The rabbit dies and new initiatives are born

A progress report

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Neurology® 2011;77:2–4

A strategic editorial retreat with the theme “Reimagining the Journal” was held (in collaboration with our publisher, Lippincott Williams & Wilkins) March 16–18 in Boston, Massachusetts, to discuss the creation of a more relevant journal that will meet the evolving needs of physicians of the future. Our guest consultants, from online network development groups and prominent scientific journals, guided interactive sessions. Topics included expectations for digital devices, models for spin-off journals, data visualization, new features being invented for journals, and improvements to make *Neurology*® more readable. Some of the many ideas discussed are already bearing fruit and are described in the following paragraphs. We plan to implement others in the coming months and years.

e-Publication of all articles ahead of print. In recent years, articles that the editors judged to have the most influence on practice—and therefore were published online ahead of print—were so identified by a rabbit icon on the journal cover. With this issue of *Neurology*, the hare icon has disappeared: the bunny is now no longer meaningful because *all* of our peer-reviewed articles will be published ahead of print. This innovation will allow readers to access articles earlier for use in practice and will make our content available earlier for citation by authors of other articles.

QR Codes. In this issue, we introduce Quick Response (QR) Codes, matrix barcodes showing a dark pattern on a square white background. These increasingly used tools will link article pages to online features, such as videos and other items, for viewing on smartphones and other mobile devices. To use a QR Code, you will need to install a QR Code Reader application (available free) on your smartphone or tablet platform; launch this app and point your device’s camera to a QR Code to scan it. The phone will interpret the code and load the data on your device’s Web browser for viewing. You can share these data with colleagues using e-mail or social media.

iPad application for *Neurology*. Debuting at the annual meeting in Hawaii, a prerelease beta version of the new iPad app for *Neurology* impressed attendees with the print-like reading experience, article-sharing features, and multimedia links. The beta version is now available free to all Academy members, who are invited to provide feedback on their experiences. Go to the App StoreSM to download the app onto your iPad. This dynamic application will bring you full-text articles that you can share via e-mail or social media; engaging multimedia videos, images, and supplements; and links to the online journal to browse *Neurology*’s archives. (You can adjust the text size to your liking using “pinch and zoom.”) Additional features will be introduced in future versions of the app in response to feedback from members; a short survey is available on the Web site.

Neurology: Clinical Practice. In the fall of 2010 and winter of 2011, we produced 2 prototypes of this clinical practice journal to respond to the needs of general neurology practitioners. They included items

Figure QR Code linking to home page of www.neurology.org

Scanning this QR Code will load the home page of the www.neurology.org Web site.

From the American Academy of Neurology (P.K.B.), St. Paul, MN; and Strong Epilepsy Center and University of Rochester Medical Center (R.A.G.), Rochester, NY.

Disclosure: Author disclosures are provided at the end of the editorial.

such as reviews of common neurologic diseases, case studies, and discussions about health care reform and electronic medical records. A survey of members conducted by the AAN Surveys department after publication of the prototypes, and a focus group held at the Academy's annual meeting, indicated that the content of this journal is much needed, clinically helpful, and puts the greater neurologic literature into perspective for subspecialists. The clinical journal is now being launched as a regularly published subsidiary ("spoke") journal to *Neurology* under the editorship of John R. Corboy, MD, FAAN. We plan to publish one issue before the end of 2011, publish the journal quarterly in 2012, and increase the frequency of publication to 6 times per year in 2013.

Neurology's 60th anniversary celebration. As announced in the *In Focus* section of the journal earlier this year, *Neurology* is celebrating its 60th year of publication in 2011. You will see the anniversary logo on the cover throughout the year and will have noted the silver cover on the special commemorative issue preceding the annual meeting in Hawaii. If you attended the annual meeting, perhaps you tasted the 60th Anniversary cake sculpted like an issue of the journal and picked up a copy of the special 60th Anniversary booklet, "*Neurology*[®]—Beyond the Science: Celebrating 60 Years of Innovation and Inspiration," containing a variety of interesting items published since the founding of the journal in 1951. We hope you enjoy the editorials by former *Neurology* editors Lewis P. Rowland, MD, FAAN, in March, and Robert B. Daroff, MD, FAAN, in June. Later in the year, we will publish editorials by former editors Robert C. Griggs, MD, FAAN, and John H. Noseworthy, MD, FAAN. Throughout 2011, we will publish 60 abstracts of the landmark articles our Associate Editors consider the most important from each decade of journal publication. To see these historic abstracts, the anniversary booklet, and video interviews, go to www.neurology.org and click on the Celebration logo to access the 60th anniversary page (<http://www.neurology.org/site/feature/history.xhtml>) with links to these items.

New rapid online correspondence (WriteClick). We will be introducing a new rapid online correspondence section that will allow readers to post comments about *Neurology* articles and read the views of others. The new format will replace the current Correspondence section and will be available on the www.neurology.org home page and on all article pages. We will continue to print "editor's picks" selections from this e-correspondence in the print journal. Robert C.

Griggs, MD, FAAN, former Editor-in-Chief of the journal, will be the editor of this section.

New *Neurology* Global Perspectives and call for submissions. In October 2011, *Neurology* will launch Global Perspectives, an expanded and enhanced version of the former International Newsletter section of the journal. New Co-Editors Johan A. Aarli, MD, and Oded Abramsky, MD, PhD, FRCP, encourage submissions to this section for publishing news about scientific findings or academic issues in the international arena. News may include items about research from around the world, spotlights on specific neurologic practice concerns within a country, or important information about international educational or scientific collaborative efforts. Submissions must be 1,000 words or less; they will be reviewed and edited for clarity. Interested submitters can register and upload manuscripts under the section "Global Perspectives" at <http://submit.neurology.org>.

