Carving Out the Future of the Aesthetic Surgery Journal

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Change often brings opportunity. For generations, publishing has been synonymous with the printed page. Today, the landscape is changing rapidly, with a definitive move toward all things paperless coupled with digital initiatives and enhancements, social media as a marketing mainstay, and open access being driven by European legislature and funding. These innovations will catapult our journal into its next and more robust iteration. I’m proud to have joined the American Society for Aesthetic Plastic Surgery (ASAPS) family as the journal’s Executive Editor and for the opportunity to participate in what lies ahead for the Aesthetic Surgery Journal (ASJ).

I’ll be working closely with Foad Nahai (Editor-in-Chief), Hunter Alexander (Assistant Managing Editor), the ASJ Editorial Board, and ASAPS leadership and staff to grow the journal in tangible and evolutionary ways. I imagine increasingly higher Impact Factor scores, mass Twitter followers, and engaging the community with the research published in ASJ. I hope you’ll share my enthusiasm to evaluate, dissect, improve, and polish The “Gold Journal,” which is already a recognized brand name worldwide.

We have strong reach in the community and outstanding affiliates, with whom we plan to partner to achieve these areas of focus for the remainder of 2014:

• Improve times to publication
• Increase frequency of publication in 2017
• Plot our course for the inevitable print-to-digital transition
• Identify ASJ’s position in the Open Access landscape
• Engage the community through social media channels, and consider burgeoning options such as Altmetrics
• Develop digital and video initiatives that offer bonus content for readers
• Improve article-level discoverability (more eyeballs on your research)
• Identify innovative tools for facilitating and measuring an article’s academic success within the literature
• Grow the Impact Factor
• Publish more supplements and special projects on emerging hot topics
• Stay abreast of the latest developments in publication ethics, to keep ASJ at the cutting edge
• “Pay it forward”—How can ASJ give back to the community and champion new generations of aesthetic plastic surgeons?

Dr Nahai and I will seek your input and assistance. We will be calling on the Board and our international affiliates and readership to help launch these new editorial, digital, and social media initiatives. Together, we’ll blend your aesthetic plastic surgery expertise with Dr Nahai’s extraordinary vision for the Gold Journal and 14 years of experience in academic publishing in the fields of hospital medicine, cardiology, scanning electron microscopy, conservation, and evolutionary biology.

I began my career at a small “mom-and-pop” publishing company in Mahwah, New Jersey, which was acquired by John Wiley & Sons in 2006. Since that time, I’ve worked with some of the most talented key opinion leaders in their respective fields, served as the managing editor for numerous scholarly journals, and have honed my publishing skills in preparation to serve as your Executive Editor. I’m delighted for the opportunity to share knowledge, skills, and a few funny stories—and I look forward to a successful partnership.

Building and maintaining relationships has been one of the most rewarding facets of my career in publishing. I was recently asked, “As a journal editor, what advice would you give up-and-coming hospitalists?” As simplistic as it may sound, my recommendation was “Be kind.” I endeavor to put people first. After all, it’s the people who invest their time to research and transform patient care within the specialty. It has never struck me as odd to receive an email from an editor, author, reviewer, or society partner at 2 AM. Academics and practicing physicians travel frequently, keep unusual hours,

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and often reply from the back of a cab or an airport terminal with dicey WiFi. But they do respond. That level of responsiveness and devotion keeps journals operating smoothly and staff functioning cohesively. I've always felt honored when my emails are prioritized and the Editor-in-Chief is tirelessly accessible. I pride myself on the same. Many of the talented doctors with whom I've worked have become dear friends, and I think that's the ultimate illustration of a successful relationship.

At the annual meeting in San Francisco, I had the opportunity to meet with many of you, attend the Editorial Board meeting, and strategize about everything from pain points in your practices to novel methods for improving workflow and processes at ASJ. What an amazing culmination of the year's work thus far for ASJ. Thank you all for the warm welcome!

At the end of 2014, ASJ will begin working with a new publisher—Oxford University Press—and I'll be partnering with our team to facilitate a seamless transition. If you notice any bumps along the way, I encourage you to reach out to ensure the Gold Journal meets your explicit needs.

How can we help you to achieve your professional goals more easily and efficiently? Do you want more content on a specific subject? Would you like to start tweeting or reviewing more for us?

Please drop me a line anytime you feel inspired by something we’ve published that resonates or with creative suggestions for editorial enhancements. My door is always open and my email account never sleeps: phaedra@surgery.org.

I look forward to an incredible trajectory for ASJ, and thank you in advance for the continued support of your journal.

**Disclosures**

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