Opening the Gateway to Innovation

Lewis R. First, MD, MS, Alex R. Kemper, MD, MPH, MS, Kate Larson, MPH, Joseph Puskarz

For the past 6 years, our journal has published a commentary every January highlighting upcoming changes based on reader input to the content and design of Pediatrics. We could not wait until the start of the new year to share with you a transformational change prompted by your input to us, in not only our journal but all of the American Academy of Pediatrics (AAP) journals and periodicals. This publishing innovation involves a new digital media approach, called “AAP Gateway,” that is launching October 2015. Gateway is an integrated clinical, research, and news network that delivers up-to-the-minute information in a user-responsive design on any computer or mobile device.

Over the past few years, frequent surveys and focus groups have suggested that AAP members wanted a more focused solution that delivers relevant information based on individualized interests. AAP Gateway does just that by providing a centralized online location for users to access, manage, search, and discover content from Pediatrics, AAP News, and the rest of the AAP collection of journals. You will have the choice to read the latest, daily published content on the Gateway interface or use the simple navigational menu that leads you to the most recent table of contents for each of the AAP journals. The Gateway offers 4 distinct user areas: AAP News, “Research, Commentary, and Practice,” “My Interests and Specialties,” and “My Subscriptions.”

The AAP News area of Gateway is your daily online newsroom to keep you current on the latest news and research in our field. AAP News will highlight and summarize early released content from Pediatrics and the other AAP journals, including breaking national and international news in child health. In the area called “Research, Commentary, and Practice,” 4 to 6 new articles from Pediatrics will be published each day, Monday through Friday beginning December 2015. This approach will shorten the time to publication so that you have access to research and AAP policy statements as soon as these articles are available. In the “My Interests and Specialties” area, Gateway will deliver relevant content based on your areas of interest or specialty. Go to https://shop.aap.org/account/my-account-info-edit/, click the “Background and Interests” section, specify relevant specialties and interests, then click “Save” to update your membership record to include the tools of Gateway that will be of benefit to you. The “My Subscriptions” section will specify which journals you have subscription access to and will provide another convenient way for you to quickly access content or subscribe to the AAP journal collection.

AAP Gateway will use social media sources, both its own and those of other networks, to share opinions, perspectives, and expertise daily with AAP members. For example, the editors of Pediatrics and other AAP journals will generate daily conversations on the “Editors’ Blog” to help increase awareness of current research, the implications of this research, and other important topics in our field. For those of you who are regular followers of our journal on Facebook
AAP Gateway is an integrated network of journals and periodicals that will make it easy to discover up-to-the-minute news, expert reviews, and clinical research.

(www.Facebook.com/aappeds) and Twitter (@Lewis_First), you can still find us posting daily to these social media sites. We have also added a “Comments” section on the front Gateway page so that you can read and interact in real time with what others are saying about articles published in Pediatrics and other AAP journals. There is also a “Trending Articles” section that is refreshed throughout the day, so that you can see which articles are being actively read by your peers.

If that is not enough innovation, Gateway also brings to our readers an improved search engine that will allow you to conduct searches across AAP journals and PubMed. Users will be able to search Redbook in early 2016. We have even added a “Real-Time Suggestions” search that will make your search process fast and easy. Start typing letters into the search box, and one or more possible matches for the text begin to drop down immediately. This new search capability will proactively do some of the research for you on your defined topics of interest or specialty, as designated in your membership profile record.

Though revolutionary in design, Gateway is also evolutionary as we will continue to launch new functions, tools, features, and content journals to enhance your experience and enable you to receive relevant content to a degree that is not possible in print. In the near future, we plan to launch new open-access spinoff journals to inform the public about new developments in pediatrics quickly. For example, we plan to start an open-access “Case Reports” collection on Gateway that will compile all of the case studies from Pediatrics, Hospital Pediatrics, and Pediatrics in Review.

With the launch of Gateway, we also realize that readers have different expectations for print, Web, and mobile content. Readership studies over the past 2 years have informed the editors and staff that the majority of our readers (800,000 monthly) search and read content online, beginning with a Google or PubMed search. Another readership study in 2014 revealed that 65% of our readers either skim or just read the table of contents of the print journal each month. When asked whether they would “read a print abstract-only edition,” more than two-thirds of AAP members surveyed responded “yes.”

Therefore, beginning January 2016, we will replace the current print journal with a print abstract-only version containing each research article abstract and the full text of all new AAP policies. The online version of the journal will have the full text of all studies and articles published each month and the full text of AAP policies, ensuring that
our readers have access to all published content in a variety of ways. In addition, we are investigating technology that will allow readers to jump from the print abstract edition to full-text articles, supplemental video, audio, and social media content by scanning over a bar or QR code embedded in a print abstract with a smart device and then opening up the full text of that article on that device.

Gateway will allow you to stay up to date by simplifying access to the tremendous breadth and depth of AAP publications. Use of this new platform will advance your ability to improve the health and well-being of all children, which is what Pediatrics and the mission of the AAP are all about. Welcome to Gateway. Once you go through, you will not want to turn back. AAP Gateway will be available in October at gateway.aap.org, through www.aappublications.org for all AAP journals and periodicals, or through our own journal Web site at www.pediatrics.org.

**ABBREVIATION**

AAP: American Academy of Pediatrics

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**METER WOES:** I recently drove north to Montreal, Canada from my home in Vermont. The signs on the interstate reported the distance to Montreal in both miles and kilometers. Of course, once I entered Canada, distances were only reported in kilometers. I do not have much trouble calculating the time necessary to travel a distance measured in kilometers. After all, I work in a hospital in which almost all measurements are reported using the metric system.

As reported on CNN (US: July 2015), however, few road signs in the US report distances in kilometers. In fact, Interstate 19, which connects Tucson, Arizona, to Mexico, is the only road in the United States in which distances are only posted in kilometers. America’s aversion to use of the metric system is relatively unique in the world. The United States, Myanmar, and Liberia are the only nations not to have adopted the metric system. That is not to say the United States hasn’t come close. In 1792 we became the first country to adopt a currency in decimals, and in 1866 Congress authorized the use of the metric system. In 1875 we were one of 17 countries to sign the “Treaty of the Meter” that was to facilitate coordinating the development of the metric system. I clearly remember the push in the 1960s and 1970s to convert to the metric system and the fanfare associated with the Metric Conversion Act, which declared metric as the preferred system of the United States. Alas, resistance to adoption of metric units has been strong. So while the medical system will continue to use milligrams, and I will be able to buy one liter bottles of soda or water, heading south from my home, all the road signs will post distances in miles (and a mile is 1.6 kilometers).

Noted by WVR, MD
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