The Journey of a New Journal Editor – Year 1 at JAMA

Howard Bauchner, MD

Editor-in-Chief, JAMA and Scientific Publications
and Multimedia Applications

Professor of Pediatrics and Public Health
Boston University School of Medicine, Boston Medical Center

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Talking Points

- JAMA
- Experience
- Philosophy
- Changes
- Future of publication

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JAMA

- First published in 1883
- General medical journal
- Published 48 times per year
- Occasional theme issues
- Flagship publication of the AMA

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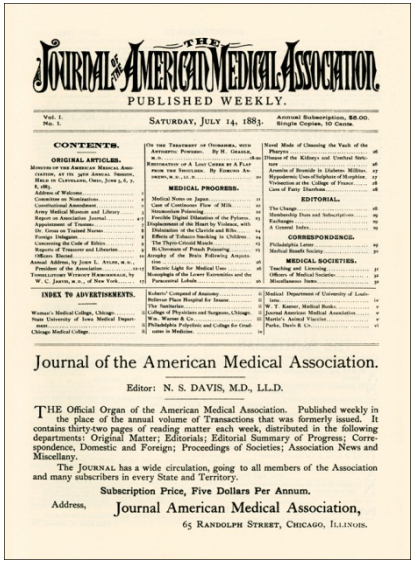

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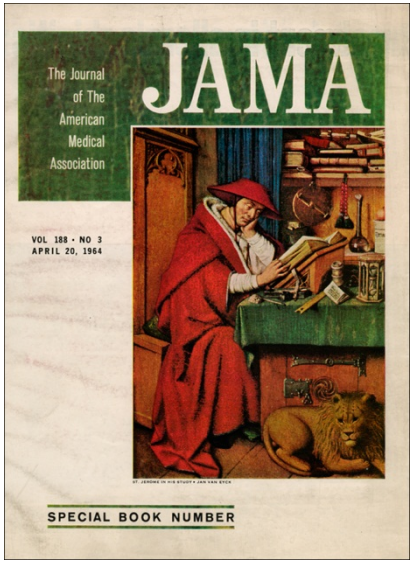

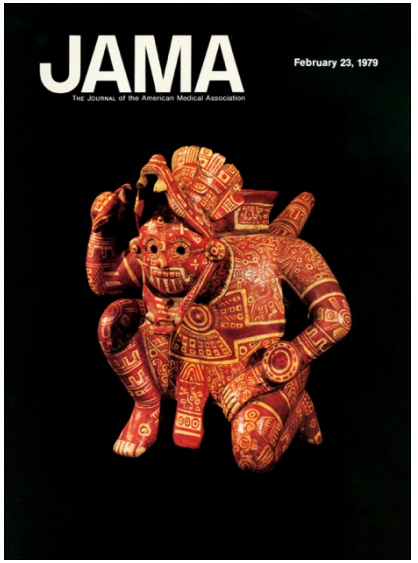

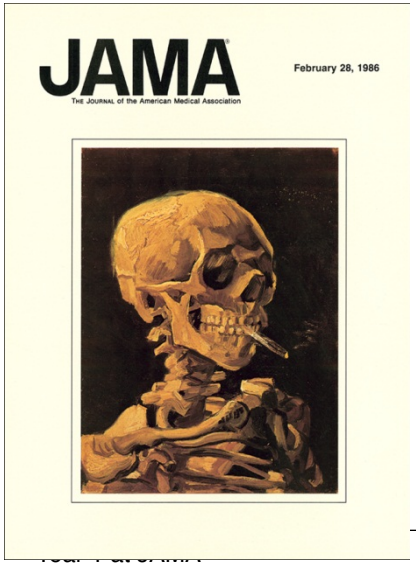

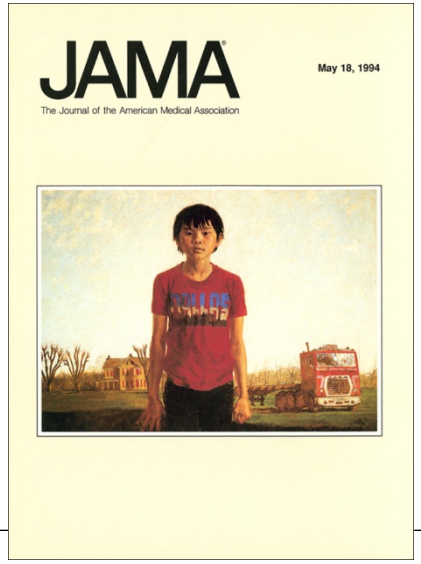

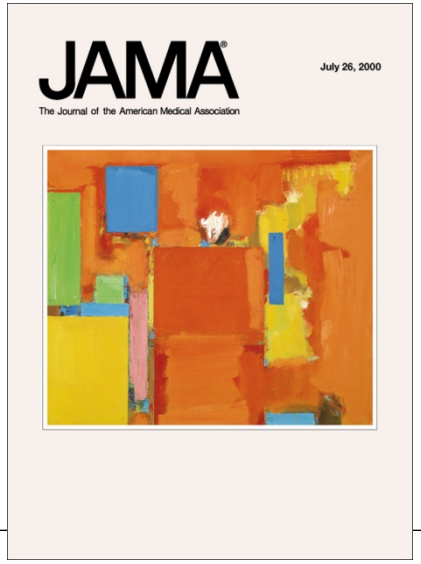

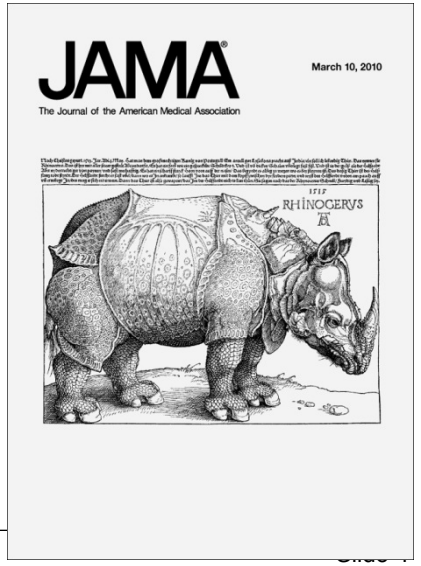

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Background

- Pediatrician
- Training in epidemiology and biostatistics
- Began in medical publishing in 2000
- Became EIC of ADC in 2003
- Involved in many aspect of BMJ Publishing
- Desire to continually innovate
- JAMA EIC 2011

