



# Right Journal, Right Message, Right Impact

*John A. Wagner, MD, PhD*

*Takeda Pharmaceuticals International Co.*

*Clinical and Translational Science*

# *Brief Outline*

- The manuscript
- The journal
- The publication strategy
- The feedback and response

# *The Manuscript*

- Before you think about the journal, think about your research and manuscript
  - Do your research with the publication strategy in mind
- Authorship
- Focus on a good, clear story
- Know your audience
- Make good use of figures
- Title and abstract are paramount
- How good is the manuscript?
- Read the aims and scope and author guidelines of your target journal carefully – do what it says
- Manuscript length: Brief report vs. article
- Consider professional copy-editing
- Don't forget about reviews and other formats

# *The Journal*

- Read, read, read
- Open access vs. traditional
- Impact
- Society association
- Journal reputation
- Broad or focused
- Acceptance rate
- Editorial team
- Speed
- Aims and Scope, TOC
- Match the quality of your work with the journal

# *The Publication Strategy*

- Your laboratory's or department's policy
- Develop your journal list
- First tier, second tier, third tier, etc.
- “Go to” journal(s)
- How quickly do you want your manuscript published and accessible?
- Rejection strategy
- Become a peer reviewer
- By the way, never, never submit your work to 2 or more journals at the same time

# *The Feedback and Response*

- Acceptance – congratulations!
- Rejection – don't give up
  - Remember your publication strategy and your next journal choice
  - Incorporate the feedback in your revised manuscript
  - Consider publisher “reflexing” options (e.g. CPT to CTS)
  - Try, try, and try again
- Revise and resubmit – you have a path
  - Don't give up, you have a path, not a guarantee
  - Carefully address the reviewer comments
  - Create a detailed, point-by-point response
  - You can challenge reviewers, with a good rationale



# SUBMIT TODAY!



## Benefits of Publishing in the ASCPT Journal Family

- › Global editorial leadership and readership
- › Open Access, including CPT, with a discounted Article Publication Charge for ASCPT Members
- › Reach targeted audience of scientists and researchers seeking the latest advances in the field
- › The place to publish research in clinical pharmacology, pharmacometrics and systems pharmacology, and translational medicine

## Readable. Mobile. Flexible.

- › Read our content more efficiently with ReadCube, a free reference manager, citation tool, and enhanced PDF reader
- › Download our journal apps to read CPT, CPT:PSP, and CTS content anywhere on your mobile device
- › Access to content faster, including virtual themed issues
- › New online features, including an ASCPT journal family homepage allowing access to all journals with a single click

# ASCPT JOURNAL FAMILY

 **ASCPT** American Society for  
Clinical Pharmacology  
& Therapeutics

Thank you!



**ASCP**T

American Society for  
Clinical Pharmacology  
& Therapeutics

**Today's discovery,  
tomorrow's medicine**