Framing Open Access Beyond Academic and Scientific Communities

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ALEXANDRIA, VA
## Average 2017 Price for Scientific Disciplines

<table>
<thead>
<tr>
<th>DISCIPLINE</th>
<th>AVG PRICE PER TITLE</th>
<th>DISCIPLINE</th>
<th>AVG PRICE PER TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry</td>
<td>$4,773</td>
<td>Botany</td>
<td>$2,053</td>
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<tr>
<td>Physics</td>
<td>4,369</td>
<td>Zoology</td>
<td>1,988</td>
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<tr>
<td>Engineering</td>
<td>3,468</td>
<td>Math &amp; Computer Science</td>
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<tr>
<td>Biology</td>
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<td>Geography</td>
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<tr>
<td>Food Science</td>
<td>2,567</td>
<td>Health Sciences</td>
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<tr>
<td>Geology</td>
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<td>Agriculture</td>
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<tr>
<td>Technology</td>
<td>2,234</td>
<td>General Science</td>
<td>1,556</td>
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<tr>
<td>Astronomy</td>
<td>2,071</td>
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</tr>
</tbody>
</table>

Source: Library Journal Periodical Price Survey 2017
Institutional Library Budgets for 2017

Of 500 libraries surveyed by EBSCO in October 2016:

• 11% of libraries reported an annual budget increase of 5% or more
• 64% of libraries reported a flat annual budget or less than 5% increase
• 25% of libraries reported a decrease in annual budget

Source: Library Journal Periodical Price Survey 2017
Being A Patient

- For patients, personal finances can be extremely limited, and are already allocated to necessities.

- University and college libraries do not provide access to their institutional collections to non-affiliated entities.

- Patients typically learn of medical and scientific advances through their healthcare providers, social channels, and word of mouth.
Dissemination of Information from Researchers to Patients via a Traditional Publishing Model

- Researchers submit their work to traditional subscription-based journals
- Healthcare team members with access read articles
- Summaries of research are shared to patients and patient communities

Published Research  
Limited Access  
Trickle-Down Research
Dissemination of Information from Researchers to Patients via an Open Access Publishing Model

- Researchers submit their work to open access journals
- Healthcare providers and patients have access to the same research
- Research progresses more quickly with greater adoption

Published Research

Open Access

Research Made Practical
Key Considerations for an Open Access Framework

• All stakeholders in the research pipeline must be engaged.
  
  Researchers
  Healthcare Providers (HCPs)
  Patients and Consumers
  Libraries
  Funding sources
Key Considerations for an Open Access Framework

• Researchers are increasingly encouraged to participate in Open Access.

• Research institutions are evolving and embracing Open Access Policies for promotion, tenure, and advancement considerations.

• Article level metrics are increasing in value, while impact factors of journals are taking a lesser role in a long list of researcher accomplishments.

• Research is shifting to a value of the research itself, and its practical impact, rather than distinctly where it is published.
Key Considerations for an Open Access Framework

• Healthcare providers are inundated with information.

• Societies and associations provide access to medical research as a membership benefit.

• Physicians are often affiliated with local medical schools and have access to institutionally licensed electronic resources.

• For-profit companies push sponsored research information to healthcare professionals with decision-making authority.

• Hospital systems are focused on increasing efficiencies and reducing repeat visits by patients as a mandate of the Affordable Care Act.
Key Considerations for an Open Access Framework

• Patients are more engaged in their healthcare than ever before.

• Social media has provided more opportunities for patients to establish communities and crowdsource research advancements.

• FDA approvals are disseminated within patient communities in minutes now, rather than over months as patients see their HCPs.

• Patients are willing participants in research, including clinical trials.

• Patients are being welcomed into the research process, contributing their perspectives, and even participating in peer-review processes.
Key Considerations for an Open Access Framework

- Libraries are the gatekeepers to research information.
- In academia, institutionally licensed access to electronic resources is provided through university and college libraries.
- Costs of institutionally licensed resources and library budgets are adversely correlated.
- Libraries have the decision-making authority for the allocation of funds, and work closely with researchers to manage an ongoing relationship between budgets and collaborative research needs.
Key Considerations for an Open Access Framework

• Funding sources for research are constantly evolving.

• Federal funding guidelines increasingly call for greater collaboration and open access dissemination of research.

• NIH grant-funded research articles featured in PubMed Central.

• Organizations are contributing funds to research that directly impacts their constituents, their mission, and their values.

• Universities and colleges have a vested interest in promoting the work of their own researchers and those they are collaborating with.
Open Access Embracing and Expanding Beyond Academic and Scientific Communities

NETWORKING
Use your networks

Social Media

Editorial Board Members

Research Colleagues

Patient Communities

Experts in the Field
Open Access Embracing and Expanding Beyond Academic and Scientific Communities
Open Access Embracing and Expanding Beyond Academic and Scientific Communities
Thank you for allowing us to share with you!

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