The first year of EJCRIM

Silvia Malosio

Editorial Team

Editor-in-Chief
- John Kellett, Ireland/Canada

Journal Manager
- Silvia Malosio, Italy

Editorial Office Staff
- Carla (Italy), Brenda (Canada/Italy), Miechelle (Ireland)

Associate Editors
- Carla Arújo Pimentel, Portugal
- Ettore Bartoli, Italy
- Eleni I. Boutati, Greece
- Dan Justo, Israel
- Ramon Pujol, Spain
- Shirley Rigby, United Kingdom
A new official journal of EFIM

- A new official journal of EFIM
- Complementary to EJIM
- Educational scope
- Service to internal medicine community
- Free access
- Online only
- Very small publication fee
- Quick turnaround time
- Published by SMC media (Italy)

“traditional bed-side medicine”

In 2014 Editors had decided to start off and revise the editorial strategy after a number of manuscripts were received

Mission: provide a forum to internal medicine doctors for the description of

- interesting cases, or a series or cluster of cases describing a clinical presentation, history and findings that bear an interest from either a diagnostic or symptomatic, laboratory outcome or treatment point of view.
- brief reasoned reports of issues relevant to the practice of Internal Medicine.
- A learning tool for young internists
Where are manuscripts coming from?

<table>
<thead>
<tr>
<th>Country</th>
<th>Submitted</th>
<th>Accepted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>Portugal</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Spain</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Tunisia</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>UK</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Israel</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>France</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Kuwait</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Australia</td>
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<td>1</td>
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<tr>
<td>Belgium</td>
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<td>1</td>
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<tr>
<td>Japan</td>
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<td>1</td>
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<tr>
<td>US</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ireland</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Lebanon</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Turkey</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Submission and Acceptance by Country

How many do we expect to receive?

Submission trend slowed down after September 2014

Not a steady flow yet because journal brand still not established.

Good response to direct promotion, though.

Call for papers and further promotion needed
Are they good?

<table>
<thead>
<tr>
<th>Year</th>
<th>Submitted</th>
<th>Accepted</th>
<th>Rejected</th>
<th>Withdrawn</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 (October-December)</td>
<td>34</td>
<td>13</td>
<td>18</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>2014 (all year)</td>
<td>66</td>
<td>41</td>
<td>24</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2015 (as at 20/2/2015)</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

Editors observed that average quality is high. Many good cases and some outstanding ones.

Quick turn-around time

Peer-review and editing by the associate editors = 13 days avg

Publication time

13.5 Peer-review
7 Copyediting and author proofing
12.5 DOI and full publication online
33 days
Are articles being indexed?

- Google Scholar
- Pubmedcentral (response in a few weeks)
- EMBASE, SCOPUS, EBSCO (under review)

*Scopus announced internal delays (9-12 months)*

- Thomson Reuters’ JCR: impact factor not a priority

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Is the journal read?

Access by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Sessions</th>
<th>New Users</th>
<th>Pages/Session</th>
<th>Average Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>9,832</td>
<td>6,313</td>
<td>7.03</td>
<td>00:05:23</td>
</tr>
<tr>
<td>Italy</td>
<td>1,741</td>
<td>870</td>
<td>19</td>
<td>00:14:59</td>
</tr>
<tr>
<td>Portugal</td>
<td>1,101</td>
<td>509</td>
<td>5.42</td>
<td>00:03:56</td>
</tr>
<tr>
<td>Spain</td>
<td>878</td>
<td>580</td>
<td>5.36</td>
<td>00:04:15</td>
</tr>
<tr>
<td>United States</td>
<td>755</td>
<td>666</td>
<td>2.58</td>
<td>00:01:06</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>561</td>
<td>337</td>
<td>42.96</td>
<td>00:03:41</td>
</tr>
<tr>
<td>Netherlands</td>
<td>498</td>
<td>298</td>
<td>43.78</td>
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</tr>
<tr>
<td>India</td>
<td>340</td>
<td>281</td>
<td>3.40</td>
<td>00:02:35</td>
</tr>
<tr>
<td>Turkey</td>
<td>329</td>
<td>262</td>
<td>5.26</td>
<td>00:03:53</td>
</tr>
<tr>
<td>Switzerland</td>
<td>272</td>
<td>104</td>
<td>5.69</td>
<td>00:04:40</td>
</tr>
<tr>
<td>Brazil</td>
<td>215</td>
<td>212</td>
<td>1.56</td>
<td>00:00:29</td>
</tr>
</tbody>
</table>
Is the journal read?

Latest two months

- 50% increase in pageviews
- Almost 3 times increase in users

Where does traffic come from?

