Finding the Right Publication and Presentation Venues

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Learning Objectives

- List three popular philosophies scholars use to decide how and where to get their work into the public domain.

- Discuss the differences between posters, abstract presentations, and manuscripts as distribution modalities for scholarly work.

- List factors involved in making the decision on where to submit your scholarly work.

- Describe a process that would encourage a scholar to remain active regarding advancing their research agenda and maintaining presentation/publication productivity.

Publication/presentation philosophies

- Model #1 - Try to set the record for the most papers/posters/presentations from a single project (Longest/Biggest CV method)
  - Advantages
    - Large number of "products" on your CV
    - Your CV might eventually be several or dozens of pages in length
    - Theoretically, the biggest bang for the buck, effort wise
  - Disadvantages
    - P & T committees are on to this, and will look negatively on double or triple dipping
    - P & T committees often look for success in working in focused research areas and the reputation as an impactful researcher rather than sheer quantity of scholarship for promotion to full professor
    - Presentation venues and journals will tire of submission that don't break new ground (Salami Slicing)

Publication/presentation philosophies

- Model #2 - Work toward producing a major all-inclusive paper from your project, and consider other smaller products if they come along (Dissertation model)
  - E.g., publish one major paper and maybe several "brief research reports" if there are any sub-topics not covered in the major paper
  - Advantages
    - Possible major highly cited paper
    - Allows you to possibly be considered an expert on the topic
  - Disadvantages
    - Your major paper may be too long and/or complicated for publication
    - Additional papers/proposals may be considered "salami slicing" by journals and/or presentation venues
    - You may miss incorporating input for other researchers (informal peer review)
    - What do you do after you've exhausted everything that can be written/presented from your project?

Publication/presentation philosophies

- Model #3 - Present posters of your project early on, consider possible multiple papers if warranted, and when your 1st paper is in outline or 1st draft stage consider abstract presentations (Public dissemination model)
  - E.g., present one or several posters, abstract presentations, and a variety of full research and brief research articles
  - Advantages
    - Project matures through multiple venues
    - Personal engagement with other researchers improves subsequent work
    - This process may help refine your "research agenda"
    - End up with nice balance of research products
    - Your submissions may have greater number of venues interested in your work due to its variety
  - Disadvantages
    - Likely to result in multiple projects in various stages at any given time – multiple projects at the same time
    - You may be managing projects with different areas of interest simultaneously

Where to publish/present?

- How important is your work (honestly…)?
- Who is your audience (who really <u>needs</u> to see your work as opposed to where you'd most like to present or publish)?
- What does your institution expect from you as far as scholarship?
- Was your work funded externally – would the funder expect the work to be presented and/or published in a specific place?
- For posters and presentations, do you have funding for conference registration and travel, as well as time to attend conference?
- For publications, if your only option is an open-source journal, do you have funding to pay the publication fee?

Typical easy poster/presentation venues

- Institutional/regional/state meetings
    - Low P&T value
    - Audience mismatch likely
    - Overall experience/P&T/skill acquisition value may be low

Typical poster/presentation venues

- National meetings in your field such as AAPA/PAEA
  - Typically a higher P&T value
  - Likely to find an interested audience
  - Great for PA specific topics, but unfortunately low audience exposure outside of the PA profession

Typical poster/presentation venues

- National meetings outside of the PA field
  - Possibly a more heterogenious audience, however often a smaller audience
  - Possibly higher P&T value (higher Wow!! factor, reputation)
  - May provide "international" impact
  - May meet potential mentors and collaborators outside of PA profession
  - Physician specialty organizations may also fit into this category

Typical poster/presentation venues

- Possible options for presentations outside of AAPA/PAEA
  - Workforce - AAMC Workforce Research/Academy Health
  - Education - AAMC Regional Conferences/STFM/physician specialty meetings
  - Clinical Topics – Physician specialty organization meetings

Publication considerations

- More complicated decision process – many factors at play
  - Who will likely accept your manuscript
  - Your ideal audience
  - Career advancement
  - Likely publication lag (could be a crucial factor)
  - Your ideal journal (reputation, impact factor, etc.)
- Open Access vs relinquishing copyright
  - Open access publication fees vs pay to publish
- Potential for "international" publication
- Workforce - lots of potential options other than JAAPA and JPAE
  - Specialty physician journals (e.g., BMC family practice)
  - Health services research journals (e.g., Health Affairs, Medical Care Research and Review, Journal of Ambulatory Care Management, Journal of Health Services Research
- Education - other than JPAE and JAAPA
  - Specialty journals (maybe) Academic Medicine, Journal of Allied Health
  - More international journals available - e.g., Medical Teacher: An International Journal of Education in the Health Sciences, International Journal of Medical Education
- Clinical –
  - JAAPA, Physician Assistant Clinic, PA and specialty physician journals, NP journals, American Journal of Public Health

Helpful Resources

- PAEA Scientific Meeting Scholarship
  - Up to $2,000 to a PAEA member PA faculty presenting research posters or presentations at scientific meetings other than the PAEA Education Forum or the AAPA Conference
  - Must have an accepted (not simply submitted) research poster, presentation, or panel proposal that raises the visibility of the PA profession or PA education
  - Expenses for travel, hotel, conference registration, and food will be covered up to $2,000 per trip
  - https://paeaonline.org/our-work/research-data-and-support/scientific-meeting-scholarship
- Internal institutional research support
- Small internal travel grants for research, indirect funds from research grants, institutional payment for publication fees (don't be afraid to ask PD, Dean, or research office administrator)

Putting it All Together (in theory)

- It is vitally important to finish projects by placing your work in the public domain.
    - A project without a contribution to the public domain (ideally resulting in a citation-worthy product) is a wasted effort.
- Presentation and publication strategies are an important subset of your research agenda.
- Many factors contribute to your overall presentation and publication strategy.
- Each research project likely warrants a unique dissemination strategy.
- Presentation and publication stages (poster to abstract presentation to manuscript) are good opportunities to involve mentors or to involve a mentee.

Additional Advice

- Have three projects in three stages in play at any given time:
  - One project in the dissemination stage
  - One project in the "conducting research" stage
  - (At least) one project in the planning stage
- Set up timelines for all your projects and review and adjust them regularly
- Multiple authors? Negotiate the authorship order sooner rather than later, but be flexible if the anticipated roles/efforts change
- Be both a mentee and a mentor, and look for opportunities to build your mentor/mentee networks
- Long discussions with others about your potential areas of research or research ideas should never be considered wasted time
- Keep a notebook or recording device handy to remember ideas that come to mind (these types of insights are easily forgotten)
- Systematically schedule time just to ponder your research, review your notebook/recordings, imagine new ideas, etc. (e.g.; 2 hrs/week)

Question/Discussion

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