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## Inaugural Editorial

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## Inaugural Editorial

### Abstract

Letter from the Editor-in-Chief

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## Inaugural Editorial



By Paul B. Freeman, OD

As you may know, throughout my optometric career I have been involved in many aspects of optometric journal publication. Over that time, I experienced the peer review process as author and reviewer, and served as book review editor, as well as served on several editorial boards, and was the editor of the now retired *Optometry, Journal of the American Optometric Association*. So why another journal? For the past 7 years, I have had the pleasure of being a co-editor-in-chief of Elsevier's Eye Care PracticeUpdate (<https://www.practiceupdate.com/>), a website for which I and three other eye care professionals (two optometrists and two ophthalmologists) review articles selected by two eye care professionals (one optometrist, one ophthalmologist) from approximately 40 peer-reviewed eye care journals. In this capacity, I have a first-hand appreciation of the limited amount of peer-reviewed optometric literature. Having said that, our profession now has the opportunity to add this quarterly peer-reviewed journal, *Optometric Clinical Practice*, with emphasis on clinical practice, underscored by evidence-based science. Although I suspect that most of the articles submitted will be by optometrists, I would welcome and encourage other professionals to submit, appreciating that the goal of this journal is to enhance optometric clinical practice. Along with this primary focus, other topical areas will include literature reviews, meta analyses, guest editorials, and the potential for some innovative thinking under the heading of "Coloring Outside the Lines," all of which are geared toward

the goal of enhancing optometric clinical practice. And, as with any new venture, there are questions, especially from potential authors. I would like to answer two questions most potential authors typically ask. The first is “Where should I publish and for what audience?” If an author has a specific audience in mind, a niche journal or magazine might be appropriate. Fortunately, we have such publications for topical areas such as contact lenses and behavioral eye and vision care. However, if an author wants to reach a wider audience, there are other publications (including this one) which may be more appropriate. Since this is not a “niche” journal, articles will relate to a wide range of eye care topics from ocular and systemic pathologies, contact lenses, rehabilitation (including low vision rehabilitation, traumatic brain injury, and behavioral vision), to public health topics, and therefore, should be of value to all eyecare professionals as well as other health care disciplines. Additionally, because this is not a subscription-based publication and will be freely available online, the readership is open to all. Which brings me to the second question many authors ask of a journal: “If I publish in your journal, will my article be found on PubMed?” Because “PubMed is a free resource developed and maintained by the National Center for Biotechnology Information (NCBI) at the National Library of Medicine (NLM)”<sup>1</sup> its value is reasonably easy access to peer-reviewed articles based on topical areas. At this time, as a new peer reviewed journal, we do not have PubMed status; getting that status requires time and a journal’s history of publication. We will strive toward achieving PubMed status as we move forward.

In a guest editorial in *Optometry JAOA*, David A. Heath wrote, “One of the strongest indicators of a profession’s maturity and vitality is the degree to which it creates and disseminates knowledge for the benefit of society.”<sup>2</sup> It is the obligation of those who can, to support our profession by joining the ranks of others who have met that commitment; *Optometric Clinical Practice* will do its

part as well. Our editorial board has been assembled to help guide a manuscript through its peer reviewed journey to help achieve that goal. I feel fortunate, as in my previous role as editor of *Optometry, Journal of the American Optometric Association*, to be a part of this journal's team and to be able to work with this editorial board and authors from around the country and, hopefully, around the world.

When I started in optometric practice in 1974, my senior partner was Milton J. Eger, OD, the editor of the *Journal of the American Optometric Association*. As I mentioned in my first editorial in the *Journal*,<sup>3</sup> from time to time I looked inward to confer with him for some editorial guidance. Neither he nor I ever started a journal, so for both of us this will be a new "dialogue." However, my personal mission for *Optometric Clinical Practice* is very simple: I and this journal will represent the best of optometry and will seek to fulfill the important role of "...developing and managing optometry's knowledge..." because it is "... a shared responsibility of faculty, practitioners and the profession's leadership."<sup>2</sup> I encourage others to join me on this important and exciting venture!

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