

# Philippine Medical Journalism: Challenges in Publishing Today!

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# Objectives of Medical Journal Publishing

- Dissemination of information to the target audience
- Making sure this information is reliable, credible, and valid  
(= peer-reviewed!)

# Problems (WHO)

- “Haves”
  - Authorship (vs contributorship)
  - Conflicts of interest
  - Ethical issues
  - Redundant publications
- “Do not Haves”
  - Lack of infrastructure in running a journal
  - Insufficient funds
  - Desktop publishing problems
  - Editors lack knowledge
  - Dissemination of publications
  - Low visibility

# Philippine Realities

(Country editors)

- We don't have a "Culture of Publication"
- We probably have a good "Culture of Research"
- Publishers: Universities and Medical Specialty Societies
- Peer Review?
- Research Facilities and Medical Libraries not well equipped
- Quality of medical writing

- Editors and editorial boards not prepared and not ready for their roles, which are usually “secondary”
- Incentives for good publications?

# The Challenges of Today

- Editorial Independence
- Peer Review and its Limitations
- Plagiarism and other Ethical Problems
- The Novelty Factor
- Conflicts of Interest
- The Internet Challenge
- Open Access
- “Laymanizing” medical journalism



# Editorial Independence

- Relationship between editors and publishers: editor appointed by Deans and Presidents of specialty societies
- Editorial board should have rules of succession – term limits, etc.





# Peer Review

- Are we actually doing peer review?
- External vs Internal Peer Review
- Who should be asked to do the review?
- Authors requesting for their own reviewers
- When peer review is sloooooooooow...

COPY EDIT  
PASTE

ORIGINAL?



**ORIZ**  
designers network

# Plagiarism

- Can this be avoided? The ethics of it.
- PubMed evidence – plagiarism may be higher than we think!
- How can we avoid it?
- Other forms of misconduct.



# Novelty

- Is this a “new” article?
- The Ingelfinger rule: manuscript not considered for publication if published elsewhere
- Duplicate publications, splitting publications



# Conflicts of Interest

- Disclosure of financial COI is a must!
- “Ghostwriting” as a marketing agenda.
- Hidden agendas of commercial entities.





# The Internet Challenge

- The trend is to publish on-line only journals! Better or worse?
- Are we ready for this?





# Open Access

- Digital, online, free of charge, free of most copyright and licensing restrictions
- Removes price barriers (subscriptions, licensing, payperview fees) and permissions (copyright, licensing) barriers
- Should be immediate, rather than delayed
- If work is not in the public domain, copyright permission required
- Scholars write because advancing knowledge in their fields advances their careers (writing for impact, not for money)

