

Editorial

Mary Ann Liebert, Inc. Is Our New Publisher

THE AMERICAN ACADEMY OF MEDICAL ACUPUNCTURE (AAMA) recently voted in favor of Mary Ann Liebert, Inc. to become our new publisher. In my 10 years as Editor-in-Chief of *Medical Acupuncture*, this is the most significant and exciting event to favorably impact this journal. I welcome this change wholeheartedly. I cannot think of a better publishing company to effectively carry our journal into the future, and I feel very comfortable about this change. For almost 5 years, I have enjoyed a very close relationship with Liebert Inc. as Executive Editor and Senior Editor of *The Journal of Alternative and Complementary Medicine*. In my opinion, this was a difficult but very wise and logical decision made by the Academy Board. In accepting to become our publisher, Mary Ann Liebert, Inc. has undertaken a great responsibility in promoting our journal both nationally and internationally, and they are eager for this challenge.

For those of you not familiar with the publisher, Mary Ann Liebert, Inc. is a privately-owned company (in New Rochelle, NY) known for establishing authoritative peer-reviewed journals in many promising areas of science, medicine, and biomedical research including *Journal of Women's Health*, *The Journal of Alternative and Complementary Medicine*, *Thyroid*, *AIDS Patient Care*, and many more. Liebert publishes society journals for many impressive groups including: The American Association for Hospice and Palliative Medicine, The Endourological Society, The American Telemedicine Association, and The American Thyroid Association. Its biotechnology trade magazine, *Genetic Engineering News (GEN)*, was the first in its field and is today, the industry's most widely-read publication worldwide. A complete list of the firm's 60 journals, books, and newsmagazines is available at www.liebertpub.com.

There is no question in my mind that the AAMA's philosophy and mission and the Journal's editorial slant and policies will be reflected and respected by our new publisher. I believe the benefits for the AAMA and its members will be multi-fold: increased subscriptions, memberships, revenue, prestige, high impact of medical acupuncture in mainstream medicine, and the most significant "medical

acupuncture" journal in print, characterized by high-quality articles and authors. Also, this publisher has an amazing track record of getting journals indexed into the National Library of Medicine. To help this entire process, *Medical Acupuncture* will immediately start being published 4 times a year instead of 3!

Here are the impressive things already happening: Because of the existing contracts that Liebert has with prestigious libraries and institutions around the world, the Journal will automatically be added to the collection of at least 450 libraries worldwide including Yale, Stanford, UCLA, University of Virginia, Karolinska Institute, University of Hong Kong, and many more. There will be substantial promotion and marketing to raise awareness and get the Journal into institutions and hospitals worldwide so that the Journal could have a bigger impact on healthcare; seeking to insure that the AAMA goals and objectives are better served by a more visible and professional-appearing Journal. Immediate consequences will perhaps be that more prospective authors will want to start publishing in our journal.

Here is what will *not* change: our Managing Editor, Roz Royal, and Copy Editor, Stacy Christiansen Krol, will continue serving the Journal and the AAMA membership. The Journal will remain user-friendly to all authors of all countries. We hope to improve our administrative practices in providing rapid feedback in the review process. Eventually, manuscript reviews will take place online. There will be other changes to enhance the overall quality of our production.

Now having said all this, let me as always affirm that *I still need your support and articles to make all this happen*. I can truthfully state how proud you will be to see your article in print in *Medical Acupuncture*! Articles are our bread and butter. Like Yin and Yang, one cannot do without the other. Many authors who have never before written an article have told me that their first article in this journal was a wonderful process. Instead of experiencing a rejection, they received a mentorship. They just loved listening and talking to our *Texan* Managing Editor (Roz), "Y'all, how about writing me a little article for the Journal?"

The opinions and assertions contained herein are the private views of the author and are not to be construed as official or as reflecting the views of the United States Air Force medical departments or the Air Force at large. The author indicates that he does not have any conflicts of interest. Sources of funding: none reported.

Once more, I would like to hear from you. What are your expectations for the Journal? How can we best serve the readership? What would you like to see change and/or happen? I invite your suggestions and comments.

This is a very exciting time for all of us. There's plenty of work ahead and opportunity to share. Everything feels right about this change. *Medical Acupuncture* is maturing and finding its rightful place in the biomedical literature. We owe it to ourselves and our profession to speak out about the wonderful technology that acupuncture provides to heal our patients. We can be even prouder to see that we are taking our respectful place in the medical community. We will continue to grow, travel along uncharted roads, and share our stories. This is not our final destination. Ahead of us are more roads of discoveries. The Journal serves as our vehicle. You are the driver and the fuel is your passion.

I want to extend my deepest gratitude to Deb Odell and The Odell Group, our previous publisher who spent over 17 years grinding out *Medical Acupuncture* through thick and thin. Deb has always been there when I needed her for advice, support, and know-how. She encouraged me to be creative and bring about change. We will miss her, but she will always hold a special place deep in our hearts.

The practice of *Medical Acupuncture* is evolving rapidly. I notice in the literature more mechanistic explanations of how acupuncture works. New devices are coming on the market to make our work easier. Recently, I noted the use of intense colored lights to enhance auriculotherapy. I have tried this in my clinic and indeed, it does work. Slowly, I am aware that we are becoming more users of energy medicine. Whatever is the evolution that acupuncture takes, we will report on these changes in the Journal. I ask the readers to help keep all of us aware of new developments in the field through our "Letters to the Editor" column. In the meantime, I hope you enjoy the changes in our Journal and again, will keep *Medical Acupuncture* foremost in mind when writing your next manuscript and/or recommending AAMA membership to your colleagues. Please be sure to **read** "author instructions" as they have been modified as a result of our new publisher.

Finally, I would like to wish all of you a happy, prosperous, and healthy New Year. I look forward to seeing all of you at the AAMA Symposium in Baltimore, Maryland, this year.

—Richard C. Niemtow, MD, PhD, MPH
Editor-in-Chief