

# Does the Journal Reflect Global Society Goals?

## A Case Study from the American Society of Clinical Oncology

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American Society of Clinical Oncology

STM Annual US Conference 2015  
Society Day: The Powerful Business of Society Publishing  
April 21, 2015



# Disclaimer

Opinions expressed in this presentation are solely my own and do not express the views or opinions of the American Society of Clinical Oncology.

# This is the story of...

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# jgo

Journal of  
Global Oncology

A new online-only, open-access journal  
from the American Society of Clinical Oncology

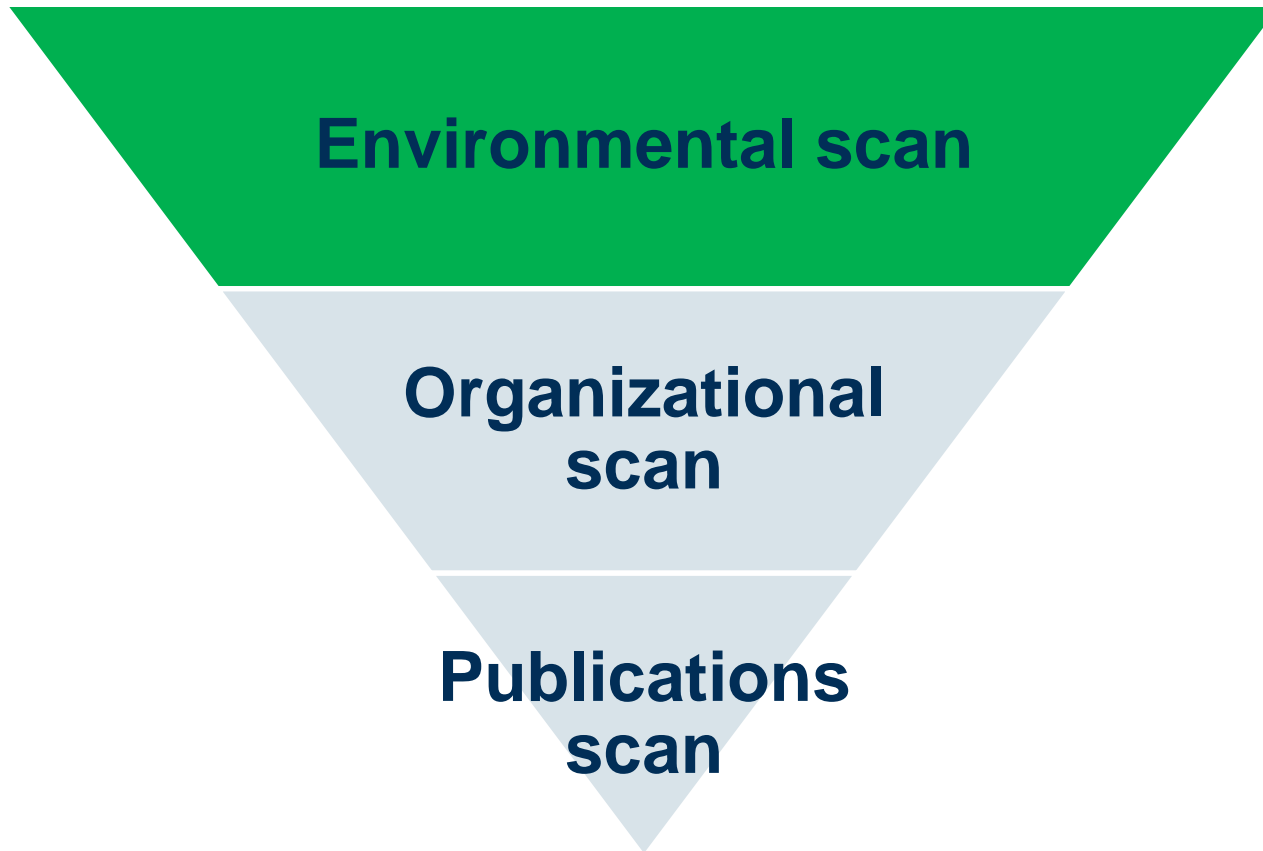


# Opportunity assessment



**A framework for assessing alignment between journals and global society goals.**

# Begin with the big picture

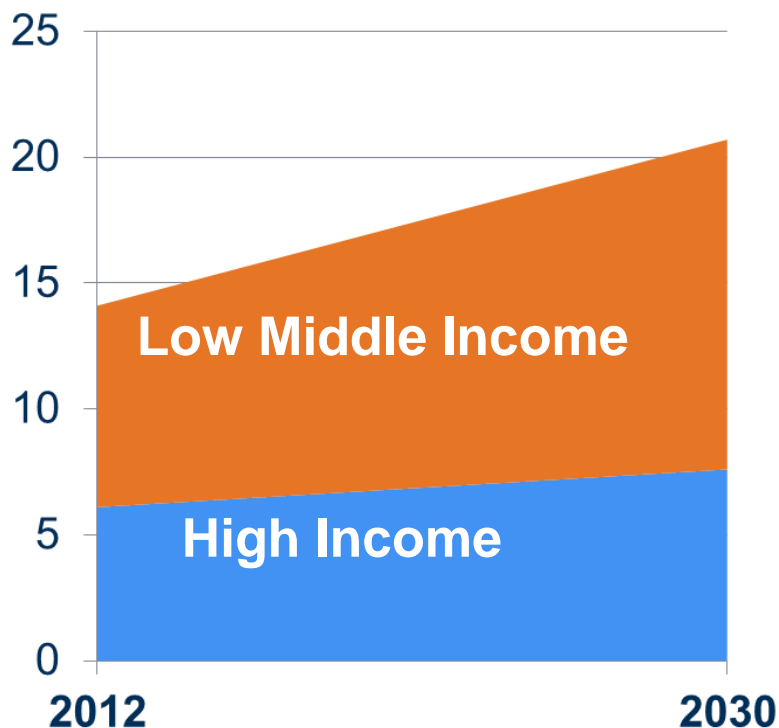


**The big picture should drive strategy and decisions.**

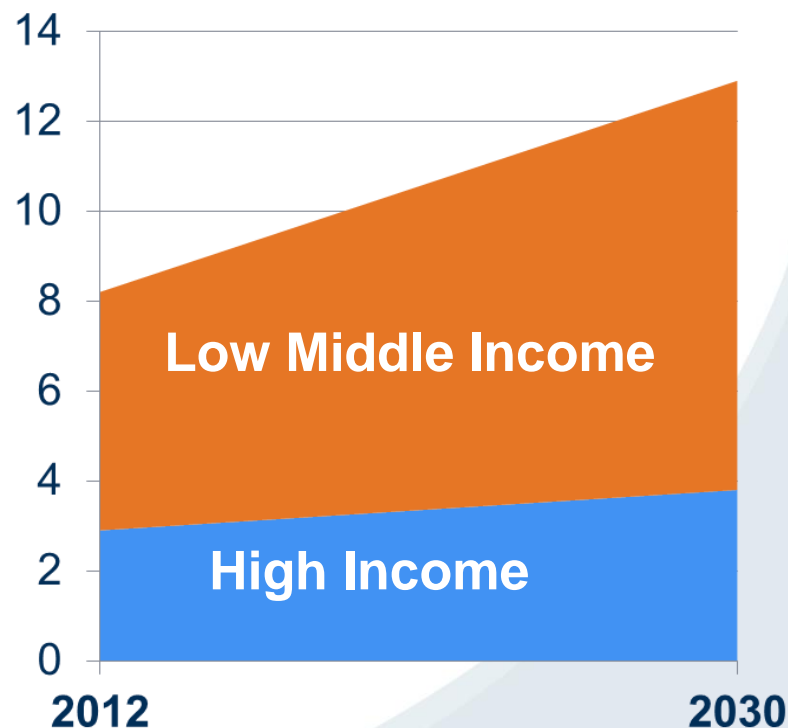
# Environmental scan

- Cancer is a global phenomenon

Est. New Cases of Cancer



Est. Cancer Deaths



Source: IARC, Globocan 2012

# Environmental scan



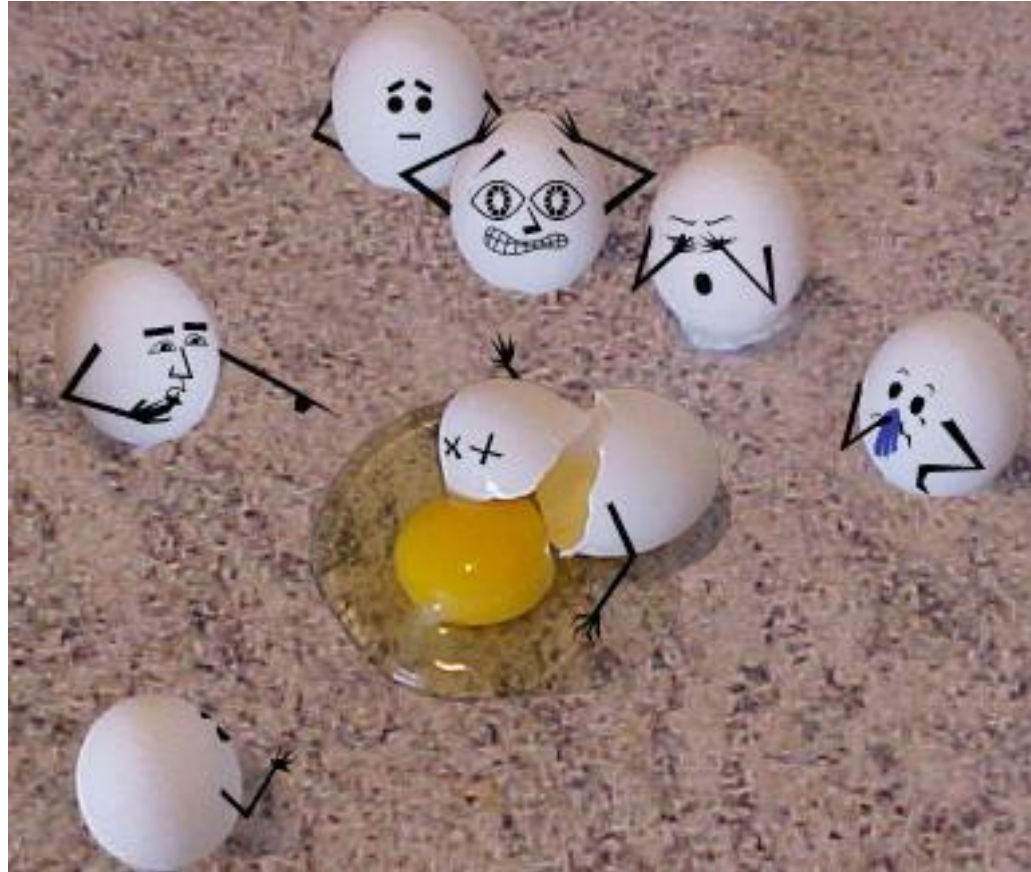
**Engage non-members!**

# Environmental scan





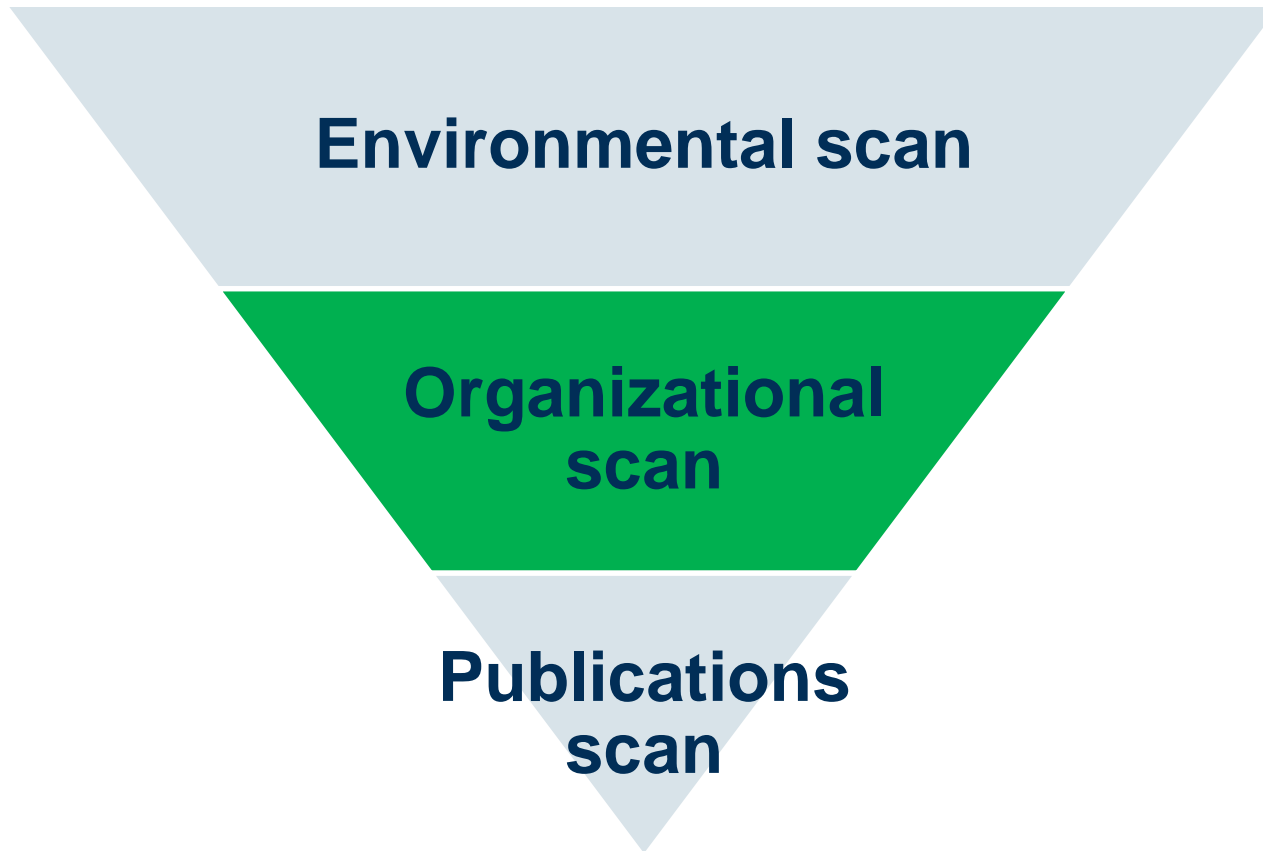