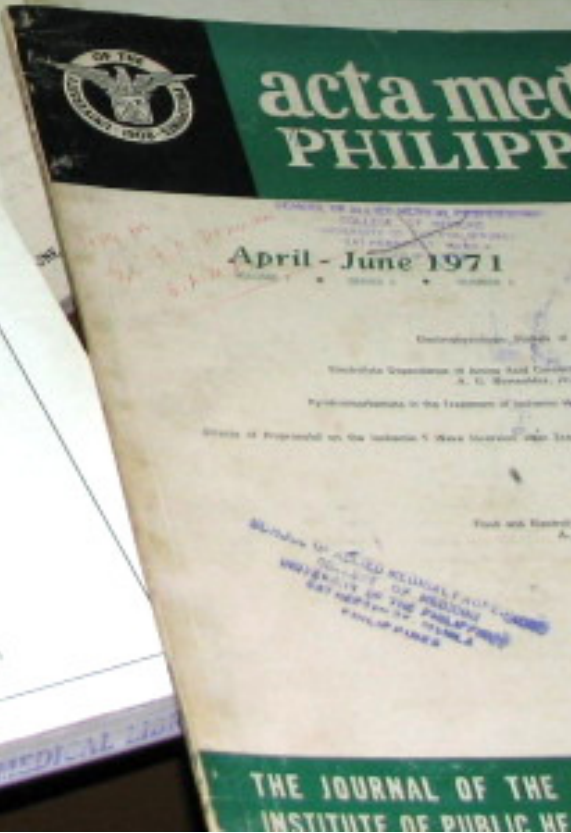
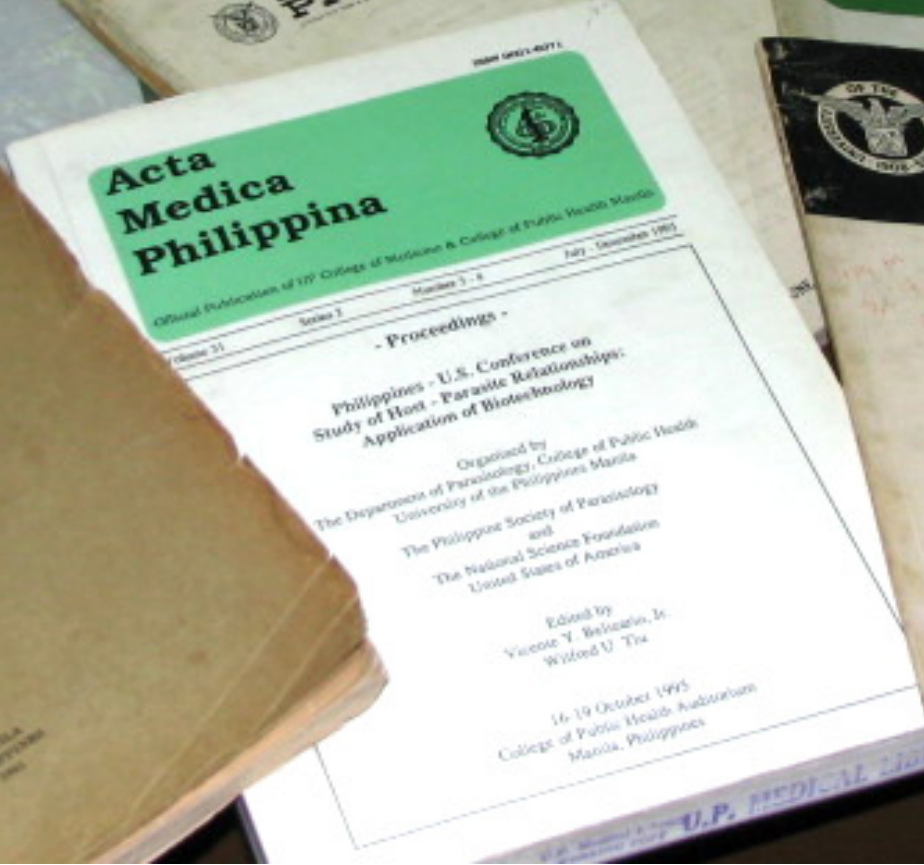
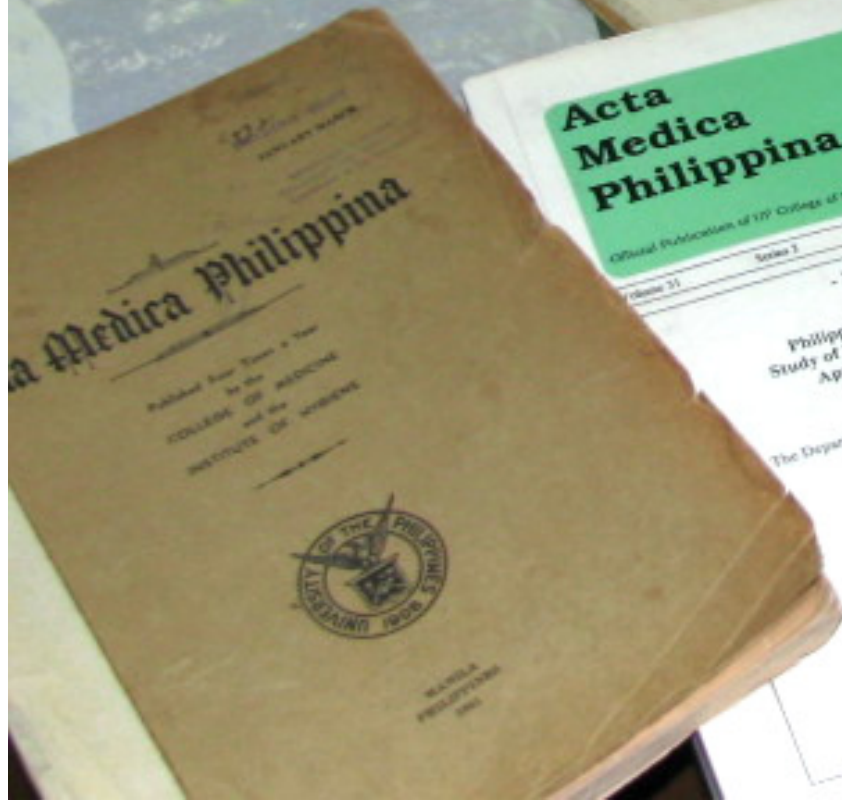
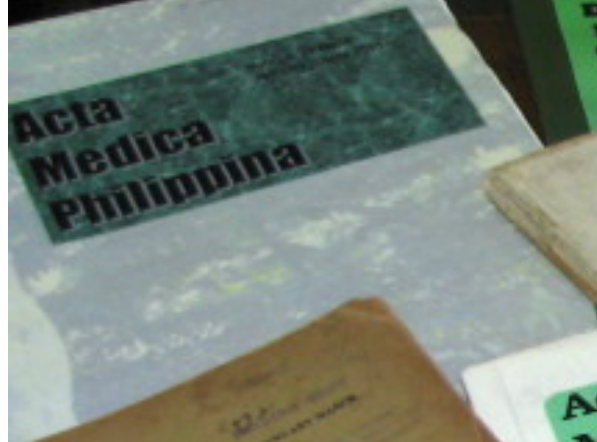
- Business models: authors or author's sponsor pays (not the reader)
- NIH initiative a good example
- Is the movement gaining ground?





# “Laymanizing” medical journalism

- Gap between wealth of information and the quality of public health
- NEJM: the problem (of communicating health) is not in the research itself but in the way it is interpreted for the public
- Voracious appetite for health news and information
- Television, the internet, newspapers, etc.





# The Acta Medica Philippina

- Editorial independence
  - Relationship with the Dean
  - Pressures from writers: “up or out” rule
- Peer Review
  - Since 2005 (external)
  - Double blinded
  - All reviews on file

- Plagiarism
  - Difficult to check
  - Philippine index medicus may help
- Novelty
  - Originality of local articles/researches?
  - Google scholar check

- Conflicts of interest
  - Industry challenge; manipulation and bias
  - Must be declared!!
- The Internet
  - Budget problems: maintenance, domain, etc
  - Are we ready for it?

- Open Access
  - short cut to success of local work?
  - everyone can read each other's work
  - is this a “win-lose” situation?
- Laymanizing
  - are we not reaching the masses?
  - the “local experts” are all over the media!
  - the internet, blogs, and podcasts

PERIODICALS  
RETURN AFTER USE

FILIPINIANA



Marami Pong  
Salamat!