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Practice is science touched with emotion

Stephen Paget

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Readers, Listeners, Viewers, Learners, Networkers

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- 310,000 subscribers
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- 32,000,000 page views each year
- 13,000,000 visits each year
- 9,000,000 million unique users
- 50,000 mobile device contacts per month
- 500 subscribers to daily news@JAMA (monthly hits ~9000)

Networkers

- Bloggers, Tweeters, Facebook

Listeners

- 25,000 listen to editor's podcast each week
- 15,000 hear our author podcasts
- 3,000 join in monthly "Author in the Room" podcasts

Viewers

- 2,000 view our weekly author videos
- 19,000,000 see weekly JAMA report videos

Learners

- 3,000 participate in weekly CME quizzes completed
- 2,600 readers responses to Clinical Challenge

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Vision

- Solicit the best content
- Create new content
- Present content creatively
- Use innovation wisely
- Engage our audience

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Making a Great Journal Better!!!

- Content
- Organization
- Technology
- Resources

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Content

- Strengths and weaknesses
  - Outstanding original research
  - Very good clinical material
  - Very good “value-added” content
- Audience
- The fine art of balance

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Organization

- Protect editorial independence
- Ensure organizational structure supports vision
- Print to publishing to web no longer a viable option
- Print centric to web centric – wrong model

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Technology

- Used to communicate content
  - Intelligent innovation
  - Agnostic communicator
- Potential tools
  - Audio, video, web, multi-media, QR codes, 3-D, data-optimization
- Platforms
  - Print, web, smart phones, tablets
- Social platforms

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Changes

- Illustrated covers
- news@JAMABlogs (daily updates on website)
- The JAMA Forum
- Weekly VIDEOS of authors
- Use of QR codes
- Doubling of podcasts
- Introduction of viewpoints and “dueling” viewpoints with poll
- New table of contents (single page)
- Development and introduction of Clinical Challenge with other new article types to follow
- Launch of new website (May, 2012); app (Spring, 2012); print design (January, 2013)

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JAMA Cover Today

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THE COVER

Alison E. Burke and Cassio Lynm, *Viewpoints*, 2012. This week's issue of *JAMA* features 2 companion illustrations of different vantage points in the same cityscape. These covers mark the debut of a new *JAMA* section, Viewpoints. Look for details in the magnification of the cover images online at www.jama.com.

Opinions and ideas of the present often build on foundations of knowledge from the past. Reacting and evolving, points of view also have a temporal quality. Moments of pause and elapsed time serve to create new reflections and different insights. Details gain significance and distant ideas become clearer on further inspection, thereby altering one's overall perspective.

For this week's issue, the cover features 1 of 2 different scenes, marking the debut of a new *JAMA* section, Viewpoints. The landscape of medicine and health care is never static. Much like a cityscape, it is always changing and moving—being deconstructed, reconstructed, and reinterpreted. Drawing inspiration from the rich tradition of architecture surrounding the *JAMA* offices in downtown Chicago, we present companion illustrations of 2 points of view in a canyon of buildings to emphasize the concept that complex issues require many vantage points to grasp their intricacies.

Our readers will receive 1 of the 2 versions of the cover in print. To see the covers up close and in detail, visit www.jama.com.

Alison E. Burke, MA, CMI, and Cassio Lynm, MA, CMI

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November 7, 2011

Bans on Sugary Drinks in Schools Have Little Impact on Consumption

Filed under: Diabetes Mellitus, Diet, Health Policy, Nutrition/ Malnutrition, Obesity — Bridget M. Kuehn @ 3:27 pm

State bans on the sale of sugar-sweetened beverages in schools may reduce access to such drinks during school hours, but they have little effect on overall consumption of such products, according to a study published online today in the *Archives of Pediatrics and Adolescent Medicine*. Moreover, banning only the sale of soda in schools has little impact on student access to sugary drinks there.

Increasing consumption of sodas, sports drinks, and sugar-sweetened juice drinks among adolescents has raised concern among public health authorities about the potential for this trend to contribute to obesity, diabetes, and metabolic problems among youth. In fact, soda consumption now accounts for more calories consumed by 14- to 18-year-olds than any other food or beverage category.

Hoping to combat this trend, many states have

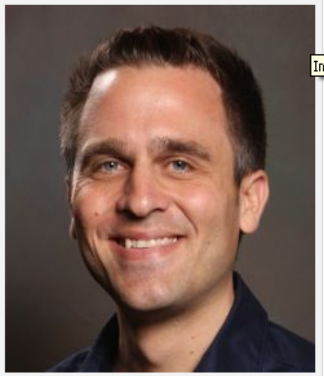

Image: Christie's Photographic Studios

Daniel R. Taber, PhD, MPH, a postdoctoral research associate at the University of Illinois at Chicago, and his colleagues found that policies banning the sale of sugary beverages in schools have had only limited success at reducing middle school students' consumption of these products.

