

Medical and Pharmaceutical Publishing

Challenges, opportunities, and developments in the academic
publishing sector in SA

About

- Medpharm Publications
- Publishing workflow
- Role players and partners
- Questions asked
- Challenges
- Opportunities
- Conclusion

About Medpharm Publications

- Established in 1983
- 14 journal titles
- 52 issues a year

Publishing workflow



Submission role players

- Authors
- Affiliated institution
- Manuscript coordinator

Review and editorial

- Journal owner society
- Journal editor
- Reviewer
- Authors
- Manuscript coordinator
- Language editor
- Designer

Production and publication

- Designer
- Publishing coordinator
- Journal editor
- Sales representative
- Pharmaceutical clients
- Journal owner (society)

“Distribution”

- Publication platforms
- Third party data vendors
- Journal owner society
- Society member and researcher
- CPD vendor
- Printers

Questions asked

- Challenges (direct or indirect)
- Opportunities
- Limitations
- Wishlist

Submission challenges

- Content
- Quality of authorship
- Plagiarism
- Lack of interest due to accreditation etc.

Review & editorial challenges

- Reviewers
- Timelines
- Non return of articles (unrevised)
- APCs
- Balance of number of authors from the same institution

Production and publication challenges

- Funding and income
- Timelines
- Publication platforms
- AI

“Distribution challenges”

- Access
- Postal service
- Society databases
- POPIA
- Legislation

Opportunities

- New publishing environments
- New partnerships
- Print on demand
- Alternative services to societies

Wishlist

- Collaboration and sharing of knowledge instead of secrecy
- Unlimited funds
- Understanding that publishers provide a service
- Seamless environments wrt 3rd party data vendors and indexers
- OrcIDs for all!
- An actual person to contact
- Streamlined accreditation processes

Conclusion

- Challenges are not journal specific
- Advertising environment has changed
- Printing becomes less relevant
- Small publishing houses struggle to keep up to date with everything and there is not always help
- Opportunities exist, but do we keep doing what we are doing?

Last remark...

You don't know what you
don't know ... until you
don't know it

Questions?

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