PUBLISHING: AN IMPERATIVE IN THE PHARMACY PROFESSION

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Disclosure

- Mary Choy is the presenter for this continuing education activity and has reported no relevant financial relationships.
Objectives

■ Discuss reasons for publishing and ways to prepare an effective publishing proposal

■ Outline techniques to overcome the barriers to writing and publishing

■ Identify criteria for authorship and characteristics of an effective writer

■ Describe the publication process and strategies for maximizing the likelihood of publication
How many of you have...

■ Published an abstract or presented a poster at a meeting?

■ Published articles in non-peer reviewed journal(s)?
  - Trade Journals or Magazines

■ Published articles in peer reviewed journal(s)?

■ Authored book chapters

■ Anxiety about writing?
TO PUBLISH OR NOT?
Before publishing...

- Peer review an abstract
- Serve as a poster mentor
- Peer review journal articles
- Network!
  - Be vocal and visible
  - Conferences
  - Chat at posters
Why don’t we publish?

■ No time/energy

■ No mentor

■ No collaborator

■ Nothing to write about

■ No self-confidence

■ Dislike of writing
Why don’t we publish?

- Finding time to write

- Daunting process
  - Author instructions and checklist
  - Internal review
  - Peer review
  - Acceptance, modification, resubmission

- Fear of rejection!
Why do we publish?

- Professional advancement

- Personal satisfaction

- Contribute to the profession
  - Add to evidence-based medicine
  - Share ideas and knowledge, improve knowledge

- Honorariums?
  - Drug Topics
  - US Pharmacist
THE PLANNING STAGE
Where do ideas come from?

- Your work
- Colleagues
- Professional Society Involvement
- News and professional websites
- Editors
- New areas of practice
- Lack of useful resources
What’s special about your idea?

- Does it engage you?
  - New, compelling and innovative

- Is the information already available?
  - Important and relevant

- Is the market willing to pay for the information?

- Would you pay for the information?

- Help provide a new service or improve an existing one

- Present information to students in a more compelling way
What’s special about your idea?

- Report on new information (e.g., a new way to give a drug, a new ADR or its presentation)
- Help users comply with regulatory or accreditation standards
- Define the scope of an emerging field
- Summarize existing information
- Reformat existing data into a more user-friendly format
Qualities of a Great Paper

- Readability
- Topic is interesting and timely
- It provides information the reader can use
- Manuscript is well organized
- Tables and figures add to the text
- Memorable
Publication Types

- Abstracts
- Letters to the editor
- Monographs
- Case studies
- Review articles
- Survey articles
- Original research
- Handbook
- Book reviews
- Book chapters
Impact Factors

- Mathematical representation, or quantification, of how often articles from the journal are referenced or cited over a period of time.

- Pharmacy-focused journals are generally in the range of 1.5 - 3.0, whereas those of major medical journals can be as high as 50.
<table>
<thead>
<tr>
<th>Journal</th>
<th>Impact Factor</th>
</tr>
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<tbody>
<tr>
<td>New England Journal of Medicine</td>
<td>55</td>
</tr>
<tr>
<td>JAMA</td>
<td>30</td>
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<tr>
<td>Pharmacological Reviews</td>
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<tr>
<td>Trends in Pharmacological Sciences</td>
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<td>Pharmacologic Reviews</td>
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<tr>
<td>Clinical Pharmacology and Therapeutics</td>
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<tr>
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<tr>
<td>AJHP</td>
<td>2.2</td>
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<tr>
<td>Annals of Pharmacotherapy</td>
<td>2.16</td>
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<tr>
<td>Journal of Pharmacy Practice</td>
<td>1.85</td>
</tr>
<tr>
<td>Journal of The American Pharmaceutical Association</td>
<td>1.34</td>
</tr>
</tbody>
</table>
Prep Work

- Read and follow the journal/editor instructions
- Design an outline
- Perform a literature search
  - Recent vs older articles
  - Internet vs Pubmed
- Make notes. Be informed!
- Don’t take shortcuts
How do I find out if my idea is any good?