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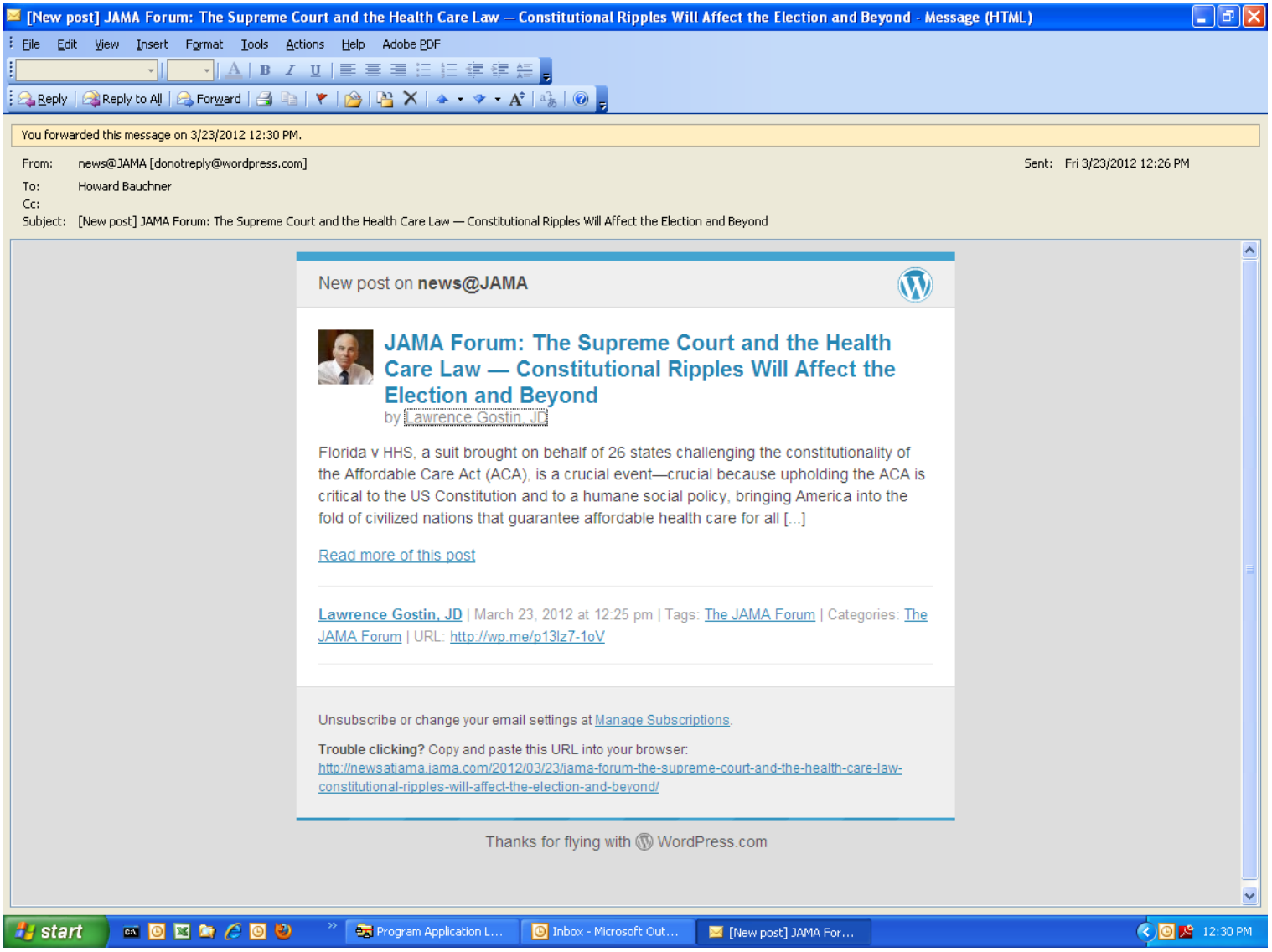

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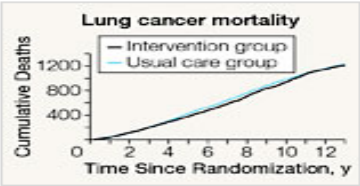

ORIGINAL CONTRIBUTION

Screening by Chest Radiograph and Lung Cancer Mortality: The Prostate, Lung, Colorectal, and Ovarian (PLCO) Randomized Trial

In the Prostate, Lung, Colorectal, and Ovarian Cancer Screening Trial, 154901 participants were randomized to annual chest radiographic screening or usual care for 4 years. Oken and colleagues assessed lung cancer mortality through 13 years. In an editorial, Sox discusses the meaning of the evidence in terms of mortality. » Abstract » Free Full Text

ORIGINAL CONTRIBUTION

Long-term Outcomes Among Older Patients Following Nonmyeloablative Conditioning and Allogeneic Hematopoietic Cell Transplantation for Advanced Hematologic Malignancies

Sorror and colleagues assessed long-term outcomes among 372 patients who were treated for advanced hematologic malignancies with a nonmyeloablative regimen before hematopoietic cell transplantation (HCT) at 18 collaborating institutions between 1998 and 2008. In an editorial, Mineishi discusses challenges associated with HCT in older patients. » Abstract » Full Text

ORIGINAL CONTRIBUTION

Moderate Alcohol Consumption During Adult Life, Drinking Patterns, and Breast Cancer Risk

To examine the association between breast cancer and alcohol consumption, Chen and colleagues analyzed data from 105986 Nurses' Health Study participants who completed 8 alcohol assessments between 1980 and 2008. In an editorial, Narod discusses the relationship between alcohol consumption patterns and breast cancer risk.

