The new online version of *JAOA*—The Journal of the American Osteopathic Association puts a powerful research and education tool within a few mouse clicks for osteopathic physicians, osteopathic medical students, and basic science researchers.

Osteopathic medicine’s premier peer-reviewed, indexed, scholarly journal, the *JAOA* has teamed up with HighWire Press to convert the print version of the *Journal* and its supplements into an easily searchable, computer-friendly format. A key feature of the online version links *JAOA* readers to the full text of many cited references for free. Researchers accessing *JAOA* articles can find the referenced articles quickly so that their literature review and search process are dramatically accelerated. In turn, the readers of many other online medical journals are now able to link for free to *JAOA* articles cited in those journals.

The *JAOA*’s new online version dramatically increases *AOA* members’ access to scholarly articles related to osteopathic medicine and the traditional medicine and the biologic sciences. Further, the new online version exponentially increases the *JAOA*’s reach from slightly more than 58,000 readers of the print version to Internet users around the world. This increased exposure should make the *JAOA* even more attractive to researchers and other scholars who contribute articles to medical journals. It will additionally benefit the profession by increasing awareness of osteopathic medicine worldwide, not only among health care providers, but also among public consumers.

The new online version of *The Journal* debuted at the end of March. This launch was a critical next step in the overall effort to revamp the American Osteopathic Association’s and the American Osteopathic Information Association’s entire Internet presence. The AOA launched a new Web site for the public on January 5, and the American Osteopathic Information Association unveiled a major overhaul of the DO-Online Web site on February 11. The online *JAOA* is accessible through both sites.

To accommodate the needs of the *JAOA*’s various audiences, the AOA established three convenient ways to reach *The Journal* electronically:

- Osteopathic physicians, osteopathic medical students, and other members of the profession should access the *JAOA* through DO-Online, which is located at www.do-online.org.
- Researchers from outside the profession and patrons of libraries and other institutions will access the *JAOA* through a site specifically dedicated to *The Journal* at www.jaoa.org.
- Members of the public and the media will reach the *JAOA* through the AOA’s new consumer Web site, which is located at www.osteopathic.org.

The AOA chose HighWire Press chiefly because of its expertise in posting medical journals. A division of the Stanford University Libraries in Palo Alto, Calif, HighWire boasts an online archive of nearly 700,000 full-text articles from more than 350 medical and other scientific journals, including *JAMA*, *The New England Journal of Medicine*, and *BMJ*. The *JAOA* is posted in good company.

Internet users request to see more than 120 million pages each week from the journals hosted by HighWire. Those same Internet users, who include many researchers, now have access to the *JAOA*. They can even sign up to receive an e-mail version of the *JAOA*’s table of contents each month so that they do not miss any *JAOA* articles that might interest them. And when they are visiting our site, they can use its “quick response” feature to provide us with instant feedback on the *JAOA*’s online articles.

The *JAOA*’s first offerings in its new searchable format were its March issue and a supplement on erectile dysfunction. In addition, the online version of the *JAOA* features an extensive archive, consisting of more than 50 issues of *The Journal* dating back to January 2000 and more than 20 supplements dating back to March 2000.

Check out *JAOA* and its archive online. Let your mouse take you there!

*Gilbert E. D’Alonzo, Jr, DO*
AOA Editor in Chief