

JFMS Open Reports: new look, new ‘Collections’

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If you have been a regular visitor to *JFMS Open Reports* since its launch in 2015, you'll likely have spotted some recent developments. At the start of 2017, all of SAGE's journals, *JFMS Open Reports* and its sister title *Journal of Feline Medicine and Surgery (JFMS)* included, moved to a new online publishing platform powered by Atypon's Literatum. In so doing, they joined more than one-third of the world's English language scholarly and professional journals.

Foremost among the improvements that have come virtue of the change in platform are:

A dynamic reading experience, with a clear, intuitive layout

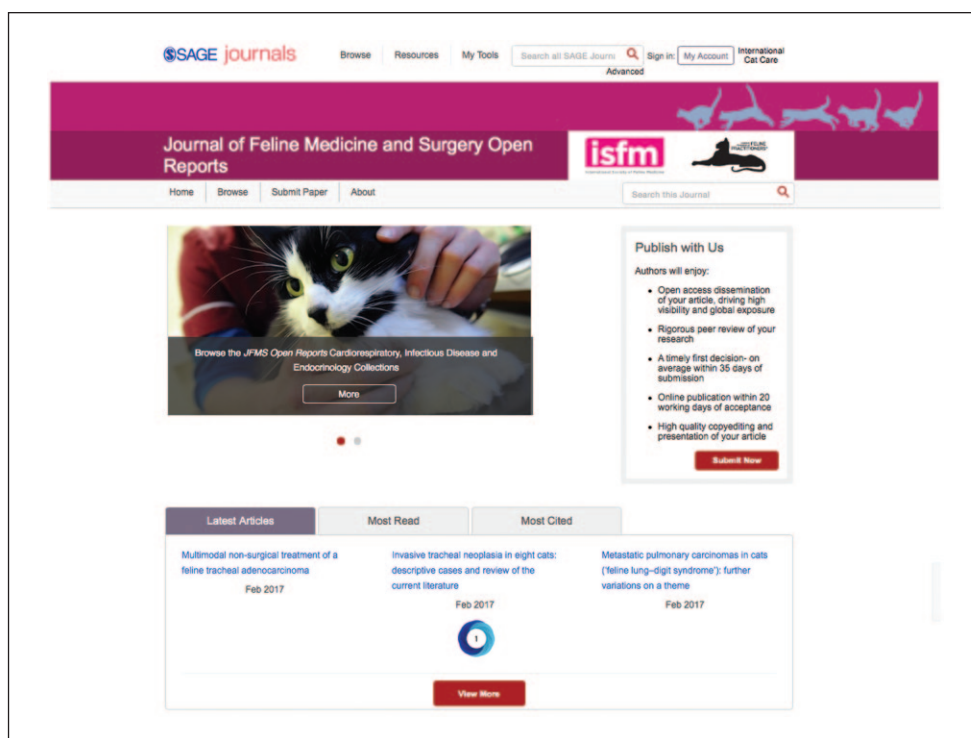
To prioritise the things that matter most to users of *JFMS Open Reports* content, the website layout has been reconfigured to provide a crisper, cleaner reading experience. Key information is easier to find.

An easy to navigate, multidevice-responsive design

Whether you read *JFMS Open Reports* via a desktop computer, laptop, tablet or smart phone, the content is now easier to browse and search. The most recent articles are prominently displayed.

More detailed reporting functionality on each article

JFMS Open Reports will start to publish persistent digital identifiers from ORCID (orcid.org) alongside authors' names. By uniquely identifying individual researchers in a central registry, ORCID (short for 'open researcher and contributor ID') enables users to be unambiguously linked to their published articles and other professional activities. Altmetrics (altmetric.com) data, which track online engagement with content, is more user-friendly on the new website.



Browse the new *JFMS Open Reports* Cardiorespiratory, Infectious Disease and Endocrinology Collections



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Highly discoverable content through open search engines (eg, Google) and library search tools

SAGE works across multiple channels to ensure that articles are discoverable in authors' preferred research venues and through discovery tools (social media, Kudos, etc).

Flexible technology The new *JFMS Open Reports* platform has been built with adaptability and 'future-proofing' in mind, to support emerging user habits and web trends.

Development of *JFMS Open Reports* continues behind the scenes. In December 2016 we reached the milestone of 100 articles published (see box), and are now working to organise our growing archive of high quality case reports, short case series and short communications into discipline-based 'Collections'. We are launching with our Cardiorespiratory, Infectious Disease and Endocrinology Collections – others will follow on in the coming months. We hope that these will enable our readers to get the very most from our flagship case reports journal. Case reports have a long-established and rich tradition in veterinary medicine and scientific publication. They constitute the first line of evidence in healthcare and – as illustrated by these Collections – are

How *JFMS Open Reports* performed in 2016

- 61 new article submissions were received
- With the help of 97 reviewers, 65% of articles were accepted for publication
- *JFMS Open Reports* published its 100th article in December 2016
- Visits were made to *JFMS Open Reports* from 149 countries. The top three visiting countries were the USA, UK and Australia
- *JFMS Open Reports* attracted 29,446 article downloads

a powerful tool to disseminate information on unusual or complex cases, newly recognised disease associations, innovative treatments or unusual side effects to therapy.

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