» Abstract » Full Text » Author Video/Audio Interview

» *JAMA* Report Video

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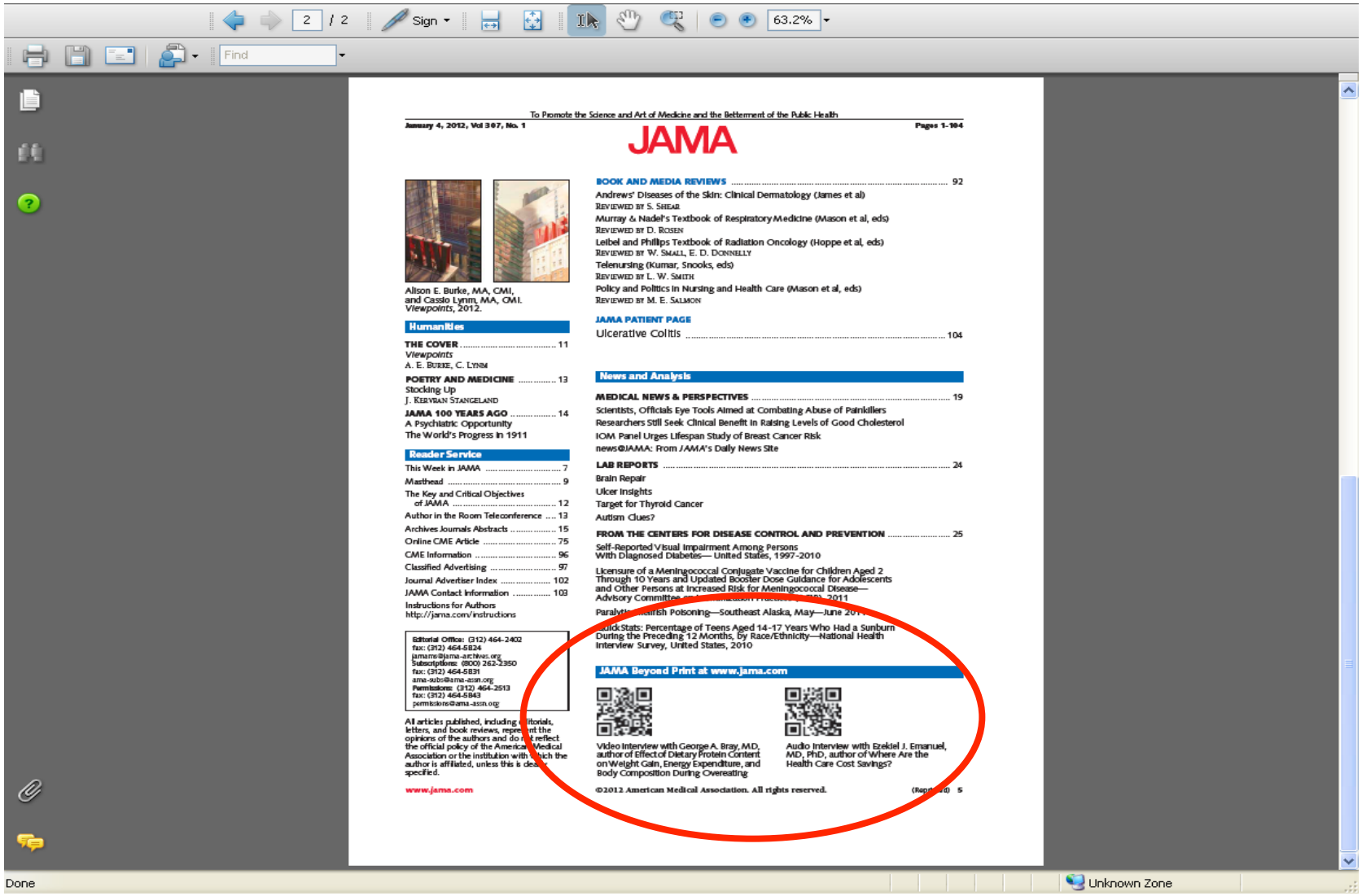

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Audio Interview with Ezekiel J. Emanuel, MD, PhD, author of Where Are the Health Care Cost Savings?

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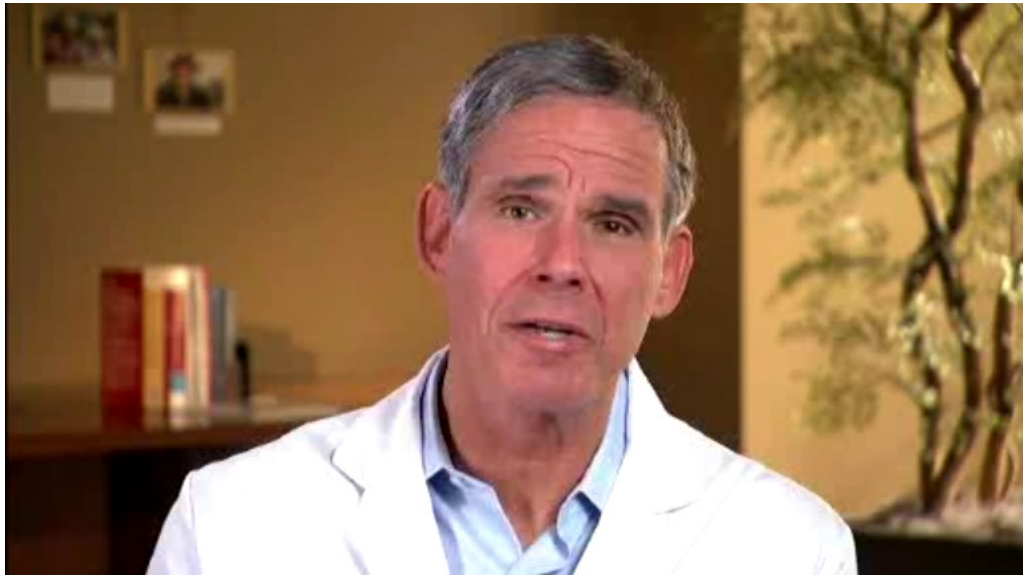

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The Impact of Author Videos

"The outreach of your journal was readily apparent to me when a colleague of mine at Watson Clinic, who talked to her mother monthly, from a remote village in India, and her mother asked her if she knew anything about a paper by Dr. John Canto in JAMA which she recently read about…"