First 10 referral sites (2014)

<table>
<thead>
<tr>
<th>Site</th>
<th>Sessions</th>
<th>% new sessions</th>
<th>New users</th>
<th>Average session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>1531</td>
<td>67.80%</td>
<td>1038</td>
<td>00:04:09</td>
</tr>
<tr>
<td>Facebook</td>
<td>508</td>
<td>62.29%</td>
<td>352</td>
<td>00:02:06</td>
</tr>
<tr>
<td>EFIM</td>
<td>421</td>
<td>50.12%</td>
<td>211</td>
<td>00:04:40</td>
</tr>
<tr>
<td>Spanish/Society/bfAM</td>
<td>256</td>
<td>76.56%</td>
<td>196</td>
<td>00:02:45</td>
</tr>
<tr>
<td>Portuguese/Society/bfAM</td>
<td>62</td>
<td>88.52%</td>
<td>52</td>
<td>00:01:15</td>
</tr>
<tr>
<td>Russian/Society/bfAM</td>
<td>61</td>
<td>88.52%</td>
<td>54</td>
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</tr>
<tr>
<td>Taiwan/Society/bfAM</td>
<td>50</td>
<td>70%</td>
<td>35</td>
<td>00:05:05</td>
</tr>
<tr>
<td>German/Society/bfAM</td>
<td>31</td>
<td>90.32%</td>
<td>28</td>
<td>00:01:27</td>
</tr>
<tr>
<td>PEDIM/2014/Prague</td>
<td>26</td>
<td>80.77%</td>
<td>25</td>
<td>00:05:17</td>
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<tr>
<td>French/Society/bfAM</td>
<td>13</td>
<td>92.31%</td>
<td>12</td>
<td>00:02:12</td>
</tr>
</tbody>
</table>
### 10 most read articles

**Articles** | **Views** | **Publication date**
---:|---:|---:
Development of Myasthenia Gravis in Systemic Lupus Erythematosus | 1146 | 20/02/14
Guillain-Barré Syndrome with Absent Brainstem Reflexes: a Case Report | 791 | 21/02/14
A Rare Cause of Chronic Low Back Pain | 521 | 25/02/14
Non-Celiac Gluten Sensitivity and Autoimmunity: A Case Report | 397 | 05/12/14
Epigastric Pain in Acute Renal Infarction: The Forgotten Presentation | 370 | 12/01/15
Ehlers-Danlos Syndrome in an Adult Woman: A Hidden Syndrome | 352 | 15/05/14
Hemophagocytic Lymphohistiocytosis Complicating Myelodysplasia | 319 | 28/03/14
Breast Carcinoma with Choriocarcinomatous Differentiation: a Rare Case | 310 | 25/02/14
A Case of Infectious Purpura Fulminans: An Unusual Organism and Method of Diagnosis | 298 | 24/04/14
Chronic Active Hepatitis B with HBV-Associated Nephropathy: Close Resemblance to Lupus Nephritis | 268 | 15/04/14

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**What is most read?**

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**New Homepage and new layout**

To improve visibility, journal branding
To encourage sharing,
To host links and banners for barter promotions
Etc.

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**Time for a new homepage?**

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**European Journal of Case Reports in Internal Medicine**

**Vol 2 (2015)**

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20/03/2015 10:41:43  SMCmedia
How to reach our readers/authors?

Call for paper flyers, barter deals, web links, newsletters

Initial promotion to general target:
- EFIM-related congresses
- EFIM schools
- Some national societies of Internal Medicine
- Young internists groups
- Authors of articles published in IM journals

New promotion should also target
University Hospitals

Targeted contact database updated
6000-7500 users

Table of contents alerts and e-mail promotion
Open rate 25-30%
• Internal and Emergency Medicine (Journal of the Italian Society of Internal Medicine) agreed to direct authors of case reports to EJCRIM

• EJIM Editors suggest authors of case reports to submit to sister journal EJCRIM (journal of EFIM)

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Social Media

Started as an experiment ➔ now second major access way to EJCRIM

<table>
<thead>
<tr>
<th></th>
<th>September 2014</th>
<th>February 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Facebook likes</td>
<td>173</td>
<td>1707</td>
</tr>
<tr>
<td>People reached</td>
<td>113</td>
<td>31000</td>
</tr>
</tbody>
</table>

581 people are currently talking about an EJCRIM article

36% are between 25-34 years old
17% are between 35-44 years old
17% are over 45
Future collaborations 2015

- ESIM school cooperation
- Packages to potential sponsors (e.g. Vifor Pharma)
- Congress abstracts
- Guest Hospitals
- EJCRIM as Media Partner of ....

capacity to host related events material, videos, interviews, news, etc. which bring traffic to the site and increase visibility.

Thank you
Impact factor is not an objective for case reports journals.

However, in the long run, some citations may occur.

- Journal of Medical Case Reports  (*IF 0.35*)
- BMJ Case Reports (*up to 7 citations per first 10 articles*)
- The American Journal of Case Reports (*up to 2 citations*)
- Clinical Medicine Insights: Case Reports (*up to 2 citations*)
- International Medical Case Reports (*1 citation*)
- Journal of Radiology Case Reports (*up to 5 citations*)
The aim of the journal is to provide a forum to internal medicine doctors for the description of interesting cases, or a series or cluster of cases as suggested in my editorial published in *EJIM Volume 14, Issue 8, 2003*. The journal would also consider brief reasoned reports of issues relevant to the practice of Internal Medicine. We are confident that the journal will be an important educational tool for young internists.

John Kellett