



Case Study

The Angle Orthodontist

As a scientific publication, *The Angle Orthodontist* is preeminent in its field. It was established in 1931. The quality of the material has made it a publication sought after by students and research workers worldwide. The editor, Dr. Robert J. Isaacson, DDS, MSD, PhD, and the assistant editor, Delores Isaacson, manage the journal with no additional staff. The journal is distributed in print and online. Currently, the entire 75-year archive of *The Angle Orthodontist* is open access and free to all online.

The Challenge

The Angle Orthodontist aspired to move into a leadership position in electronic publishing by offering its content in an open access format online. In addition, the editor wanted to simplify and expedite the production of the Journal. With the resulting growth, The E.H. Angle Education and Research Foundation needed a solution that would help them manage the increasing number of manuscripts they were receiving without adding staff.

The Solution

The Angle Orthodontist first came to Allen Press in 1997 for printing and mailing services. In 2000, the editor, seeking a strong online presence, approached us about electronic publishing services. Moving them beyond abstracts only, Allen Press launched an online journal site that contained current publication material. Shortly thereafter, the Foundation began posting archived issues of the journal, and today the site contains the complete archive of *The Angle Orthodontist* (1931–present) and preprints of future issues.

In addition to providing online hosting and management, Allen Press began managing the copyediting and composition of the journal. Allen Press next began providing manuscript tracking and peer review services to answer the need for processing an increased number of manuscripts. Allen Press also assists the Edward H. Angle Society of Orthodontists with member and



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"Allen Press was the printer for our Society before I became editor. I liked their quality and personal contacts. Consequently, I moved all of our copyediting over to Allen Press to simplify and expedite our processes. Now we have moved from a journal with an acceptance rate of over 60% to one with 30% acceptance last year. Our quality is up, but mostly our reputation is up. We commonly receive e-mails and comments about how easy to use our site is and how the electronic process moves so smoothly and rapidly."

Dr. Robert J. Isaacson, DDS, MSD, PhD

subscription management services that streamline the day-to-day activities of the organization.

Key Benefits

From 2000 to 2006, the journal grew exponentially. A total of 538 manuscripts were submitted in 2006, compared with 90 in the year 2000. The journal went from publishing 65% of submitted manuscripts to 30% in just 6 years. In 2006, *The Angle Orthodontist* published 1,084 pages in contrast to only 489 pages in 2000, more than doubling the size of the journal.

The real success of this story is that Dr. Isaacson and his assistant editor realized this growth without adding any additional staff. Allen Press services allowed the editor to focus on the editorial content of the journal.

As a result of adding the online journal site, a wider distribution of content was possible, expanding the journal's international presence. The online manuscript submission and peer review system has made it possible for the editor to process more manuscripts in a shorter amount of time.