John Canto

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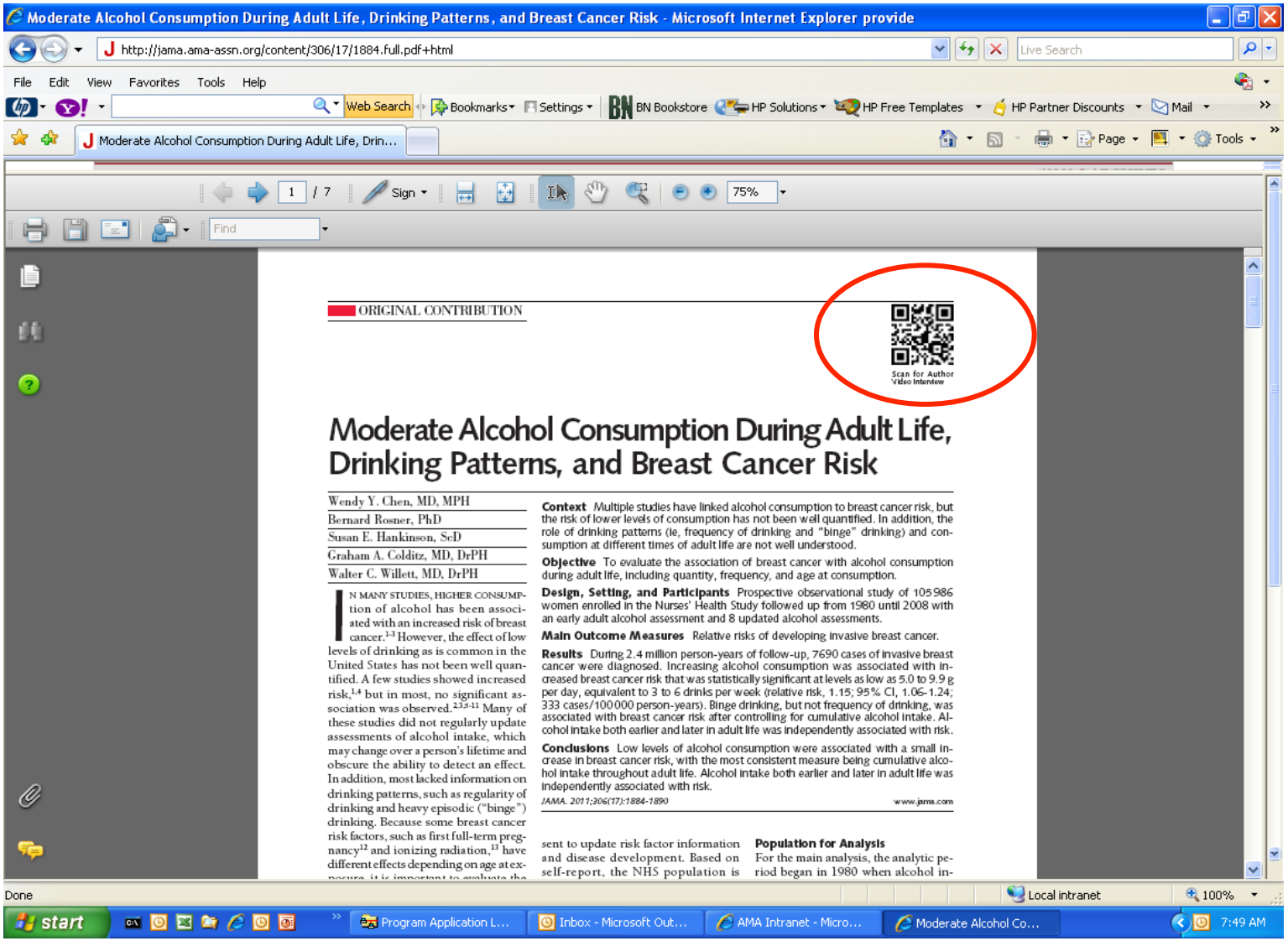

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JAMA Clinical Challenge

Indurated, Purplish Plaque on Newborn

An indurated, well-defined purplish plaque measuring 10.5 x 8 cm was observed on the patient's back (figure reprinted from *Arch Pediatr Adolesc Med.* 2011;165[6]:563-564).

Huan J. Chang, MD, MPH

A female neonate carried to term and born weighing 2.87 kg was delivered spontaneously to a 29-year-old woman with no medical illness. The

