



## EDITORIAL

# DTJournal.org: Growing with Technologies

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*Ideas are easy. Implementation is hard.*

—Guy Kawasaki

Co-Founder of Alltop

Every peer-reviewed journal evolves in a different way. Evolution and growth of the *Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology* have been accelerated in March 2020 by a launch of a new media platform (Fig 1) with a potential to become a core for absorption and development of new scientific technologies. Technologies and solutions specially created for the simplification of the scholar life of oral and maxillofacial surgeons.

Analysis of technological innovations is more than crucial. And thanks to last data from Google Analytics we received a possibility to review the geographical distribution of readers (as a result of our humble improvements) in March–November 2020 period (Fig 2). The highest number of readers was noted from United States (259 users [32.35 percent]). Second highest number – from Ukraine (150 users [18.68 percent]).<sup>1</sup> Comparing with such journals giants, like *Plastic and Reconstructive Surgery (PRS)*, which in 2020 attracted more than 92,500 visitors every month, we understand how reach we are... How extremely reach we are for a huge amount of beautiful editorial and publisher's work that is need to be done.

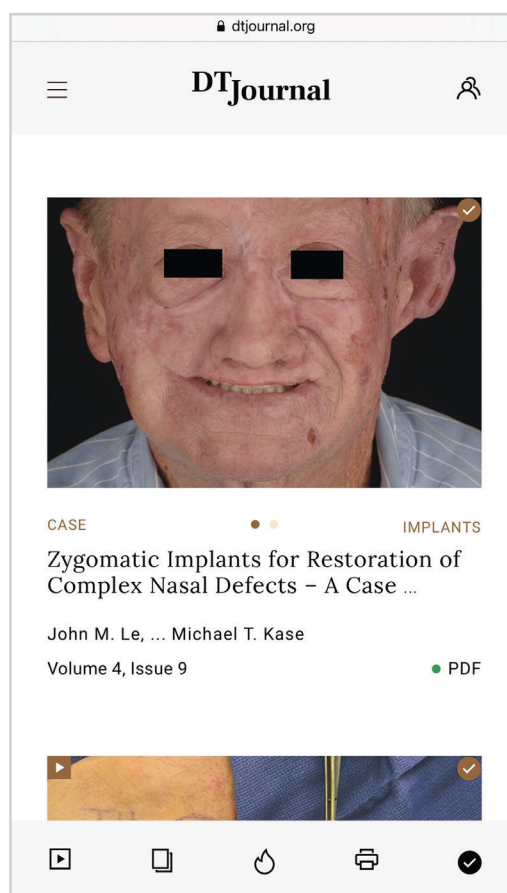


FIGURE 1. Mobile view of the website DTJournal.org.

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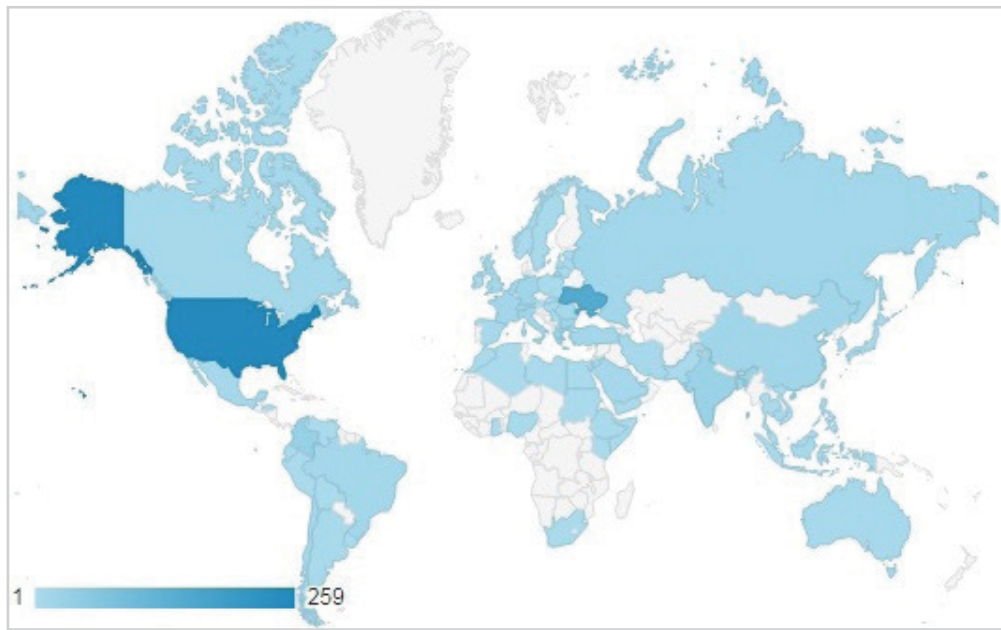
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**FIGURE 2.** Map represents the geographical distribution of readers during last nine months (March–November 2020). The highest number of readers was noted from United States (259 users [32.35 percent]). Second highest number – from Ukraine (150 users [18.68 percent]). Data source: Google Analytics.<sup>1</sup>

Progress of the *PRS*, as a leading publication in plastic surgery, through their 75-year experience teaches us a lot about the implementation of advanced technologies.<sup>2</sup> The *PRS*'s phenomenal success lies in deep concentration on cutting-edge articles acceptance only and on combination of approaches/technologies like 1) sectionalizing of the journal, 2) launch of Editorial Manager for the peer-review process online, 3) video content acceptance, 4) expanded continuing medical education (CME) program, 5) launch of standalone peer-review sponsored supplemental issues, 6) implementation of levels of evidence, 7) initiated "Outcomes Articles," 8) ferocious work in social media, 9) cover art from the selected articles, 10) introducing of "Resident Ambassadors to the Editorial Board" and built the wide network of the "Resident Advisory Board" ambassadors, 11) developing a *PRS* family of journals by launch of a new open-access online only publication – *PRS Global Open*, 12) launch of Special Topic Series for the exploration of important topics Women in Plastic Surgery, etc., 13) *PRS* Journal Club, 14) Podcasts, 15) *PRS* Grand Rounds, 16) labeling the articles by Patient Safety sings allowing surgeons to claim 1 hour of credits, etc.<sup>2</sup>

Summarizing digital achievements of our journal's (*DTJournal.org*) in 2020 we can emphasize that these technologies only have been started to grow and we will dedicate all our passion to help them flourish not only in 2021 but also in the decade to come.

*When you find an idea that you just can't stop thinking about, that's probably a good one to pursue.*

—Josh James  
Omniture CEO and Co-Founder

*We must always remember that on the shoulders of giants, we can see more clearly what is next on the horizon.*

—Rohrich et al<sup>2</sup>

## REFERENCES

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