

What Societies Want: The Society's View

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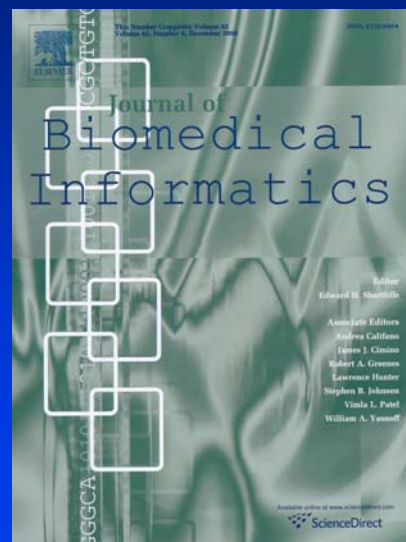
Future-Proofing Your Journal:
Today's Essentials, Tomorrow's Strategies
BMJ Affinity Symposium, Society for Scholarly Publishing
Westin St. Francis Hotel, San Francisco
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Involved with Two Journals

Journal
of the American Medical Informatics Association

**JAMIA: Official Journal of the
American Medical Informatics
Association**

**JBI (Journal of Biomedical
Informatics): Complementary
journal in the field (not a
society journal)**



The Ideal

**High Value to Members and
to Discipline**

Financial Viability

Low hassle

Relationship with Publisher

Trust and Respectful Relationship

Mutual benefit

Economic balance (benefit to both)

Expertise

Tools

Innovation

“Cutting edge” image

Support from Publisher

- **Modern online editing environment**
 - Tight integration of submissions, reviewing, and communications
 - Facile movement of accepted papers into production and online access
 - Strong support for reviewer databases, automatic notifications
- **Subscriptions, distribution, and marketing**

Support from Publisher

- **Editorial support and expertise, on site (not mandatory) or readily available and responsive**
- **Positive reputation and image in the scientific community**
 - Ability to be nimble and internally coordinated
- **Commitment not only to the Society but to the discipline that it represents**
 - In some cases, multiple types of publications

Support from Publisher

- **Creative use of new media, with increasing emphasis on online access**
 - **Unlimited use of color online**
 - **Leveraging of social media**
 - **Technological innovation: video, podcasts, access to datasets, supplemental materials, support for varying form factors, etc.**

Challenges and Tensions

Maintaining a viable business model

Heterogeneity of membership and differences among disciplines

Open access, timing, and depositing in PubMed Central (life sciences and biomedicine)

Challenges and Tensions

Editor independence

Role of advertising

Role of print

**Ethical issues, dual publication,
and conflicts of interest**

Thank You!

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