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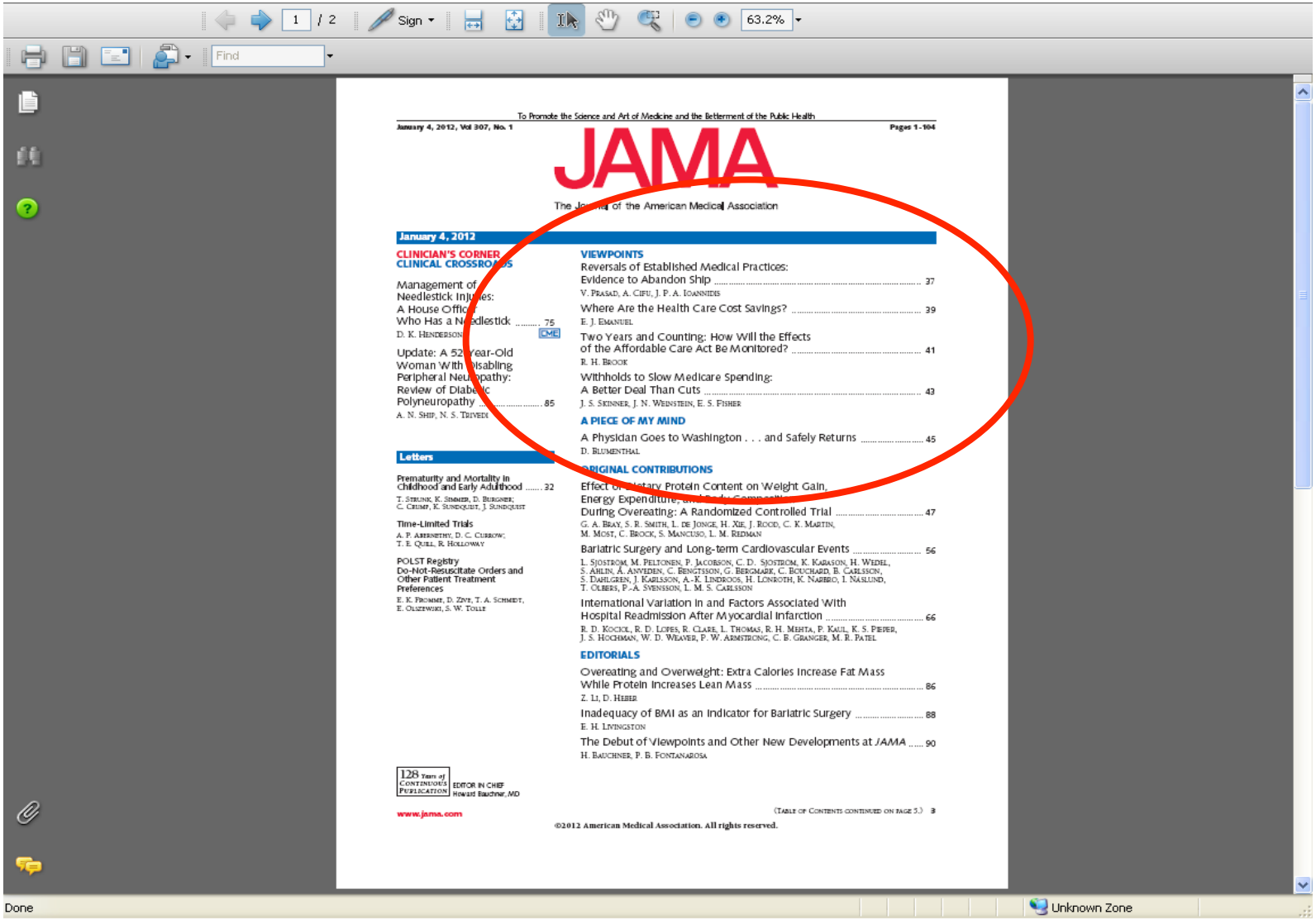

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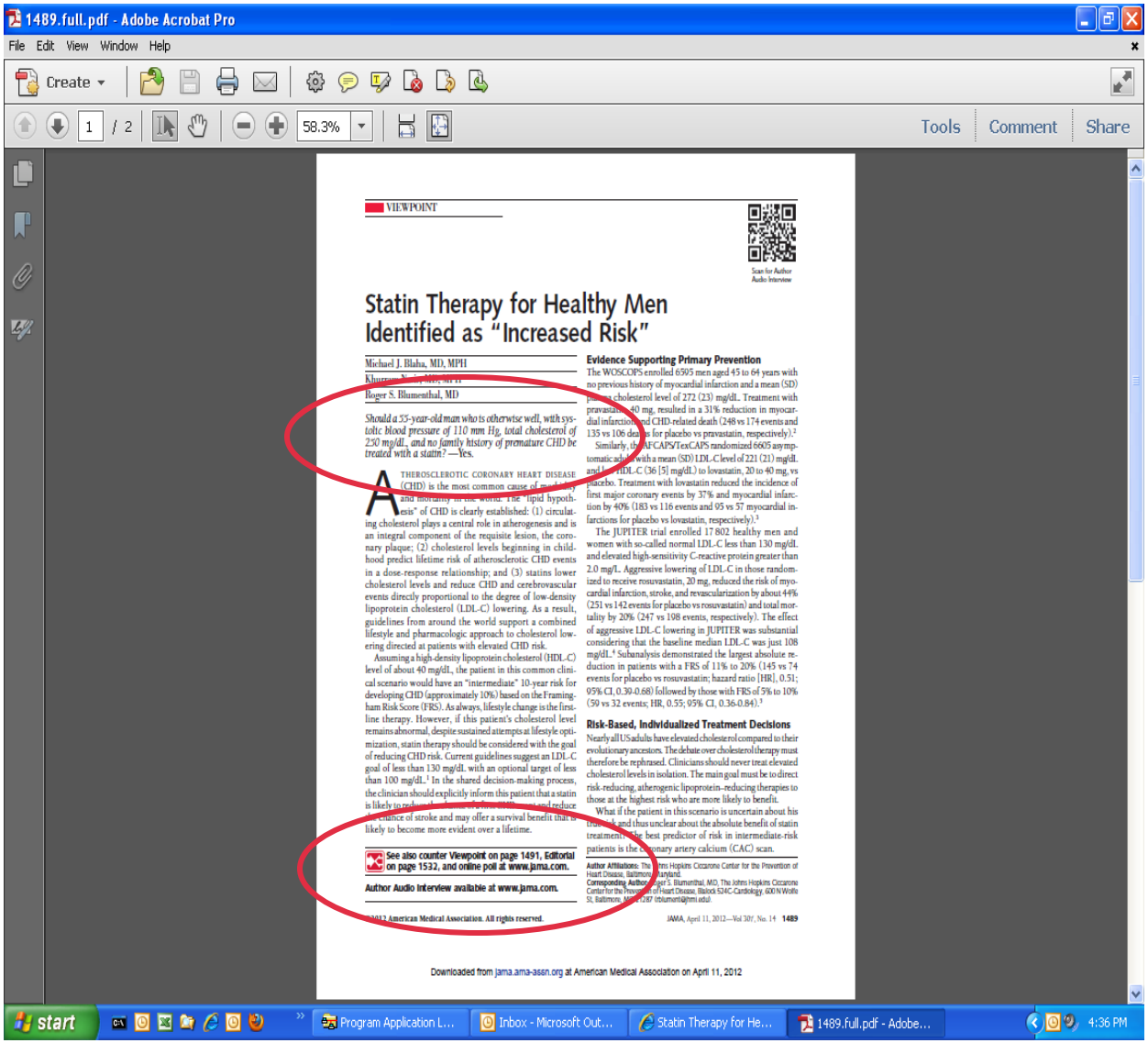

