

Frequently Asked Questions **re: the Purchase of *Pediatric Physical Therapy***

Have other Sections or other organizations faced this problem?

We found that no other section had to face this issue. The reason for that is at the time their journals were started their publishers did not stipulate owning the title as part of the original contract. At the time our journal was started, Williams & Wilkins was "building their journal collection" because they were anticipating selling their company due to the pending retirement of their principal owner. Thus the title was worth something at the start -- although the section was not aware of that fact. The other sections that have Lippincott Williams and Wilkins as their publisher own their titles, thus they are free to contract with any publishing company that they choose. They joined the LWW company at a time of economic contraction, and publishing houses don't want to close down titles that they own... so the decision to not own the titles of the other sections was a risk benefit decision that the company decided wasn't worth the risk. All of those sections are smaller than our section (Neurology, Women's Health and Oncology).

For those who decided to create a new title, how long did it take to establish indexing?

It would take approximately 5 years to establish indexing. The reason is that newly titled journals have to establish a track record of timely and high quality publication (meeting industry standards) before they would be considered for indexing, being published by a well known high quality publisher could shorten that time. For a quarterly journal this would be approximately 2 to 3 years. After an application is received for Pub Med indexing the time needed for review is approximately one year -- and if successful, the indexing would begin shortly thereafter, although there is a lag time between when the indexing begins and when it is live on the Pub Med website. Once indexing in Pub Med is established we would then apply for indexing in Science Citation Index (SCI). SCI is the index that leads to a journal impact factor (the average # of times articles in that journal are cited in other journals). The impact factor reflects the importance of the journal within its field. The process of application review for SCI is much less predictable. SCI is a private company and we have learned that they are not very forthcoming with respect to requirements for indexing in their system. But some good news is that we are currently indexed by SCI. Indexing is a very big deal for authors, particularly young faculty who are trying to attain tenure at their college or university. They are strongly encouraged to publish only in indexed journals, and those with high impact factors.

\$900,000 seems like an incredible amount of money. How does that compare to our annual budget?

The Section's budget for 2013 is \$865,000.

The summary stated that institutional pricing is declining. Is that pricing expected to continue to decline? If we choose not to buy the title now, is the price likely to decline in the next few years?

With regard to your second comment, electronic institutional subscription pricing is currently out of our hands. Those prices are determined by OVID, a sister company of LWW. We do control

the pricing of institutional print subscriptions. The declining revenue was a result of the decline revenue from electronic institutional subscriptions. We can't predict how the revenues will change, although this past year our electronic subscriptions were steady and the income from those subscriptions is now almost doubled over the low point in 2008, when the number of subscriptions was about 25% less. We did complain heartily to the publisher about the situation, and they did look into it, and in fact adjusted our revenue as a result of our complaints (a small increase of about \$5000... which they attributed to an accounting error). But the bottom line is we do not control the pricing. OVID is currently trying to build international institutional subscriptions, which now account for approximately 50% of our electronic subscriptions -- for example, we currently have 67 institutions in China who subscribe to the journal (which represents 12%) of our 552 institutional electronic subscribers. If we owned the title, however, we would be able to set the price with OVID by independently contracting with them to provide the electronic subscriptions. OVID can control the price of titles "owned" by companies in the Wolters Kluwer family (the parent company of LWW and OVID), but they contract with other journals to be able to provide them to institutional subscribers.

The price for purchasing the journal will not go down. We have had a steady increase in revenue (more individual subscribers as a result of our international partnerships, more ads and as noted above increasing institutional electronic subscription income since 2008, and an increase in paid usage of the journal online for individuals who do not have subscriptions). That is why the board is moving quickly in accord with the membership survey to take advantage of the current price.

If we currently share the copyright with LWW, would we continue to get royalties from past issues if we found another publisher or changed the title?

Yes, we would continue to get royalties from past issues when we were under contract with LWW.

Any thoughts of merging with another existing journal in the field of pediatric rehabilitation?

Merger with other journals was not considered. In the case of the Dutch Association, they closed down their small journal when they dubbed us their official publication, it was published in Dutch and as they indicated, it did not attract a wide readership because of that. I don't think that the section has considered initiating a merger, because we are the only indexed journal specifically directed to the pediatric physical therapy audience, recommendations for merger would likely come from another journal approaching the section, and any merger would also have to serve the interests of the Section membership. Right now the title is a "brand name" and well recognized, so changing our name (if that were to be the preferred option, with or without a merger) would be a serious consideration -- the name change by APTA to Physical Therapy was a decision largely based on "branding" the journal.

Don't journals change names all the time?

The fact that journals change names is absolutely true. For example, *Physical Therapy*, our flagship journal, changed from *The Journal of the American Physical Therapy Association* to its

present name in the relatively recent past (I am old... so relative is the operative word!) The caveats are that the journal name was and is owned by the same entity, APTA; the journal is also published by APTA (no new publishing track record would be required); and importantly, there are approximately 60,000 subscribers. A journal with that many subscribers is sought after for indexing (by Pub Med and SCI) unlike our journal which has approximately 6,000 subscribers. We would of course only change the name if we needed to change publishing houses and didn't own the title, so we would have to establish the track record with the new publishing house. If we owned the title, we could change publishing houses without having to be re-indexed.

Is the Section rushing into this?

The Section appointed a task force to look into the situation (comprised of Toby Long, our first editor; Irene McEwen and Jane Sweeney, current Editorial Board Members; Joe Schreiber, our Section President; Cindy Miles, our former Section Treasurer; and Ann Van Sant, *PPT* editor) to consider the options regarding the journal. The materials that are posted online are a result of the work of that task force. In addition to the materials posted, we recommended that purchasing the title would be in the best interests of the section. We were thinking in the long term -- and we have likened this decision to the one we made when specialization required a heavy investment of Section resources. Like then, we have agonized over the cost-benefit dilemma. And the price has caused me many sleepless nights (as we originally thought the cost would be under \$100,000). But we have learned our section is fiscally sound, and a large number of people are willing to donate their services to raise money (and some are willing just to donate money) to purchase the title. Currently, if the preferred option is to purchase the title, the plan is to use a portion of the section's reserve funds, implement some spending cuts to our annual budget, and raise funds to cover the additional costs. The terms of the agreement with Lippincott are favorable in that the interest rate on the initial purchase rate is fairly low and fixed at 3.01%, and we are not obligated to pay the entire sum until December 31, 2020.

If you have any further questions, please contact:

Ann F Van Sant, PT, PhD, FAPTA
Editor-in-Chief, *Pediatric Physical Therapy*
Emeritus Professor, Department of Physical Therapy
College of Health Professions
Temple University
Philadelphia, PA 19140
Phone: 336-298-7387
Fax: 336-298-4994
avasant@temple.edu