- Contact editor of journal
  - Email proposed topic idea and summary
  - Wait for response
    - Immediate vs. months

- Completed manuscript?
  - Follow the journal guidelines
    - Submit online to website or email copy to editor

- Failure?
  - Try again!
TO COLLABORATE OR NOT?
Authorship

- Discuss lead authorship and roles for each author
- Include the right people and avoid author inflation
- Discuss document sharing (box, dropbox, google drive) and referencing tools
- Set regular meetings
- Create deadlines and adhere to them
- Use acknowledgments appropriately
Criteria for Authorship

Authorship credit should be based only on:

1. Substantial contributions to conception and design, or acquisition of data, or analysis and interpretation of data;
2. Drafting the article or revising it critically for important intellectual content; and
3. Final approval of the version to be published.

Acquisition of funding, collection of data, or general supervision of the research group, alone, does not justify authorship.

Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.

Primary Author Responsibilities

■ Authorship
■ Deadlines
  – Abstract submissions
  – Manuscript sections: 1st draft, 2nd draft, Final version
■ Selecting a target journal/publication
  – Who is your target audience?
  – Does it have an appropriate section?
  – Is there a peer-review process?
  – Is impact factor important?
  – Is it indexed (e.g., MEDLINE)?
Corresponding Author Responsibilities

- Communicates with the journal editor
  - Publication decisions
  - Revisions
  - Galley proof approvals

- Generally 1st author or senior author

- Permanent contact information versus a student/resident who is likely to change positions
Co-Authors Gone Bad – Publishing Conflicts

- A co-author feels that they have not had adequate opportunity to provide input into the revision process.
  - If a co-author insists on having input on a paper, but is then too busy to do the work.

- Communication among co-authors breaks down and stops because of personality conflicts, professional rivalries, or jealousies.

- A paper may be submitted for publication without input from one or more co-authors.
Qualities of an Effective Writer

■ Writing is a commitment!

■ Good writer vs Effective writer

■ Think first – Do I have the time?

■ Can I meet the deadlines?

■ Do I write alone or collaborate?

■ A good writer does not always make a good editor
Tips on Being an Effective Writer

1. Practice your craft
   - Make the time to write
   - Create a schedule and abide to it
   - Write daily for 15-30 minutes
   - Nights/weekends

■ Writer’s block
   ■ Don’t assume all writing will be completed during free hours and weekends
   ■ Starbucks vs home?
Tips on Being an Effective Writer

2. Challenge Yourself

3. Don’t Write Like an Fool
   - Learn the basics of grammar, invest in a book such as the MLA Handbook for Writers of Research Papers

4. Start Small with newsletter publications

5. Don’t Give Up on Publishing

6. Learn how to Pitch Your Ideas
LET’S GET STARTED ON THE WRITING PROCESS!
A Day in the Life of a Procrastinator.

10am. Loll about
11am. Diddle daddle
1pm. Linger

5pm. Lollygag
7pm. Mosey.

Guidelines

- Writing means revising daily
- Review and revise, revise, revise!
- Ask questions to the editor
- Ask colleagues/friends/family to review of your material
Writing the 1st Draft

■ 1st draft typically VERY different from final draft

■ Write an outline

■ Thoughts first; perfection comes later

■ Start at the Introduction and work in the various sections OR jump around each section

■ Write in the journal’s style

■ Create the tables and figures

■ Write the abstract last
Title Attracts Readers!

