

Johns Hopkins University Press



Joe Rusko
Senior Editor, Health and Wellness
January 16, 2019

Agenda

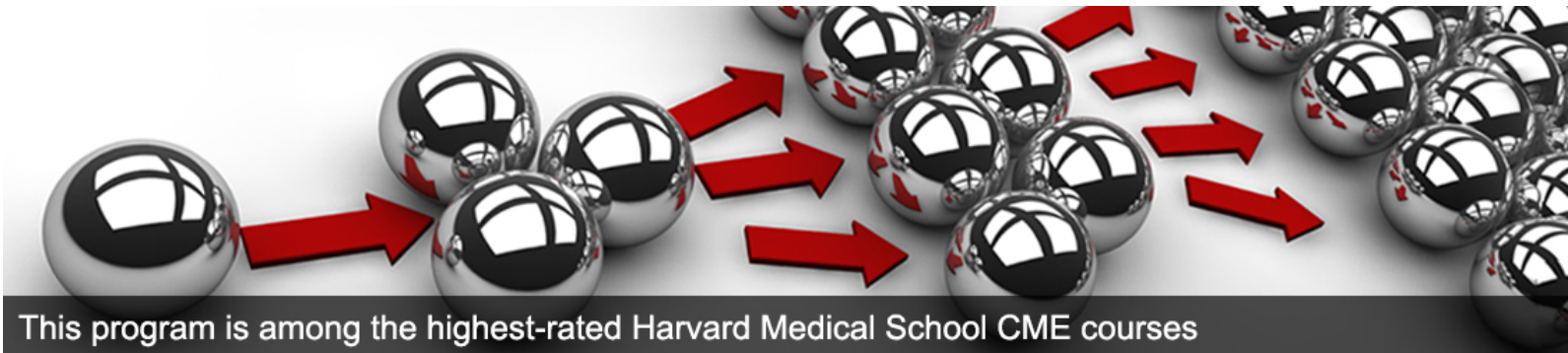
- **Introductions**
- Personal Bio
- About the Press
- Books Division: Focus on...
 - Consumer Health and Wellness
 - Public Health and Policy
- Need for Expertise: Peer Review, Editorial Boards
 - **Potential role for The Academy members**
- Sample case study
- Questions

Personal Bio

- Professional References for Medical Students/Professionals
 - Books, Journals, Digital
- Patient education
- Health news
- Global publishing strategy



Impact of Publishing Program



This program is among the highest-rated Harvard Medical School CME courses

<https://wps.hmscme.com/>

About the Press

- **Books:** Publish 150 titles a year in a variety of disciplines, including literature, history, higher education, classics, health and wellness, public health/policy, science (-ology).
- **Journals:** Founded in 1878 with *American Journal of Mathematics*. Currently publish 90 journals in various disciplines (humanities).
- **Digital:** Project Muse is a digital platform consisting of nearly 700 journals and 50,000 books in the arts and sciences.
- **HFS:** Provide distribution and other services for 6 other university presses.

