EDITOR IN CHIEF’S REPORT  
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Changes to the JAOA

Several initiatives are underway to expand the offerings of the The Journal of the American Osteopathic Association (JAOA) and increase its relevance to a wider audience. As outlined in a May editorial, the osteopathic tenets will continue to be at the forefront of our content while being inclusive of our profession and reflecting our generalists, specialists, and experts in osteopathic manipulative treatment.

Looking forward, the JAOA is launching a new section titled “In My View” in the June issue. This section provides an outlet for osteopathic physicians, medical students, academicians, and friends of the profession to submit opinion essays on important, timely, or controversial topics related to the osteopathic medical profession, osteopathic medical education, or public health.

This summer, in concert with the Ohio University Heritage College of Osteopathic Medicine Health Policy Fellowship program, we will be launching a health policy section. Manuscripts considered for this section will provide clear overviews of public policy, legislative proposals, or other issues related to health care cost, quality, and accessibility that may impact osteopathic medicine.

Other sections, including a student section to engage the newest members of our profession and a section devoted to expert-written articles focusing on disease pathogenesis to help generate hypothesis-driven research, are in the works.

We will be reviewing and developing metrics to ensure active participation of our editorial boards, and we anticipate the addition of two new associate editors to bring fresh ideas and insights to the JAOA. In addition, we will advance our international outreach by appointing an associate editor in charge of international affairs.

Content Promotion and Web Traffic

We have taken several steps to improve the JAOA’s media presence. Some of these efforts have focused on social media. In September 2013, we launched a Twitter account (@TheJAOA). Currently, we have more than 400 followers. As we promote more research and with the recent addition of our Twitter feed on the JAOA’s homepage, we expect that number to continue to increase. We also began promoting studies on LinkedIn, some of which have been met with much fanfare, particularly by members of the international osteopathy community.

Most exciting is the amount of media attention a May 2014 article on Wikipedia has generated. The study, which was led by Robert T. Hasty, DO, and titled “Wikipedia vs Peer-Reviewed Medical Literature for Information About the 10 Most Costly Conditions,” was accompanied by an editorial from Lori Fitterling, MLS. Articles and posts prompted by the study and the AOA’s media relations efforts have appeared in The Atlantic, Men’s Health, Prevention, and Southern California Public Radio’s website, among others. These items have reached an estimated audience of more than 10 million people and have helped generate more than 150 posts on Twitter.

Traffic on JAOA.org remains strong. In the past 12 months (May 2013 to April 2014), The Journal saw approximately 1.5 million page views from an average of 55,500 unique visitors per month. By
comparison, during the same period the prior year, JAOA.org had a total of 1.3 million page views from an average of 44,800 unique visitors per month.

**Supplement Programs**

The *JAOA* continues to produce supplemental content, which provides excellent continuing medical education opportunities. Two print supplements have been produced so far this year: a March supplement on adolescent immunization supported by Merck & Co, Inc, and a May supplement on the role of glucagon-like peptide-1 receptor agonists in treating patients with type 2 diabetes mellitus, supported by Novo Nordisk. These two supplements have provided more than 700 Category 1-B credits through www.osteopathic.org/doemeonline in the short time that they have been available.

A 2-part *JAOA* Webinar—The AOA’s Call to Action on Pneumococcal Disease supported by Pfizer—is also available to AOA members online. This program focuses on integrating pneumococcal immunization into patient care.

**Northup Award Goes to Basic Science Research**

In May 2014, the *JAOA* announced that the article “In Vitro Biomechanical Strain Regulation of Fibroblast Wound Healing,” which was published in the November 2013 issue, is the winner of the 2014 George W. Northup, DO, Medical Writing Award. The research in the award-winning article was conducted by Thanh V. Cao, BS; Michael R. Hicks, BS; and Paul R. Standley, PhD.

This article was identified among a pool of 21 articles as the study that has the most potential to change the way osteopathic physicians practice medicine, think, and conduct research. Among its many strengths, the study provides a new model to investigate a host of cellular injuries, suggests how manipulative therapy might impact such injuries on the cellular and molecular level, and has significant relevance to the scientific foundation of osteopathic manipulative medicine.

Mr. Cao will be accepting the award during the awards luncheon at this year’s AOA House of Delegates meeting.