- Need a hook - capture the reader’s interest!
- Be descriptive and concise
- Does not lead the reader to a biased conclusion
- Most “readers” do not read past the title
Introduction

■ 1-2 paragraphs that set the stage for posing the research question that will tell readers what is not known but needs to be known

■ Answers 3 simple questions:
  – What is known?
  – What is not known?
  – What questions need to be answered?
How to Get Your Paper Read: The Abstract

- Used by readers to identify articles of interest
- Will be used by indexing services
- Can be viewed as a “mini paper”
- Include the components of the full manuscript:
  - Background
  - Objectives
  - Methods
  - Results
  - Conclusions
- Follow Journal instructions for format and do NOT exceed word limit
What Makes a Good Table?

- Displays numerical or text data more clearly than text would
- Numbering of tables if more than 1 table
- Fits on a single page
- Has a clear title and does not duplicate the text
- Is not too “busy”
- Has a footnote that defines abbreviations
What Makes a Good Figure?

- Show a trend or a pattern of relationship between sets of values
- Visual presentation of results, including graphs, diagrams, photos, drawings
- Fits on a single page and submitted on separate page
- Has a clear legend
- Does not duplicate the text
- Is not too “busy”
- Has a footnote that contains abbreviations
- Is professionally drawn
Making Conclusions

- State what your paper means for clinical practice.
- Make conclusions supported by evidence that relate to your objectives.
- If “further studies are needed”, suggest the optimum design.
- Avoid overstatement.
  - Essential...major finding...one must conclude...we can all agree..
- Avoid understatement.
  - It appears that...possibly...it may be true...potentially...
References

- Reference Management Tool
  - Zotero, EndNote, Refworks
- Include the most relevant, high quality papers
- Include sources that a reader can retrieve
- Primary references
- Follow journal guidelines in using an appropriate number of references
- Cite references in the correct Journal format
- Never cite a reference you haven’t read!
Free, easy-to-use tool to help collect, organize, cite, and share your research sources

- Indexes the full-text content of your library
- Add PDFs, images, audio and video files, snapshots of web pages, etc
- Create citations in Word
- Sync data across multiple devices
- Collaborate with others in research groups
  - Share research library, notes, discussion threads, bibliographic data
Zotero [zoh-TAIR-oh] is a free, easy-to-use tool to help you collect, organize, cite, and share your research sources.

Grab your research with a single click.

A personal research assistant.

Zotero is the only research tool that automatically senses content in your web browser, allowing you to add it to your personal library with a single click. Whether you’re searching for a preprint on arXiv.org, a journal article from JSTOR, a news story from the New York Times, or a book from your university library catalog, Zotero has you covered with support for thousands of sites.

Store anything.

Zotero collects all your research in a single, searchable interface. You can add PDFs, images, audio and video files, snapshots of web pages, and really anything else. Zotero automatically indexes the full-text content of your library, enabling you to find exactly what you’re looking for with just a few keystrokes.
Ethical Issues

- Submission to (or publication in) multiple journals
- Ghost writers
- Undisclosed conflicts of interest
- Data tampering
- Plagiarism
Copyright and Permissions

- Publisher holds the copyright of publications
- Author is responsible for obtaining permissions
- Receive permission to reproduce previously published figures or tables
  - $
Submission Letter

- Name the person responsible for correspondence
- State your intent and briefly summarize the paper
- Describe the reason for publication
- State reason for selecting that journal and which section it should be in
- You may disclose reviewers to avoid
What do Journal Editors Expect?

- Papers not under consideration elsewhere
  - Black-list
- Compliance with author instructions
- Papers within the journal’s scope
- Well-written, error-free final versions
- Original works with new information/concepts
- Up-to-date information
- No evidence of commercial bias
- Adherence to revision deadlines
- Complete responses to reviewer comments
Responding to Reviewers’ Comments

- Respond promptly and courteously to the editor.
  - Use the critique constructively

- Address each comment made by reviewers

- Reviewers may reflect reaction of readers

- If rejected, review the comments, update paper and re-submit to another journal
Acceptance of Article

- Proofread galley proof word-for-word!

