



The Journal

of the Pharmacy Society of Wisconsin

JPSW Goes Open Access

by Alexander Gidal, 2018 PharmD, Candidate, Megan Grant, and Amanda Margolis, PharmD, MS, BCACP

The vision of PSW is to serve the pharmacy profession as a professional resource, to create a unified voice to advocate for pharmacy practice advancement, and most importantly to enhance the lives of patients. PSW believes that an important part of this commitment is spreading the knowledge and news collected in *The Journal* to as many people as possible.

Recently, *JPSW* transitioned to an open access publication with the goal of improving accessibility and visibility of the work done in Wisconsin to enhance the profession of pharmacy. With this change, all original works, business and member spotlights, as well as select other publications in *The Journal* from 2017 onward will be made available online at www.jp svi.org to be downloaded without subscription or charge. A table of contents for each issue of *The Journal* will be published on the website providing links to open access work, as well as links to CE question submissions from articles for pharmacists and technicians for member convenience. Other works will also be listed in these tables of contents and will remain available through subscription only.

The impetus for this change is multifactorial. Previously, only PSW members had access to literature published in *The Journal*. This policy limited ease of

access for non-members, likely reducing *The Journal's* visibility to health care professionals in fields besides pharmacy, or outside of Wisconsin. Furthermore, requiring a subscription has proven to be a barrier to indexing by websites such as Google Scholar.

Part of PSW's commitment to advancing pharmacy practice includes ensuring that the research and innovation done in Wisconsin be provided as much visibility as possible. There is evidence to suggest that transitioning to open access can help PSW accomplish this objective by improving the accessibility of the works in *The Journal*. A 2008 randomized controlled trial published in *The BMJ* compared the differences in downloads, page visits, and citation rates for publications available as open access to those which required a subscription.¹ They examined 1619 original research and reviews published in 11 Journals of the American Physiological Society from January to April of 2007, stratifying by article subject. The researchers found that the webpages for articles available open access were more likely to be seen, with an average of 23% more unique visitors per month ($p < 0.001$), excluding visits from web-crawlers and other online bots. They also found that open access articles were more likely to be downloaded, with downloads of full text 89% more likely ($p < 0.001$), and downloads

of articles in PDF format downloads in PDF format 42% more likely ($p < 0.001$). Interestingly, these authors found that there was not a significant difference in the citation rate of articles published as open access.

It is also important to note that readers of *The Journal* can expect the same quality of literature as prior to the transition. There will be no change in the requirements for submitted manuscripts. All original work will be peer reviewed before publication with the same rigor, and so *The Journal* will still provide its readership with intriguing articles and valuable new research.

Currently there are 10 issues of *The Journal* available, encompassing 30 original works, all available to be viewed or downloaded from the website. Additionally, 10 business spotlights and 3 pharmacist member spotlights have also been posted as open access, and 13 links have been added to pharmacist and technician continuing education courses for easy navigation. The website has also been given a beautiful aesthetic thanks to the work of PSW's own Megan Grant.

Since the website was launched, there have been 1,265 visitors to the website



The NEW JPSW website can be found here:
www.jp svi.org

and 1,917 page-views. *JPSW* open access is already increasing visibility of literature published in *The Journal*, and more content is being added every other month.

Visit the new website for yourself to see how this change has been implemented, and be sure to let us know your thoughts.

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References

1. Davis PM, Lewenstein BV, Simon DH, Booth JG, Connolly MJ. Open access publishing, article downloads, and citations: randomised controlled trial. *BMJ*. 2008;337:a568.

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10
Issues



30 Original Works

10 business
member spotlights

3 pharmacist
member spotlights

1265
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