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

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Talking Points

• JAMA
• Experience
• Philosophy
• Changes
• Future of publication
JAMA

- First published in 1883
- General medical journal
- Published 48 times per year
- Occasional theme issues
- Flagship publication of the AMA
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
Practice is science touched with emotion

Stephen Paget
Readers, Listeners, Viewers, Learners, Networkers

Readers
- 310,000 subscribers
- 75,000 eTOC subscribers
- 25,000 RSS feeds
- 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)

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

Networkers
- Bloggers, Tweeters, Facebook
Vision

• Solicit the best content
• Create new content
• Present content creatively
• Use innovation wisely
• Engage our audience
Making a Great Journal Better!!!

- Content
- Organization
- Technology
- Resources
Content

• Strengths and weaknesses
  – Outstanding original research
  – Very good clinical material
  – Very good “value-added” content
• Audience
• The fine art of balance
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
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
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)
O
visions and ideas of the modern city are
founded on knowledge from the past.
Carving and carving—points of view also live
a temporal quality. Moments of peace and dislocated
serves to create new sensations and different insights.
Details gain significance and distinct ideas become clearer
on further inspection, thereby showing one’s overall
perspective.

For this week’s issue, the cover features two different
scenes, marking the debut of a new JAMA section,
Views. The landscape of medicine and health care is
never static. Much like a microchip, it is always changing
and moving—being deconstructed, reconstructed,
and interpreted. Drawing inspirations from the rich
tradition of visualizations surrounding the JAMA offices
in downtown Chicago, we present companion illus-
trations of 2 points of view in a canopy of buildings to
emphasize the concepts that complex issues require many
vantage points to gain their understandings.

One reader will win one of the 2 versions of the cover
in print. To see the covers up close and in detail, visit
www.jama.com.

Rita F. Behr, M.D., CHM, and Conceo L. Gano, M.A., CHM

Downloaded from jama.jamanetwork.com at American Medical Association on January 4, 2012
Comparative Effectiveness Research
A JAMA Theme Issue

0000 Bevacizumab and Non-Small Cell Lung Cancer Survival
J Zhu, DE Sharma, SW Gray

0000 Helicopter vs. Ground EMS and Trauma Survival
SM Gaygano Jr.

0000 Radiation Therapy Choices and Prostate Cancer Morbidity
NC Sheets, GH Goldin, AJ Meyer, and Others

0000 Survival After Open vs. Endovascular Repair of AAA
RS Jackson, DC Chang, JA Freischlag

0000 Survival After Partial vs. Radical Nephrectomy
H Tai, EJ Norton, Z Yang, and Others

0000 Table of Contents

www.jama.com
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...
March 27, 2012
JAMA Forum: Listening to History in the Making
Filed under: The JAMA Forum — Andrew Bindman, MD @ 2:56 pm
Tags: The JAMA Forum

By Andrew Bindman, MD

"The revolution will not be televised," poet-musician Gil Scott Heron famously said, and apparently neither will the US Supreme Court case reviewing whether the Affordable Care Act (ACA) is constitutional.

About a week before the historic proceedings got under way at the Court, Chief Justice John Roberts reported that the Court had rejected requests from members of Congress and news organizations for live, televised coverage of the arguments on the ACA. However, the Court did agree to release audio recordings of the proceedings on the same day. Somewhat unimpressed by this offer, Democratic Senator Richard Durbin of Illinois said that "For that gesture, I guess we can congratulate the United States Supreme Court for entering the radio age."

When I heard Senator Durbin's remark describing the Court's release of audiotapes as akin to a radio program, it immediately conjured up a memory of the first major event I can recall hearing on the radio.
New post on news@JAMA

JAMA Forum: The Supreme Court and the Health Care Law — Constitutional Ripples Will Affect the Election and Beyond

by Lawrence Gostin, JD

Florida v HHS, a suit brought on behalf of 26 states challenging the constitutionality of the Affordable Care Act (ACA), is a crucial event—crucial because upholding the ACA is critical to the US Constitution and to a humane social policy, bringing America into the fold of civilized nations that guarantee affordable health care for all [..]

Read more of this post

Lawrence Gostin, JD | March 23, 2012 at 12:25 pm | Tags: The JAMA Forum | Categories: The JAMA Forum | URL: http://wp.me/p13t7-1oV

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Thanks for flying with WordPress.com
**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, 154,901 participants were randomized to annual chest radiographic screening or usual care for 4 years. Olsen and colleagues assessed lung cancer mortality through 13 years. In an editorial, Sox discusses the meaning of the evidence in terms of mortality.

