

EDITOR IN CHIEF'S REPORT

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Reorganizing the *JAOA*: In July 2008, I reported to the House of Delegates and the Board of Trustees that *JAOA—The Journal of the American Osteopathic Association* had just published a new mission statement and a set of seven goals. Prompted by this achievement, Felix J. Rogers, DO, engaged his fellow *JAOA* associate editor, Michael M. Patterson, PhD, and myself in a series of discussions on how to ensure that the *JAOA* fulfills its new mission and goals.

We concluded that the *JAOA* needs to be reorganized in a way that each its sections and departments would contribute to advancing osteopathic principles and practice. The reorganization we envisioned would blend the *JAOA*'s traditional content with new elements that would be relevant to practicing osteopathic physicians.

To formalize our vision, we drafted a proposal for the Committee on Professional Publications and the *JAOA* Editorial Advisory Board and recommended that the AOA establish a task force to study our proposal. In turn, at the request of the Publications committee and the Advisory Board, AOA President Carlo J. DiMarco, DO, has submitted a resolution to the Board that would create the task force we requested.

Dr. Rogers, Dr. Patterson and I believe that such a task force will provide us with the guidance necessary to refine the *JAOA*'s editorial content and to identify resources to execute plans to reorganize the *JAOA*. (For more on this proposal, see the section of the Department of Educational Affairs' report devoted to the activities of the Committee on Professional Publications and the *JAOA* Editorial Advisory Board.)

***JAOA*'s access controls:** Beginning with its January 2009 issue, the *JAOA* has instituted access controls on its Web site. These controls are designed to demonstrate the value of AOA membership while raising revenue from nonmembers.

AOA members are able to access THE JOURNAL's controlled content for free, using their AOA identification numbers and their DO-Online passwords. In contrast, nonmembers have pay-per-view options for accessing that content.

By creating access controls, the *JAOA* hopes to increase the value of AOA membership as members realize that unlike others, they enjoy unlimited access to the *JAOA*'s Web site. Another benefit the *JAOA* anticipates is that many members will create DO-Online accounts so that they can obtain the DO-Online passwords they will need to access the *JAOA*'s controlled content.

With regard to nonmember DOs, the *JAOA*'s primary objective is to encourage them to become members so that they will not have to pay to access the *JAOA*'s controlled content. In fact, in informing various audiences of THE JOURNAL's access controls through tip-on covers on its January issue, the *JAOA* stressed to nonmembers that they might want to explore whether they qualify for a free trial membership in the AOA. A similar message is being distributed to nonmembers through *Touch Point* e-alerts. As of early February, the tip-on cover alone prompted at least eight nonmembers to apply for trial membership.

While part of the *JAOA*'s goal is to increase revenues through access controls, the *JAOA* has set reasonable pay-per-view rates so as not to discourage researchers outside the profession, patients, and other nonmembers from viewing the *JAOA*'s controlled content. Those rates are as follows:

- View a single article for 24 hours for \$5.
- View one issue for one week for \$15.
- View the entire *JAOA* Web site for one month for \$30.

Another measure the *JAOA* has taken to keep nonmembers visiting its site is to limit the amount of content that is placed under access control. The controls apply to new *JAOA* issues for only 12 months, and not all new articles are password-protected. In addition, the online table of contents and abstracts of each new issue are open to all visitors, and all articles posted to the *JAOA's* Web site before January 2009 remain open.

***The DO's* Internet presence:** In January, *The DO* enhanced its presence online by creating an RSS feed. Readers who subscribe to this RSS feed automatically receive headlines and summaries of *The DO's* latest articles as soon as they are posted on the DO-Online Web site. The RSS feed also provides readers with hyperlinks to *The DO's* newest issue.

The DO is usually posted on DO-Online a week before its print edition mails. Given the time print editions spend in the mail, readers who rely on the magazine's RSS feed can read *The DO's* latest content 1½ to three weeks before their colleagues who wait for the print edition.

The RSS feed should increase traffic to *The DO's* articles on DO-Online. *The DO* will track this increased traffic to determine which articles draw the most interest from readers, and it will use that data to refine its future editorial schedules.

Publications' finances: In preparing the fiscal year 2010-11 budgets for the AOA's publications, the Department of Publications reassessed both its fiscal year 2008-09 and fiscal year 2009-10 budgets. Given the turndown in the economy, the department is anticipating that advertising revenue for *The DO* and the *JAOA* will fall short of its fiscal year 2008-09 budget and that it will remain at the 2008-09 level for the next two fiscal years. The department also expects the costs of producing the AOA's two flagship publications to increase in the next two fiscal years as their circulation, postal rates and printing costs increase.

Pfizer's recent decision to purchase Wyeth Pharmaceuticals is likely to contribute to delaying a rebound in advertising revenues for *The DO* and the *JAOA*. While Wyeth has periodically conducted strong advertising campaigns with the AOA, Pfizer has not advertised with us in a number of years. One of the ways that the Department of Publications is trying to address this issue is by soliciting advertising from young, niche pharmaceutical companies. For example, the privately held biotechnology company Accera has expressed interest in conducting an advertising campaign in *The DO* for its Alzheimer's disease medical food Axona, while MiddleBrook Pharmaceuticals is exploring advertising its amoxicillin product MOXATAG in the *JAOA*.

Despite the turndown in the economy, the AOA's custom publications remain relatively strong. Each custom publication the AOA produces is profitable, and those profits help subsidize *The DO* and the *JAOA*. In fiscal year 2008-09, the department will produce three issues of both *AOA Health Watch* and *AOA's Women and Wellness*, which will be one issue more than budgeted per publication. In addition, sponsorship for the two issues of *Women and Wellness* budgeted for fiscal year 2009-10 has already been sold. While only half of the budgeted *JAOA* supplements and half of *The Whole Patient* supplements to *The DO* have been sold for the current fiscal year, the department has already lined up sponsorship for one issue of each for the next fiscal year.

As part of our efforts to reduce the net loss of our publications, the Department of Publications has opened discussions with journal publishing companies to determine whether they can provide the AOA's publications with business, production, online and editorial services that would increase our revenues, reduce our expenses, and enhance the quality and reach of AOA publications. (For additional information on these discussions, see the section of the Department of Educational Affairs' report devoted to the activities of the Committee on Professional Publications and the *JAOA* Editorial Advisory Board.)

Foundations of Osteopathic Medicine: In his role as the executive editor of the third edition of the AOA's *Foundations of Osteopathic Medicine*, Anthony G. Chila, DO, has been marshalling the textbook's section editors to complete the writing and editing on early drafts of all chapters by the end of winter. Many chapters have already reached this point and are currently being peer reviewed by outside experts.

Another positive development with regard to the textbook is that in December 2008, Dr. Chila agreed to join Jane E. Carreiro, DO, and John C. Glover, DO, as a section editor for Part IV of the textbook. Titled "Problem-based Osteopathic Patient Management," this part is considered to be among the two most critical parts of the textbook's third edition in terms of conveying to osteopathic medical students how to think like osteopathic physicians.

In September 2008, Dr. Chila met again with the American Association of Colleges of Osteopathic Medicine's Educational Council on Osteopathic Principles (ECOP). Throughout his tenure as *Foundations'* executive editor, Dr. Chila has been committed to keeping ECOP informed of the plans for the textbook and soliciting feedback from ECOP.

The textbook's publisher, Lippincott Williams & Wilkins, is planning to print *Foundation's* third edition early enough for faculty members at osteopathic medical colleges to assess whether they will select it for their fall 2010 courses.