



Journal Evaluation, Selection and Collaboration

Donna Simcoe, MS

Clinical Publication Lead, AstraZeneca

Learning Objectives

After this presentation the attendee should be able to:

- Understand what factors are important in journal selection
- Select the best journal based on manuscript content and journal attributes

Overview



This Lunch & Learn will:

- ◆ Discuss general issues in journal selection
- ◆ Provide a practical example of how publication managers can use their expertise to facilitate journal selection

General Issues

Importance of Appropriate Journal Selection



- ◆ Over 25,000 biomedical journals*
- ◆ Journals may cater to broad therapeutic area or a subspecialty area
- ◆ Journals select articles based on the interests of their readership
- ◆ Journals differ in visibility/standing
- ◆ Critical to determine the best medium for communication of data

*AMWA Delaware Valley Chapter June 28, 2006 Philadelphia meeting. David Woods. The Future of Medical Publishing.

General Issues

Journal Selection Timing



- ◆ Consider early in publication plan development
- ◆ Meet with the publication team to discuss publication strategy before data are available
- ◆ Need to assess “big picture” early to
 - Bring needed information to appropriate audiences
 - Ensure publication plan is balanced and proactive
 - Time manuscript submission around critical benchmarks (eg, launch, new indication, important congress presentation, data disclosure commitments)

General Issues

Type of Article



Article type may differ depending on whether articles are:

- Original research
 - Clinical study
 - Pharmacokinetics
 - In vitro/pharmacology
- Brief report
- Review
 - Mechanism of action or clinical trial data
 - Opinion or evidence-based
- Supplement

General Issues

Audience/Circulation



◆ Audience

- General medicine or specialists
 - academic vs clinical specialist
- Knowledge level of audience
- Preferred content for audience
 - primary data
 - opinion review
 - evidence-based review
- Nationality of audience

◆ Circulation

- Via mail or e-mail
- Number of subscribers
- Where are subscribers located
 - US, Europe, Asia

General Issues

Journal Standing

- ◆ Peer-reviewed
- ◆ Indexed
- ◆ Impact factor
- ◆ Rejection rate
- ◆ Open-access vs traditional publication
- ◆ Association with a society
 - Academic or clinical society

General Issues

Timing of Publication

- ◆ How often is journal published
- ◆ Lead time
- ◆ Published on-line earlier than print version
- ◆ Fast-track publication options
- ◆ Pre-review by editorial board

General Issues

Costs

◆ Publishing fee charged by journal/publisher

◆ Reprints

- How long to produce and ship
- Cost for how many
- Supplement costs

◆ Copyrights to PDF

- Negotiate costs with reprint order

Example

Primary clinical data as original research manuscript

Publication Manager fosters collaboration between publication team, authors and journal

- Step 1. Publication team discuss appropriate journal types
- Step 2. Specific journal suggestions discussed with internal/external authors
- Step 3. Journal selected and manuscript developed
- Step 4. Post-manuscript submission

Example

Step 1. Publication Team



Step 1. Publication team discuss possible journals

- Publication team review data and discuss:
 - Type of data
 - Publication timing
 - Journal audience
 - Journal standing
 - Type of article

Note: The publication team can suggest journals but the final decision of journal selection must be made by the authors.

Example

Step 1. Publication Team

Additional considerations

- Coordination of congress abstract submissions with manuscript submissions
- Clinical trial data posting
- May submit more than one article to same journal
- Topic specific journal issue
 - Therapeutic area/disease state
- Additional requirements should be anticipated (eg, data analysis by independent statistician)
- Need to balance available resources

Example

Step 2. Discussions with Author



Step 2. Discuss journal suggestions with internal/external authors:

- Publication manager facilitates discussion with authors
- Provide list of journals suggested by publication team
- Discussion points can include:
 - “Fit of data” to journal choice
 - Impact factor
 - Journal lead time
 - Rejection rate

Example

Step 2. Discussions with Author

“Fit of data” to journal choice

● Publication manager can facilitate discussion with authors about:

- Authors' opinions of impact of publication to the field
- High tier journal vs more specialized journal choice
- Appropriate journal choice for intended audience

Example

Step 2. Discussions with Author



Impact factor

- Measures frequency with which the "average article" in a journal has been cited in a particular year or period
- Impact Factor to exclude self-citations:

$$\frac{([\text{citations in 2006 to articles published in 2004-2005}] - [\text{2006 self-citations to articles published in 2004-2005}])}{\text{number of articles published 2004-2005}^{1,2}}$$

 Impact factor http://en.wikipedia.org/wiki/Impact_factor

 The ISI Impact Factor. <http://scientific.thomson.com/free/essays/journalcitationreports/impactfactor/>

Example

Step 2. Discussions with Author



Journal lead time

Submit to accept

- How long it will take for manuscript acceptance

Accept to publish

- How long it will take for a manuscript to be published

Submit to reject

- Some journals have a pre-review by editorial board

Ways to determine

- Check journal's instructions to authors
- Call the journal
- Subscribe to a commercial program

Example

Step 2. Discussions with Author

Rejection rate

- Percentage of manuscripts rejected out of number of manuscripts received by a journal
- Ways to determine
 - Check journal's instructions to authors
 - Call the journal
 - Subscribe to a commercial program

Example

Step 3. Journal Selected and Manuscript Developed



Other considerations

Journal policies

- Pre-publication
 - Clinical trial database
 - Poster booklets/CDs
 - Embargo policy
 - Duplicate or encore publication

Adherence to author guidelines

- Ensure proper disclosures are included in acknowledgment

Example

Step 4. Post-Manuscript Submission

◆ Step 4. Post-manuscript submission

- Periodic contact between authors and journal editor
- Try to anticipate reviewers' comments
- Ensure prompt response to editors when reviewer comments received



Publication Manager's Role

Publication managers:

- Can aid publication team/author in making best journal choice
- Are knowledgeable of:
 - Therapeutic area and which journals are part of which societies
 - Journals where opinion leaders most frequently publish/read
 - Actual journal lead times
 - “Fit of data” to journal appropriate for audience
 - Familiar with tools available to help with journal selection



Thank you!

Questions?