

Journal of the American Pharmaceutical Association (1996–2002) and Journal of the American Pharmacists Association (2003–2011)

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In the mid-1970s, many pharmacists were questioning the future of pharmacy. Oft heard phrases such as “standing at a crossroad” and “over educated and underutilized” were outward signs of dissatisfaction with a profession increasingly frustrated with its focus on distributive functions. Greeted with mixed reviews, the final report of the Study Commission on Pharmacy, also known as the Millis Commission, provided a sense of what pharmacy should be when it defined pharmacy “as a *knowledge system* which renders a *health service* by concerning itself with understanding drugs and their effects upon people and animals ... a knowledge system in which *chemical substances and people called patients* interact. Needed and optimally effective drug therapy results only when drugs and those who consume them are fully understood [emphasis in original].”¹ The galvanizing moment, however, came at the 1989 Pharmacy in the 21st Century meeting in Williamsburg, VA, when Hepler and Strand noted that pharmacy was “still a profession in search of a role.”² Leadership from pharmacy groups overwhelming adopted the vision of a profession focused on patient outcomes.

Journal of the American Pharmaceutical Association

A lead article in the January 1995 *American Pharmacy* issue reported on a 2-day conference focusing on the importance of outcomes research. The report noted the need for more and better research to know the impact of pharmaceutical interventions, in all aspects, on the life of the patient. One of the agreed-on priorities was the need for better and more published research

in JAPhA. The *Journal* responded with the announcement of a regular section on outcomes research that would begin later in the year.³

During the leadership meeting of the American Pharmaceutical Association Academies in April 1995, a level of dissatisfaction with the format and editorial thrust of *American Pharmacy* was brought forward. Although it was agreed that *American Pharmacy* was well written, it was designed to compete with trade magazines rather than the flagship publications of other professional health care journals such as the American Medical Association’s *JAMA*.⁴ The belief of the Academies’ leadership was that a renamed and refocused journal was essential to supporting the newly articulated Association’s “adoption of pharmaceutical care as the mission of pharmacy practice.”⁵ With the first issue of 1996, the title *American Pharmacy* was replaced by the former title, the *Journal of the American Pharmaceutical Association*; the volume numbering was continued with volume NS (new series) 36. While the first and most noticeable change in the *Journal* was the title, it was clear that the intent for substantive change was reflected in the updated annual “Guidelines for Authors.” Added to the list of types of manuscripts of interest were those focusing on clinical, economic, and humanistic outcomes research “linking scientific research to pharmacy practice.”⁶

The changes promised earlier ar-

rived in force with the first issue of 1997. In a letter to the membership tipped into JAPhA, APHA CEO John Gans announced that pharmacist L. Michael Posey was the new editor and that the publication schedule would change from monthly to bimonthly while maintaining the same number of pages published annually. Posey’s inaugural editorial quoted Alvin Toffler’s *The Third Wave*, to introduce the theme of change and adaptation to the future. Pharmacoeconomics and pharmacotherapeutics were identified as the forces that linked science and practice, and these elements affected all segments of pharmacy, no matter the practice setting. The promise was that the *Journal* would cover “issues that both intrigue and irritate members of the diverse parts of the pharmacy profession.”⁷ The revised author guidelines reflected the editorial focus on research and added the note that regardless of the type of study, showing the significance of the research to practitioners was important.⁸

Small changes started appearing in the *Journal* almost immediately, and the editorial team explained these to readers in a letter tipped into the September/October issue. Changes in both content and format were shared and explained as a response to the feedback from stakeholders, including the Academies and Editorial Advisory Board. The long-term success of the title, it was explained, rested in the ability to optimize the “quality, utility, and timeliness” of the content. Elements to achieve this included the use of a rigorous peer review system and format that allowed for ease in presenting information. The final objective, however, remained unchanged: JAPhA was to be a practice-based journal with the mandated mission of “publishing materials that will support the development of pharmaceutical care as a practice standard.”⁹ Although seemingly a minor point, the 1997 volume also was the final year that the NS (new



A Note on This Series

This series provides an overview of the history of the *Journal of the American Pharmacists Association* and its precedent publications in celebration of the *Journal*’s centennial.