- Respond to comments/questions from the copyeditor

- Avoid adding new material during proofing or get permission to do so

- Return the manuscript promptly

- Keep a copy of the corrected proof
Timeline #1

April 2010
Contact editors

May 2010
Design outline and start writing

September 2010
Draft #1

November 2010
Submit final copy to journal

January 2011
Article accepted for publication
Timeline #2

May 2014
Start writing the article

December 2014
Poster Presentation

January 2015
Submission to journal

May 2015
Rejection

July 2015
Accepted with revisions

May 2015
Incorporate reviewer comments and resubmit to another journal

September 2015
Revised article was accepted

April 2016
Received galley

September 2015
Revised article was accepted
WRITING OPPORTUNITIES

Educational Grants
ASHP, NYSCHP Publications
Pharmacy & Therapeutics Journal
Educational Grants

- Local Chapters: Grants Committee

- Requirements (www.nyschp.org)
  - Needs Assessment (References)
  - Objectives
  - Budget
  - Letter of Request
  - Agenda/Program Brochure
  - W-9 form and Tax ID for NYCSHP
  - Tax ID for NYSCHP
Educational Grants

- Meet an educational need by providing information designed to assist health care professionals in their efforts to enhance patient care
- Further the understanding of emerging therapies based on a documented unmet need
- Incorporate evidence-based medicine in the program objectives and methodology
- Assist health care professionals in carrying out diagnosis and treatment strategies more effectively and efficiently
- Support the efforts of health care professionals to broaden patient knowledge and awareness of disease states and treatment options
- Address performance and quality improvement

We focus our support where there is the greatest need in areas that overlap with our areas of interest.

We have incorporated Call for Grant Applications into our process. Please check Call for Grant link on the homepage for grant submission details.

**CARDIOVASCULAR**
Currently Accepting Applications in Response to Call for Grants
- Atherosclerosis - CGA closed
- Acute Coronary Syndrome
- Chronic Kidney Disease – Anemia - CGA closed
- Dyslipidemia - CGA closed
- Hypertriglyceridemia - CGA closed

**ENDOCRINOLOGY**
Currently not Accepting Applications
- Type 1 Diabetes
- Type 2 Diabetes

**INFECTION DISEASE**
Currently not Accepting Applications
- Influenza - CGA closed
- Pediatric Respiratory Viral Disease (RSV) - CGA closed
- Pediatric Fellowships - CGA closed

**NEUROLOGY / PAIN**
Opioid-Induced Constipation

**ONCOLOGY**
- Immunology-Oncology
  - NSCLC
  - Head and Neck Cancer
  - Mesothelioma
- Medullary Thyroid Cancer
- Metastatic Breast Cancer
- Non-Small Cell Lung Cancer
- Ovarian Cancer

**RESEARCH & DEVELOPMENT**
- Scientific or educational activities designed to educate research scientists, principal researchers, drug development professionals, academics, pre-doctoral students, doctoral students and fellows. These programs must be educational and non-promotional in nature and planned, designed and implemented in accordance with the U.S. Food and Drug Administration’s Guidance on Industry-Supported Scientific and Educational Activities.

**RESPIRATORY**
- COPD
- Asthma

**RHEUMATOLOGY / IMMUNOLOGY / AUTOIMMUNE**
- Gout

**GLOBAL GRANTS**
- Endocrinology
Educational Grants

Grant Process

**Step 1 - Create a User Account**

1. Go to “Submit a Grant” header on the menu and select a grant type. There are three types of grant applications. Select from the following links:
   - General
   - Fellowship
   - Regularly Scheduled Series
   Each link lists the minimal requirements for a completed application.
2. Click on the “Continue to Application” button.
3. Click on the “Click here to create a new account” link.
4. Enter your “User Name” (must be 6-20 alphanumeric characters).
5. Enter your “Email Address”
6. Retype Email Address
7. Enter “Password” (must be 6-20 alphanumeric characters)
8. Retype Password
9. Select the “Create Account” button
American Journal of Health-System Pharmacy (AJHP)