# Environmental scan



**Try to play nicely in the sandbox!**

Source: <http://faredredinunbarli.blogspot.com/2011/06/jesse-williams-sandbox.html>

# Understand your organization



**Know your organization. Avoid working in a silo.**

# ASCO: A Global Organization

There are over 35,000 ASCO members in 100+ countries.

Over 30% of members are international.

More than half of meeting attendees are international.

1,291 medical  
professionals trained

36 award recipients

147 volunteers

54 countries

46 meetings

11,582 international  
members

ASCO  
International



# Finally...publications



**Define scope and don't miss the forest for the trees.**

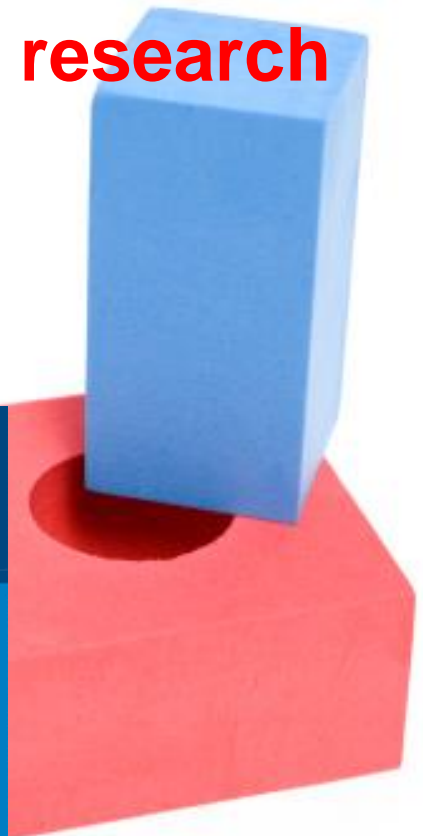
# Publications scan



**The most meaningful data may be the absence of data.**

# Options

Global research



OR



Audience, brand, and scope.

# Takeaways

- The Big Picture should be the foundation of your assessment and decision-making.
- Your current member demographics, strategy, and programs are important but don't discount your reputation, resources, and ability to lead in your field.
- Clearly define organizational and editorial scope of "global."
- Don't get lost in the publications data and fail to see the forest for the trees.