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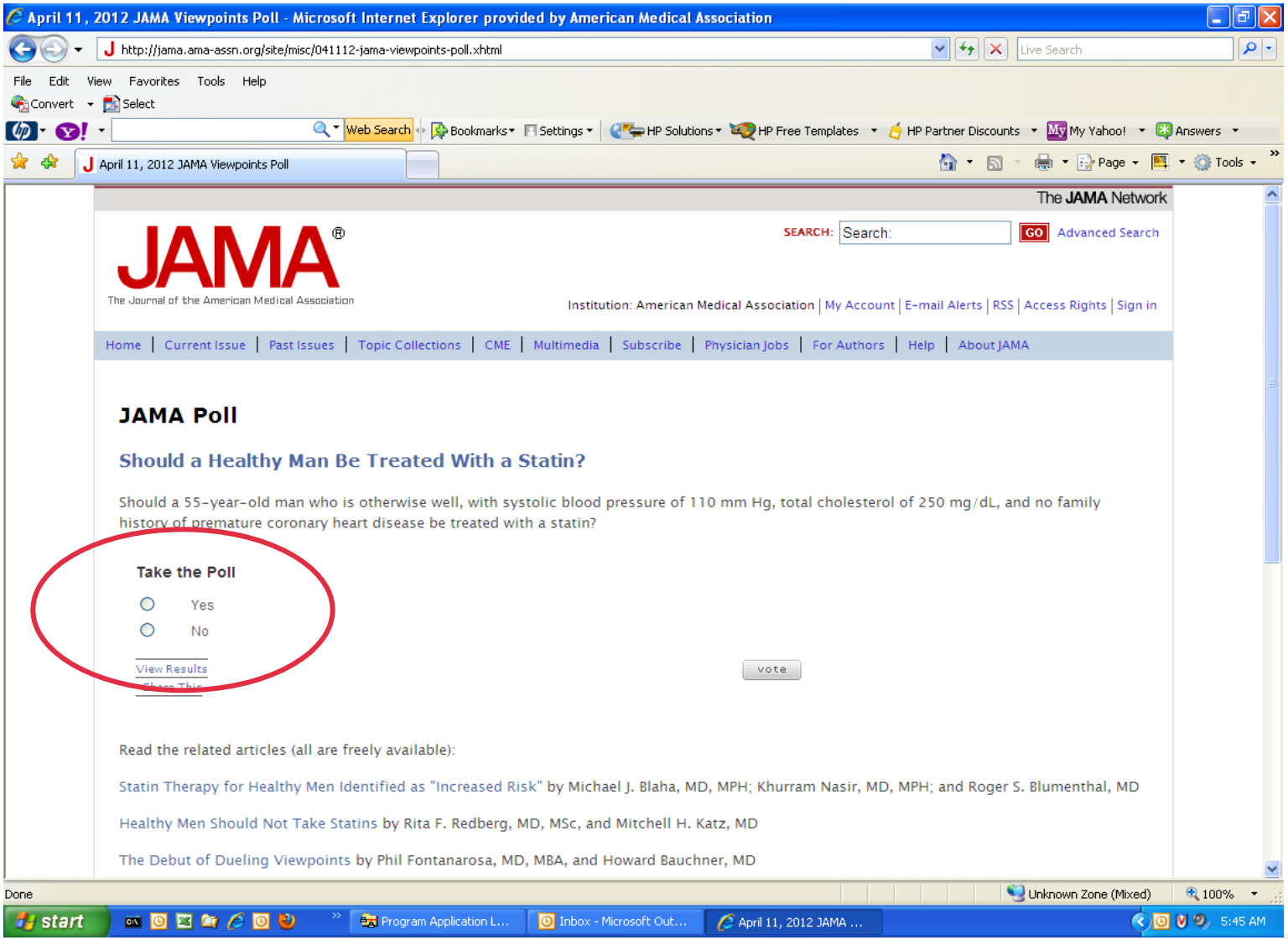

