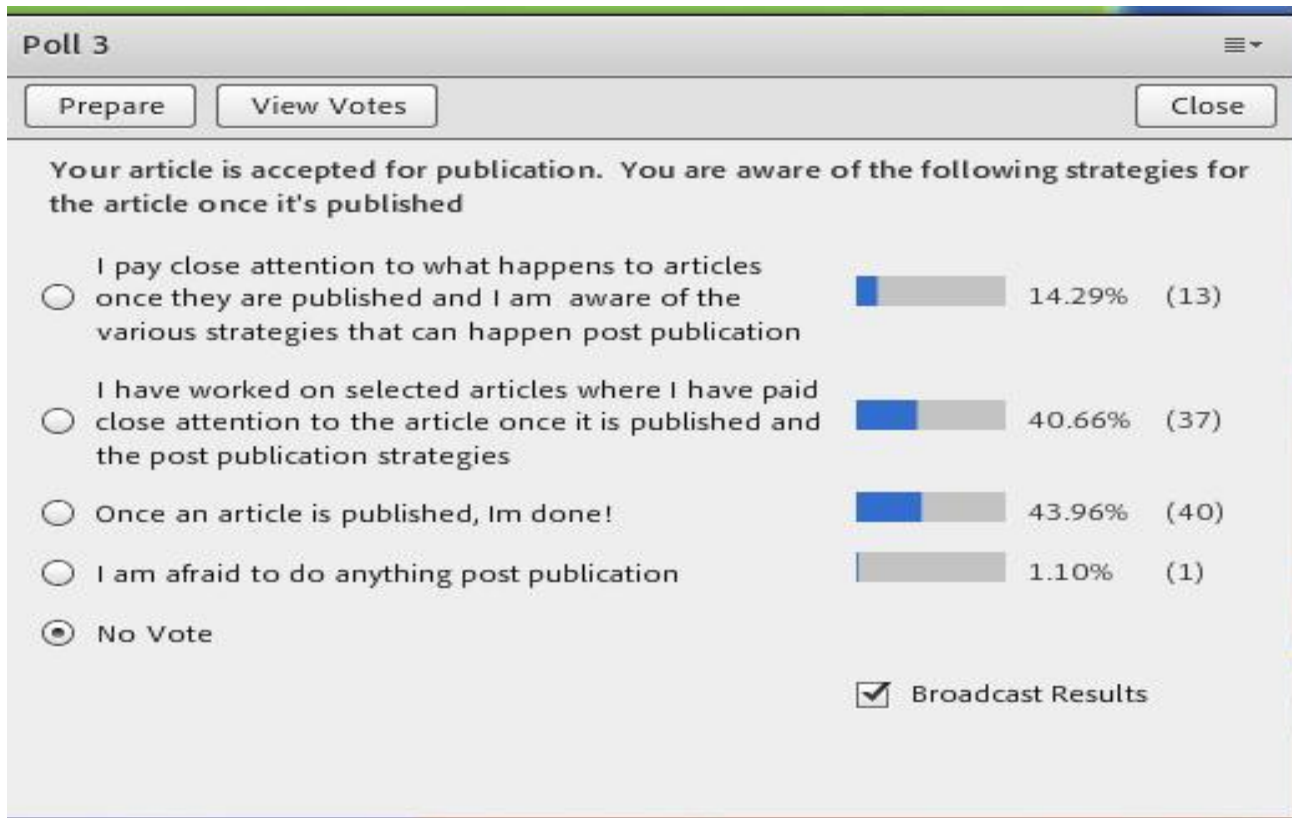


# A few items to consider.... once your article is published

- 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:





# Content dissemination

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

FREE

Stephen T. Turner, Gary L. Schwartz, Arlene B. Chapman, Amber L. Beitelshes, John G. Gums, Rhonda M. Cooper-DeHoff, Eric Boerwinkle, Julie A. Johnson and Kent R. Bailey

*American Journal of Hypertension* (19 August 2010) doi:10.1038/ajh.2010.98

Original Article

[Abstract](#) | [Full Text](#) | [PDF](#)

The screenshot shows the Business section of The Wall Street Journal website. The main article is titled "Getting the Right Hypertension Drug" by Gautam Naik. The article text states: "Roughly half the 50 million Americans who suffer from hypertension don't succeed in keeping their blood pressure under control, often because they haven't been prescribed the drug that would work best for them. Now, three new studies are suggesting ways to help make sure patients get the right medications." The article includes a large purple image of a brain scan.