Project to translate abstracts into multiple languages and call for volunteers. To provide readers worldwide with information about articles in *Neurology*, the journal will soon begin publishing translations of abstracts in multiple languages. *Neurology* is seeking volunteers, including translators and reviewers of translations, to assist with this new project. Each translated abstract will be attributed, will be accessed by a link from the main journal article on the www.neurology.org Web site, and will also be available in language-specific online collections. If you are interested in learning more about serving as a translator or oversight committee member, please forward your contact information, C.V., and written language proficiencies to journal@neurology.org. We will publish abstracts in as many languages as possible, dependent upon the availability of regular translators for all weekly articles in each language.

Mobile Web version of *Neurology*. A mobile version of *Neurology* for smartphones is under development and expected to be available by fall of 2011. The mobile version will be optimized for small screens, will work on a variety of devices, and will contain most of the content and features of the online journal. A mobile version that will allow readers to take CME examinations on smartphones will likely be available at the time this issue is mailed.

Comments in Articles and Clinical/Scientific Notes. Occasionally, an Article or Clinical/Scientific Note can be enhanced by another point of view or comment on the use of a method or the interpretation of the data or conclusions. In such cases, we are now asking for a Comment by another expert. Comments are boxed and placed within the article, contain references and disclosures, are listed in the Table of Contents with a byline, and are searchable on the www.neurology.org Web site.

New Information for Reviewers. To ensure that all reviewers understand expectations for peer reviewing, we have recently provided an *Information for Reviewers* link on the www.neurology.org Web site; the document displayed from the link includes information on confidentiality, timeliness, reviewer conflicts of interest, and instructions for formatting the comments to editors and authors that will make communication with authors most efficient.

Activity for *Neurology* podcasts. As a result of efforts by Podcast Editor Ted Burns, MD, and his panel of more than 40 interviewers, listenership has increased steadily over the past year. In 2010, the podcasts averaged approximately 12,000 downloads per month; the shows are now averaging about 20,000 downloads per month.

Resident & Fellow Section. The third annual Resident & Fellow writing award, presented at the Award Luncheon at the AAN annual meeting in Hawaii, went to Amy Gelfand, MD, for her article “Right brain: we were all once ‘fixed and dilated’” published in *Neurology* on November 16, 2010 (75:1851–1852). The award recognizes an outstanding manuscript written each year by a trainee for educational value, novelty, and clarity of writing. It is judged by the Resident & Fellow Section 12-member editorial team.

The *Neurology* Journal Club, coming later this summer, is a new subsection of the Resident & Fellow Section. In this subsection, neurology residents and fellows, with faculty supervision, will write critiques of research articles that recently appeared in *Neurology*. The goal of this subsection is to enhance the training of residents and fellows by instructing them in the critical appraisal of medical literature by examining the key features of hypothesis and design, methods, results, and interpretation.

Media coverage, social media. In 2010, the AAN media office issued 64 press releases (including postings on Facebook and Twitter) and tallied 37,000 news clips (15,000 more than in 2009) and 20.8 billion media impressions, i.e., individuals exposed (compared to 11.8 billion in 2009). *Neurology* news coverage was provided by *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *Chicago Tri-*

bune, *TIME Magazine*, *USA Today*, *ABC News*, *CBS News*, *CNN News*, and others.

Masthead changes. As noted above, John R. Corboy, MD, FAAN, has been named Editor of *Neurology: Clinical Practice*; with this appointment, he also becomes an Associate Editor of *Neurology*. Eric Ashman, MD, who will lead the efforts to evaluate articles for Level of Evidence classification, has also been named an Associate Editor. As previously mentioned, Johan A. Aarli, MD, and Oded Abramsky, MD, PhD, FRCP, will coedit the new Global Perspectives section and Robert C. Griggs, MD, FAAN, is the new editor for the rapid online correspondence feature titled WriteClick. Michael Brooke, MD, has retired as the Humanities/Reflections editor; editorship of this section will be passed into the capable hands of Anne W. McCammon, MD, FAAN.

Editorial statistics: Submissions to *Neurology* and time to publish. Total submissions increased from 4,107 in 2009 to 4,329 in 2010, with nearly two-thirds of manuscripts submitted from non-US countries. Although the time from acceptance to publication has averaged 12 weeks for articles during the past year, this time will be reduced by several weeks as a result of our new policy of publishing all articles online before the print issue is available.

We are always interested in ways to improve the journal and provide features that help our readers. We welcome your feedback and suggestions at journal@neurology.org.

DISCLOSURE

Patricia K. Baskin, MS, is Executive Editor of *Neurology* and employed by the American Academy of Neurology. Dr. Robert A. Gross has received research funding from the Department of the Army and UCB Pharma. He is supported for educational endeavors from the University of Rochester Medical Center's Clinical and Translational Science Award from the NIH. Dr. Gross has conducted clinical trials over the past five years funded by GlaxoSmithKline, UCB, Ortho-McNeil, Pfizer, and Marinus. He has served on the speakers' bureaus for Abbott, UCB, and GlaxoSmithKline and has received consultant fees from GlaxoSmithKline and Harris Interactive. Since his appointment as Editor-in-Chief, Dr. Gross has ceased participation in industry-sponsored clinical trials and speakers' bureaus. He receives an honorarium from AAN as Editor-in-Chief of *Neurology*.

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Neurology 2011;77;2-4

DOI 10.1212/WNL.0b013e318225f534

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