**Survival**

- Survival, %
- Years From Transplant

**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, Minishi discusses challenges associated with HCT in older patients.

**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 105,986 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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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
Moderate Alcohol Consumption During Adult Life, Drinking Patterns, and Breast Cancer Risk

Wendy Y. Chen, MD, MPH
Bernard Reiter, PhD
Susan H. Haiman, ScD
Graham A. Colditz, MD, PhD
Walter C. Willett, MD, DrPH

In many studies, higher consumption of alcohol has been associated with an increased risk of breast cancer. However, the effect of low levels of drinking is less common in the United States has not been well quantified. A few studies showed increased risk, but in most, no significant association was observed.56-57 Many of these studies did not regularly update assessments of alcohol intake, which may change over a person’s lifetime and obscure the ability to detect an effect. In addition, confounding information on drinking patterns, such as regularity of drinking and heavy episodic (“binge”) drinking, because some breast cancer risk factors, such as first full-term pregnancy and menopause,65 have different effects depending on age at exposure. This information is valuable for updating risk factor information and disease development. Based on self-report, the NIH population is

Population for Analysis
For the main analysis, the analytic period began in 1980 when alcohol in

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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(8):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 infant had normal extraparturient and perinatal continence, with no marked anomalies. The hospital stay was complicated by the development of an indurated, well-defined purplish plaque...
JAMA Clinical Challenge

Acute-Onset Reticulated White Lip

A 62-year-old woman returns to your office with a diffuse, pruritic rash on her lips, palms, and upper back 2 weeks after starting lisinopril. Her medical history is significant only for hypertension. She has not had any dental restorative work, has never used intravenous drugs or had a blood transfusion, and has no known history of hepatitis C. On physical examination there are fine, white, interrelated lace reticulations on her lower lip, extending onto her buccal mucosa (Figure). Varicose flattopped papules and plaques are also apparent on her palms and upper back.

Acute-Onset Reticulated White Lip Clinical Challenge: What would you do next?

- Do nothing, the rash will resolve on its own
- Obtain skin biopsy and dermatopathology
- Prescribe oral antihistamines and continue lisinopril
- Prescribe topical steroids and antihistamines

See the full article for an explanation and discussion.

Author Affiliation: This study was supported by a grant from the University of Arizona, Department of Dermatology, University of Arizona.
Evidence Supporting Primary Prevention

The WOSCOPS trial found that men with a previous history of myocardial infarction and cardiac disease who were placed on high-dose (20 mg) statin therapy and a low-fat diet had a 76% reduction in the risk of cardiovascular events compared to those who received placebo. The association of statins with improved outcomes has been confirmed by a large number of studies, including the Prospective Cardiovascular Maturity Study (PROCAM) and the Heart Protection Study (HPS), which showed a reduction in major cardiovascular events in men treated with statins compared to those treated with placebo.

The JUPITER trial included 18,685 healthy men and women with normal HDL levels but who had high triglycerides and elevated high-sensitivity C-reactive protein (hs-CRP). Participants were given eitheratoratoris (40 mg) daily for 5 years. The trial showed a significant reduction in major cardiovascular events in the group treated with atorvastatin compared to placebo.

Risk-Based, Individualized Treatment Decisions

Aspirin, statins, and beta blockers are commonly used to reduce the risk of cardiovascular events. The choice of treatment should be based on individual patient characteristics, including age, gender, and comorbidities. For example, men over 75 years old with a high risk of cardiovascular events may benefit from a combination of aspirin and statin therapy. Men with diabetes or a history of hypertension may require additional treatment, such as ACE inhibitors or angiotensin receptor blockers (ARBs).
JAMA Poll

Should a Healthy Man Be Treated With a Statin?

Should a 55-year-old man who is otherwise well, with systolic blood pressure of 110 mm Hg, total cholesterol of 250 mg/dL, and no family history of premature coronary heart disease be treated with a statin?

Take the Poll

- Yes
- No

View Results

Read the related articles (all are freely available):

Statin Therapy for Healthy Men Identified as "Increased Risk" by Michael J. Blaha, MD, MPH, Khurram Nasir, MD, MPH; and Roger S. Blumenthal, MD

Healthy Men Should Not Take Statins by Rita F. Redberg, MD, MSC, and Mitchell H. Katz, MD

The Debut of Dueling Viewpoints by Phil Fontanarosa, MD, MBA, and Howard Bauchner, MD
Future of Journal Publication

• 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