

EDITORIAL

Aiming high

Oral Diseases was re-launched in 2005 with co-Editors Crispian Scully (UK) and Bruce Baum (USA), and six Associate Editors; Jose Bagan (Spain), Mats Jontell (Sweden), Hideaki Kagami (Japan), Luiz Kowalski (Brazil), Aaron Palmon (Israel), and Songtao Shi (USA). In addition to the 2005 new editorial team, we have tried to constantly infuse energy and new expertise each year by rotating members off the Editorial Board and adding new Associate Editors (Lauren Patton and Salomon Amar in 2006; Pedro Diz Dios and Jane Atkinson in 2007) such that *Oral Diseases* has world wide and specialties representation.

To increase standards we have (i) required all clinical trial reports to be registered, as per ICMJE recommendations; (ii) subscribed to the CONSORT statement recommendations to improve the reporting of randomized trials; and (iii) endorsed the ICMJE's policy on uniform requirements for manuscripts to help reduce scientific fraud and ensure high ethical standards. We have also attempted to improve manuscript quality by instituting 'Best research paper' and 'Best review paper' awards annually.

Additionally, we have increased readership interest and improved the relevance of *Oral Diseases* in the rapidly advancing world of biomedical science by introducing several new series, including (i) a *Medical Review* series with cutting edge reviews from experts in related medical specialties, including gastroenterology,

rheumatology, otolaryngology, endocrinology, etc.; (ii) a special series on *Stem Cells* in oral/dental/craniofacial tissues; (iii) a special series on the relationship between *Periodontal And Systemic Diseases*; and (iv) a *Hot Topics* series with brief reviews on timely subjects of interest to the oral medicine clinician.

Significant progress has been made, as evidenced by the following facts. First, despite the many shortcomings of the Impact Factor ratings, they do indicate something about journal status and, since 2005, *Oral Diseases* has seen real progress, with a big jump of 35% last year, to a high of 1.945 (Figure 1).

Second, *there has been an increase in readership* in 2006–2007, with a 28% increase in consortia libraries with access. The main institute users are in Australia, Brazil, India, New Zealand, UK and USA, but *Oral Diseases* is read throughout the world. The popularity is shown by a 27% increase in subscriptions 2006–2007, and a 17% increase in downloads. The review series in particular have proved immensely popular and are the highest cited papers.

Third, *we have moved to reduce our time to publication* by increasing the number of pages available in *Oral Diseases* by 37% in 2007 and 66% in 2008, and being more selective of acceptances, with the rate of 37% in 2006 and 22% in 2008; all while we are still trying to improve our submission to decision times*. Additionally, all articles once fully copy-edited after acceptance are quickly published online through our Early View feature before the print addition is available.

Finally, *the new association of Oral Diseases as the official Journal of the European Association of Oral Medicine (EAOM)* should further increase quality submissions and readership.

In 2005, the new Editorial team promised to '*do its best to provide readers with high quality and relevant clinical and translational research papers*'. To a certain extent, this goal has already been achieved, but we will strive to increase even further, the standing and value of *Oral Diseases* to clinical scientists studying the head and neck region.

Bruce J. Baum
Crispian Scully

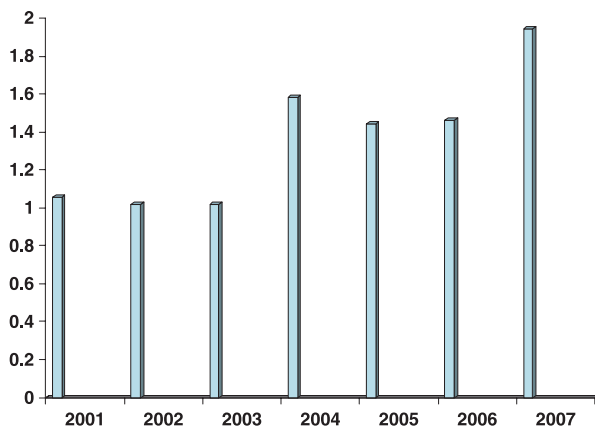


Figure 1 Impact factor rating for *Oral Diseases* from 2001 to 2007

*Now ~21 days

2008 Oral Diseases Awards

We are pleased to announce the winners of the 2008 Oral Diseases awards:

Best Original Article: JE Berry et al, *JunB as a potential mediator of PTHrP actions: new gene targets ephrin B and VCAM-1*, Oral Diseases 14:713–726, 2008.

Best Review Article: M. Skamagas et al, *Update on diabetes mellitus: prevention, treatment and association with oral diseases*, 14:105–114, 2008.

The Best Reviewer 2008: Dr. Yoshihiro Abiko

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