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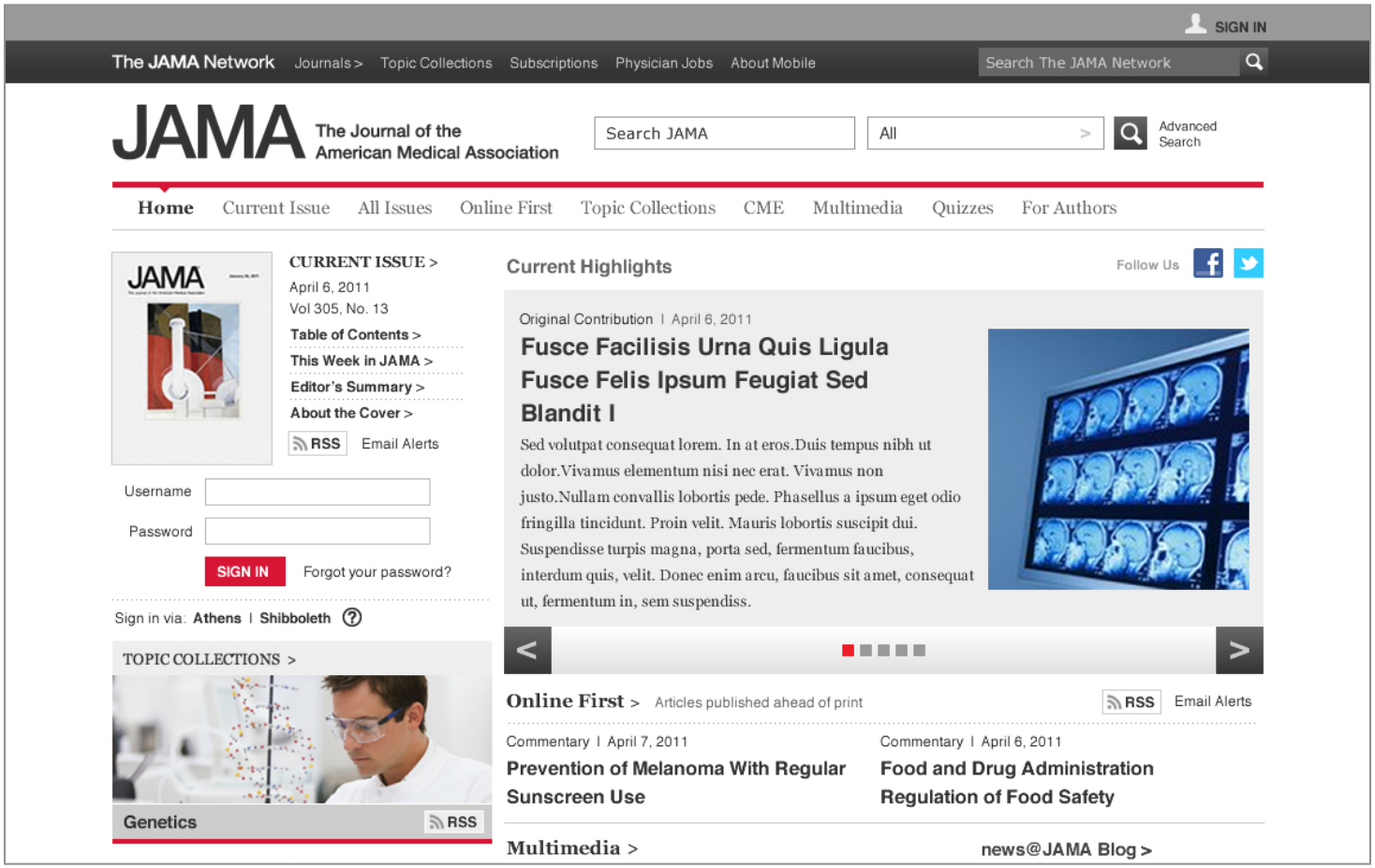

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Obesity affects all major organ systems, including the skeletal, muscular, endocrine, gastrointestinal, reproductive, cardiovascular, and pulmonary systems. Complications of obesity in children can be both life threatening and life ending. For these reasons, many families consider diets to prevent or treat obesity.

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Evaluation of Dilated Common Bile Duct From Duodenum Using Endoscopic ... (01:09)

Multiple rounded echogenic structures with a hypoechoic center are seen in a dilated common bile duct suggestive of biliary ascariasis.

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Gastrojejunostomy Tube Placement in a 17-year-old Girl

news@JAMA

March 27, 2012

JAMA Forum: The Other Important Issue Before the Supreme Court—Medicaid Expansion

By Aaron E. Carroll, MD, MS
So much attention has been paid to the individual mandate that relatively few have bothered to focus on the other questions that will be debated tomorrow in front of the Supreme Court. One involves the expansion of Medicaid, and it is absolutely worth some time. As Medicaid currently stands, ...

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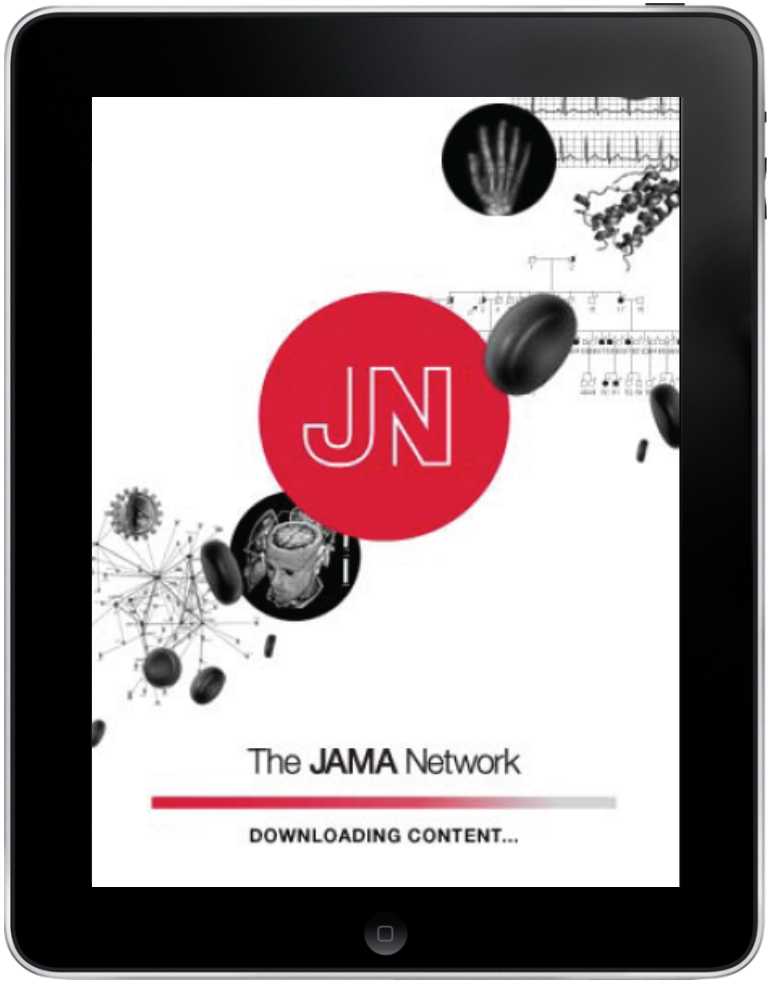

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- Must understand and redefine our audience
- Commit to being an agnostic communicator
- Print may die
- Surprises lurk everywhere
- Be nimble, be quick
- Embrace technology - wisely

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