About the Press: Management

- Director



Barbara Kline-Pope

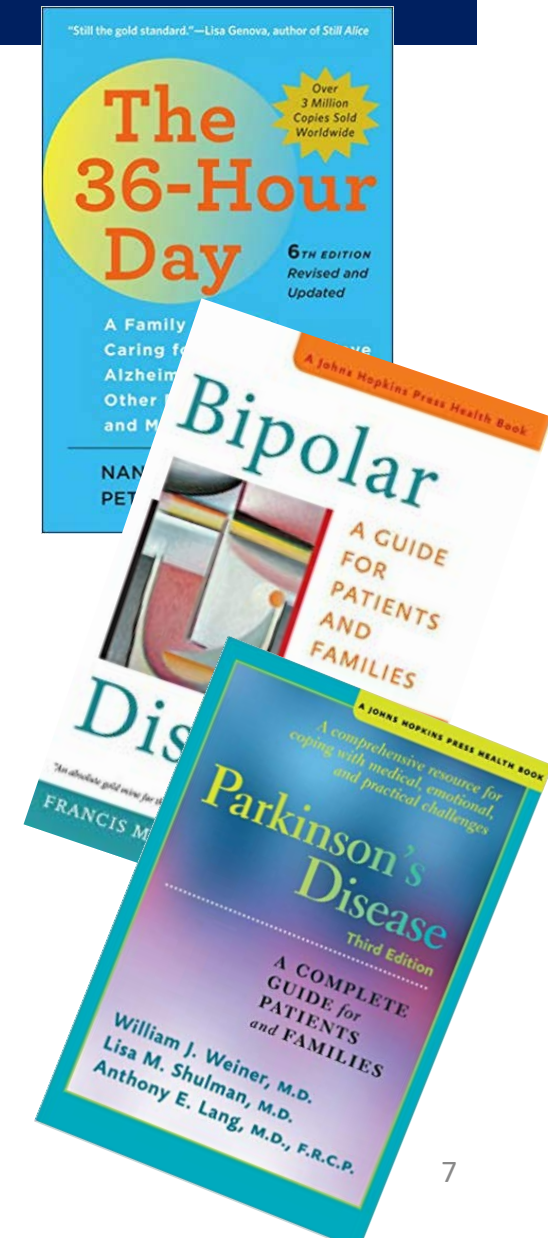
- Editorial Director: Books



Greg Britton

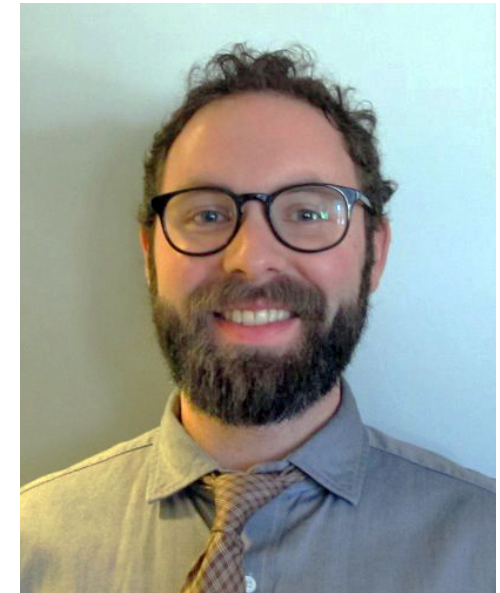
Consumer Health and Wellness Books

- Best-selling book in Dementia/Alzheimer disease field (“*The 36-Hour Day*”) along with key titles in neurology, rheumatology, oncology, psychiatry/psychology, and chronic diseases.
- Largest health and wellness list of any university press in the US.
- Critically and commercially robust.
- Content: descriptive as well as prescriptive.
- USP: Peer review, evidence-based, impactful, rigorous copy editing, proofreading, production/printing quality.
- Shift to holistic treatment of topic; expansion from disease focus to health promotion. Include interactive features, myth busting, psychosocial concerns, use of technology, compl med.

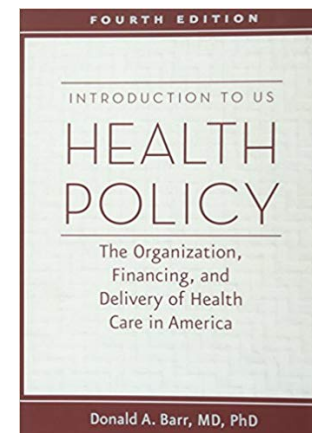
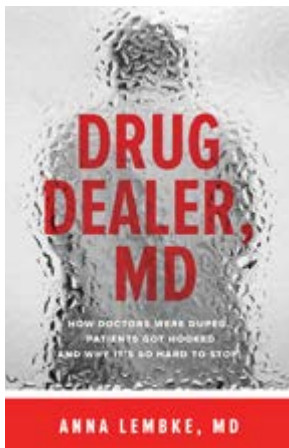


Public Health and Policy Books

- Focus on key areas in this dynamic field: health policy, global health, environmental health, social/behavioral sciences.
- Publish wide range of formats: textbooks, monographs, case studies, trade titles.



Robin Coleman,
Editor



Need for Expertise: Peer Review

- All book projects are peer reviewed:
 - Two peer reviews of proposal, sample materials.
 - Two peer reviews of final manuscripts.
- Challenging identifying and securing peer reviewers, especially in certain disciplines and given workloads of experts.
- **One potential role of The Academy members would be to**
 - **Review proposals in specific areas**
 - **Help identify peer reviewers in specific areas**
 - **Liaise between clinicians and JHUP**



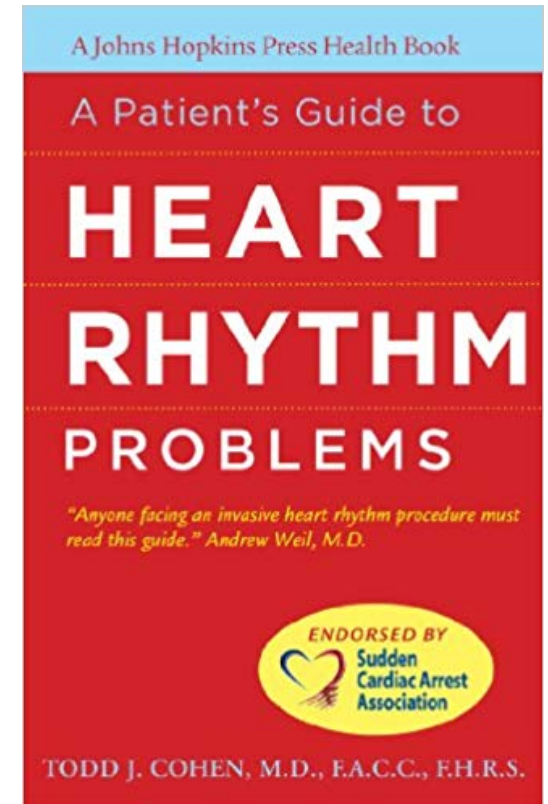
Need for Expertise: Editorial Board

- Our project approval process includes two boards:
 - **Editorial Projects Review Board**, consisting of sales, marketing, editorial, senior management team members.
 - **Faculty Editorial Board**, consisting of three members from public health, internal medicine, psychiatry.
 - Board ensures that editors follow peer review process and are a check/balance.
 - Both boards are ‘protective’ of authors , the university, the public/consumers.
 - **Potential interest in expanding board to include other specialty areas, nurses: The Academy??**



Sample Case Study

- First edition published in 2010
 - Critically and commercially successful.
- Dynamic area of publishing: lots of competitors, which make spurious claims about links between nutrition and heart health.
- Provisional plans to expand content coverage to update on changes in field, shift from disease to disease + heart health promotion + discuss use of tech, compl med, lifestyle, stress reduction, mindfulness.
- **What potential reviewers would you recommend?**
- **What suggestions would you have to increase impact?**



Questions?



Thank you!