



GUEST

Business Articles and Section in the World Leading Jaw-Face Reconstruction Journals

Ivan V. Nagorniak^{a,*} & Nataliia M. Koba^b

*To be successful, you have to have your heart in your business,
and your business in your heart.*

—Thomas Watson, Sr., former CEO, IBM

Private practice in the recent years became not only an important part of the general dentistry^{1,2} but also the plastic surgery,^{3,4} facial feminization surgery⁵, and oral and maxillofacial surgery (OMS)^{6,7}. So the appearance of Business and Practice Management articles^{3,4} indicates that surgical communities start to understand the importance of business direction not only from practical appliance but also from the scholar analysis which became extremely demanded in pre-pandemic and in a current pandemic era.

In 2021, the *Plastic and Reconstructive Surgery—Global Open (PRS Global Open)* journal became a role-model publication for other journals both in plastic surgery and in an oral-maxillofacial surgery due to the launch of Business section. Cat Begovic, MD from California started to lead that new cutting-edge section in *PRS Global Open* as a founding section editor.

Moreover, such a timely and extremely demanded

section cannot be ignored by other surgical journals, especially the publications related with Oral and Maxillofacial Surgery. That is why it can be so important for the *Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology* to launch the Section Business in the nearest 2021-2022 period. The goal of which will be to review and to publish the best manuscripts dedicated to analysis of private OMS practice sector. And the articles like “Practice management in oral and maxillofacial surgery” recently presented in the *Oral and Maxillofacial Surgery Clinics of North America* journal show us how the state of the art manuscripts should be prepared for that new section.⁷ Analysis of practice ownership forms, role of investors, accounting and tax, marketing, revenue cycle and staff management, and more others business features should be meticulously investigated in a way which will help others to follow their dream moving own private OMS practice forward.

Play by the rules, but be ferocious.

—Phil Knight

Co-founder of Nike

Kyiv, Ukraine

^a MSc, PhD, Head Physician, Private Practice.

^b MSc, Former Head Physician, Private Practice—SCIEDECE LTD.

* Corresponding author's address: Private Practice (certificate for management system according to ISO 9001:2015 – Private Entrepreneur Nagorniak I.V.), 6-G Andruschenka Street, Office 6, Kyiv 01135, Ukraine
E-mail: ivan.nagorniak@gmail.com (Ivan Nagorniak)

Please cite this article as: Nagorniak IV, Koba NM. Business articles and section in the world leading jaw-face reconstruction journals. *J Diagn Treat Oral Maxillofac Pathol* 2021;5(3):33–4.

<https://dx.doi.org/10.23999/j.dtopm.2021.3.1>

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