- Editor-in-Chief:
  - Daniel J Cobaugh, Pharm.D., DABAT, FAACT

- Medline-indexed journal

- Online submission:
  [http://www.ajhp.org/site/misc/ifora.xhtml](http://www.ajhp.org/site/misc/ifora.xhtml)

- AJHP Residents Edition
  - Quarterly online supplement
  - Provides a forum for pharmacy residents and recent residency graduates to showcase their residency projects
Journal of Pharmacy Practice

- A peer-reviewed journal dedicated to medication management and pharmacy practice
- Editor-in-Chief:
  - Henry Cohen, PharmD, MS, FCCM, BCPP, CGP
- Indexed in Medline
- Online submission: [https://mc.manuscriptcentral.com/jpp](https://mc.manuscriptcentral.com/jpp)
# Publisher’s Report

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Totals</th>
</tr>
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<tbody>
<tr>
<td>Total Circulation</td>
<td>10,000</td>
</tr>
<tr>
<td>Online Usage, Full Text Downloads</td>
<td>85,000</td>
</tr>
<tr>
<td>Subscribers</td>
<td>US (45%), Western Europe (17%), South America (13%), Asia (7%), United Kingdom &amp; Middle East (5%)</td>
</tr>
<tr>
<td>Site Visitors</td>
<td>200,000 (US 125,000)</td>
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<tr>
<td>Electronic TOC Alerts</td>
<td>2,500</td>
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<tr>
<td>Articles Received</td>
<td>200</td>
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<tr>
<td>Articles Published</td>
<td>80</td>
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<tr>
<td>Rejection rate</td>
<td>60%</td>
</tr>
<tr>
<td>Total journal pages</td>
<td>576</td>
</tr>
<tr>
<td>Abstracts Published</td>
<td>College of Psychiatric and Neurologic Pharmacists, NYSCHP Annual Assembly, NYSCHP Residency Program</td>
</tr>
</tbody>
</table>
NYSCHP News Brief

■ The Official Newsletter of NYSCHP

■ Director of Communications
  – Catherine A. Millares-Sipin, PharmD, CGP, BCPS
  – Email: catherine.millares-sipin@touro.edu
NYSCHP: News Brief

■ Call for Articles!
  - Best Practices Highlights
    ■ Medication reconciliation process for transitions of care
    ■ Use of barcode technology to decrease medication error
    ■ Standardized drip rates for IV medications
    ■ Interdisciplinary practices to improve outcomes

  - NYSCHP Book Club
    ■ Book review ~ 500 words
Pharmacy & Therapeutics Journal

- Medline-indexed journal

- Total circulation: 58,700

- Pharmacovigilance Forum
  - Editor: Michele B. Kaufman, PharmD, CGP
  - michekauf@yahoo.com
  - Selected cases are noteworthy topics with teaching points related to drug-induced diseases
ASSESSMENT TIME!
Question #1

A colleague should be offered authorship if their sole contribution to the manuscript was:
A. Conceiving the project idea.
B. Enrolling the patients in the study.
C. Writing the second draft of the paper.
D. Performing the statistical analysis.
E. None of these activities alone qualifies for authorship.
Question #2

The author of the paper holds the copyright and is free to use all components as he/she sees fit.

A. True

B. False
Question #3

After receiving provisional acceptance from the journal and comments from reviewers, the best approach is to:

A. Let the correspondence lie on your desk for a few weeks
B. Respond only to the comments that you feel have merit
C. Address each comment made by reviewers, regardless of perceived merit
D. Respond to the editor promptly and courteously

E. C and D
An example of an author following best practices is submitting a completed manuscript to multiple journals to ensure the likelihood that the publication will be accepted.

A. True
B. False
Question #5

Prior to publishing the manuscript, it is important to:

A. Work with the copyeditor
B. Proofread galley
C. Add any new and updated material
D. A and B
E. All of the above
THANK YOU!