James Hartley Beal (1861–1943) was the first editor of *JAPhA*, serving from 1912 to 1914.

series) designation would be used because distinguishing the title from its 1912–39 run was no longer necessary.¹⁰

In 1999, the *Journal* introduced a special series on research tools under the editorship of Jon Schommer and David Mott. Introduced as a 12-article, 2-year project, the series was an early approach to translational research that would provide practitioners with basic research tools to use in their practices.¹¹ Topics included use of focus groups,¹² organizational models,¹³ interpersonal perception,¹⁴ and time and motion studies in pharmacies¹⁵; each article provided continuing education credit.

Journal of the American Pharmacists Association

The American Pharmaceutical Association celebrated its sesquicentennial anniversary in 2002; *JAPhA* participated in and recorded the event. An important discussion concerning changing the Association's name took place on the board level with a high degree of support from the three Academies.¹⁶ The proposal for a name change to the American Pharmacists Association was put to the membership and easily adopted. The new name became official and went into effect at the 2003 Annual Meeting; the title of *JAPhA* was modified



Eugene Gustave Eberle (1863–1942) served the longest as editor of *JAPhA*—23 years, from 1915 to 1938.

to the *Journal of the American Pharmacists Association* beginning with the May/June issue to conform to the new Association name.

The lead editorial in 2005 reported that a number of content changes were to be put into place. The focus of the *Journal* was defined as the publication of new knowledge. To facilitate this while maintaining the number of pages published, feature articles, reviews, and articles providing continuing education credits were to be reduced to make room for articles in the general areas of pharmaceutical care, practice management, pharmacoeconomics, health care economics, and psychosocial aspects of practice. Long-running annual series on newly marketed medicines and nonprescription medicines were published in each issue. The risk in this change was acknowledged but assessed as reasonable in contributing to the mission of improving patient care.¹⁷ While the *Journal* had long used a group of contributing editors, the announcement also was made that an associate editor would be named to take partial responsibility for the peer review process, especially in the areas of research and theoretical manuscripts. L. Douglas Ried was named to the position and first appeared on the masthead in the July/August issue. As a measure of the suc-

cess in this approach, additional associate editors were named in 2008.¹⁸

In 2010, L. Douglas Ried was named *JAPhA* editor-in-chief. In his inaugural editorial, he looked back at the progress made since the reinstitution of the title and the focus on publishing research that supported the mission of pharmaceutical care.¹⁹ He noted the increase in the number of manuscripts submitted, thematic issues, and changes in format that had been developed by his predecessor. His look forward included the goal to make the *Journal* the first choice for publishing member's best work, thus enhancing its usefulness to pharmacy, wide recognition, and fiscal stability.

The Web

In 1997, APhA announced its presence on the Internet at www.aphanet.org. Initially, much of the content was meant to provide information about the organization or updates for members.²⁰ *JAPhA* first appeared on the Association's homepage in 2002 (volume 42). In 2003, with the change in title, the Association signed a contract with Ingenta Corp. to host *JAPhA* on the Internet. Ingenta hosted almost 6,000 technical and scientific journals and offered APhA a mechanism to expand the reach and exposure for the *Journal*. The editors heralded this advancement as well in keeping with the long tradition of providing information in a timely fashion.²¹

Other publications

In 1994, APhA announced that the Association's biweekly newspaper, *Pharmacy Today*, would be circulated to 90,000 pharmacists beginning in January 1995. The publication was to be edited by a group of pharmacists and published in concert with the Slack Publishing Company.²² The connection to Slack was dissolved after a few months, but APhA continued with the commitment to reach the broader pharmacy community with *Pharmacy Today* as a monthly publication in a tabloid format. In 2006, under the leadership of Frank Bennicasa as publisher and James C. Appleby as APhA senior vice president, *Pharmacy Today* was converted to a magazine format; the circulation was expanded

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