The screenshot shows a Facebook post from "The Lancet". The post title is "High blood pressure diagnosis". The text of the post reads: "A UK study published online shows that ambulatory blood pressure monitoring (repeated measurements out of the clinic throughout a 24-hour period) is the most cost-effective way for diagnosing hypertension. As a result of the study, England's NICE is recommending ambulatory monitoring as best practice, as part of guidelines jointly devised with the British Society of Hypertension. http://bit.ly/pXDaPo". The post includes a "Like" button and a "Wall" section with a "The Lancet" profile picture and a "High blood pressure diagnosis" link.

The screenshot shows two social media posts. The top post is from PLoS (Public Library of Science) on LinkedIn, titled "Welcome to the PLoS (Public Library of Science) group". The bottom post is from Wiley Health Medical on Twitter, with the text: "Want real-time access to seizure research & clinical trials published in Epilepsia? Download the NEW mobile app for free! http://ow.ly/86a4L". The Twitter post also includes a "Following" button and a "Tweets" section.

# Thematic series/custom microsites

- 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.

The screenshot displays the BioMed Central website interface. At the top, the BioMed Central logo and tagline 'The Open Access Publisher' are visible. A navigation bar includes links for 'home', 'journals A-Z', 'subject areas', 'advanced search', 'authors', 'reviewers', 'libraries', and 'about | my BioMed Central'. A 'Feed' link is also present in the top right corner.

The main content area is titled 'Thematic Series' and features a sub-section 'Focus On Stem Cells'. A link for 'All thematic series' is located in the top right of this section. Below the title, a paragraph explains the series: 'The explosion of interest in stem cells, over the past decade or so, in both basic and translational research has encouraged three of BioMed Central's flagship journals, *BMC Biology*, *BMC Medicine* and *Genome Medicine*, to come together to present a series of specially commissioned comment and review articles on stem cell biology and medicine.'

Below this text, a larger paragraph states: 'In this thematic series we aim to highlight some of the most important and topical issues - including recent advances, controversies and challenges in stem cell research, and of course their clinical implications. To supplement the comment and review, relevant original research articles will be added to the series as they are published.'

Three featured articles are listed, each with a small image of a stem cell cluster:

- Stem cell genomics: new thematic series.**  
*Genome Medicine* 2011, 3:34  
An editorial by Guest Editor Stuart Orkin introduces this new series of articles, highlighting progress in genomic-scale studies of stem cells and cellular reprogramming that could impact medicine.
- Stem cell therapy clinical trials.**  
*BMC Medicine* 2011, 9:52  
Trounson and colleagues review recent developments and future prospects of clinical trials for stem cell therapies, highlighting usage of mesenchymal and neural stem cells, and reporting on the start of trials involving lines derived from pluripotent cells.
- Focus on stem cell individuality.**  
*BMC Biology* 2011, 9:40  
Arthur Lander reflects on how current assumptions that stem cells divide asymmetrically and are programmed to produce the right differentiated cell types at the right times may fail to acknowledge a fundamental contribution of stem cell individuality.

At the bottom of the page, there is a 'Review' section with a 'Free' badge and a 'Highly accessed' badge. The text reads: 'Capturing Alzheimer's disease genomes with induced pluripotent stem cells: prospects and challenges'.

# 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



webtrends™



# 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.



 SAGE journals online



nature.com

WILEY  
ONLINE LIBRARY

# 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**