

JCSM
— *Journal of* —
Clinical Sleep
Medicine

STRATEGIC PLAN

JOURNAL MISSION

To publish scientifically rigorous, clinically relevant research and guidance that advances human sleep and circadian science across the lifespan.



VALUE PROPOSITION

The trusted source of scientific information and authoritative guidance in sleep medicine.

DISTINCTIVE OFFERING

- AASM Clinical Practice Guidelines
- Other AASM position statements and guidance

AUDIENCE

- Primary: health care professionals, scientists, and researchers
- Secondary: public, industry, and media



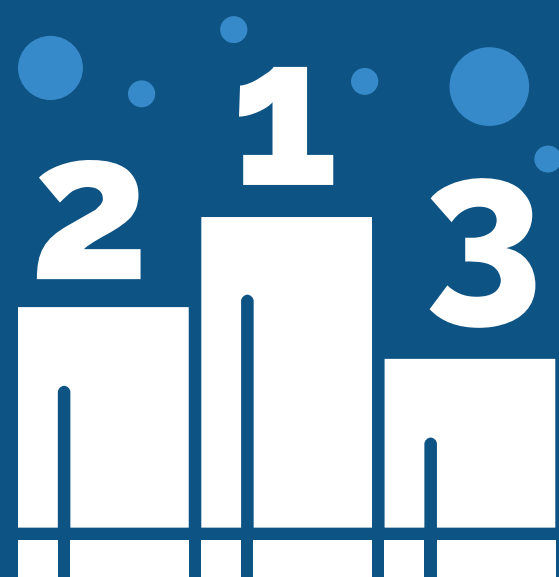
PRIORITY CONTENT AREAS

- Research that more precisely characterizes sleep disorders.
- Research that advances innovative, patient-centered strategies to improve access to care and health outcomes.
- Research that evaluates the role of sleep care as a critical contributor to quality of life, health status, health care utilization, and longevity.
- AASM clinical practice guidelines, position statements, and recommendations.

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INDUSTRY GOAL

Affirm the journal as the leading source for scientific and authoritative guidance in sleep medicine.



- **PUBLISH** AASM commissioned, data driven, sleep medicine specific article types (e.g., annual state of sleep medicine report, state of the art scientific reviews, emerging technology in sleep medicine annual report, and invited commentaries).

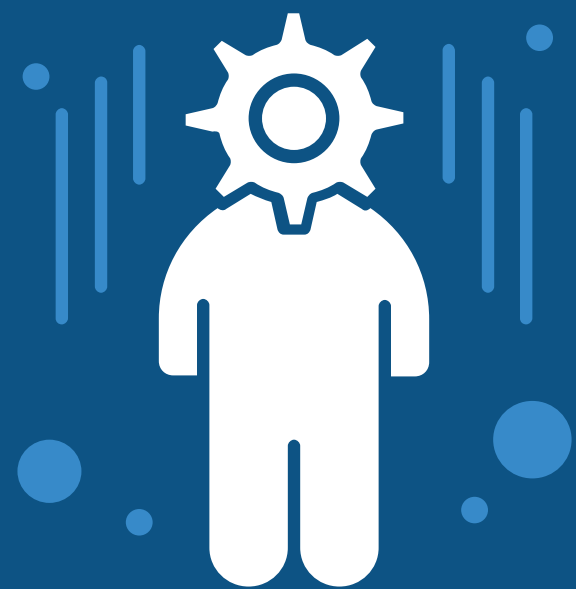
- **ADD** international representation to the journal's editorial board from regions with growing sleep research.

- **EXPLORE** name change from a clinical journal to better align the journal with AASM's authoritative guidance in the field of sleep.

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JOURNAL PRODUCTION GOAL

Implement a responsive production process, adaptable to changes in technology, user experience, and AI.



- **PROCEED** with request for proposals to explore publishing partnerships aligned with the journal editorial and business requirements.

- **IDENTIFY** fast, user-friendly processes to improve the author, reviewer, and subscriber experience.

- **IDENTIFY** and track metrics to measure author experience, reviewer retention, and subscriber access.

- **EXPAND** data analytics and reporting for nuanced bibliometric analysis.

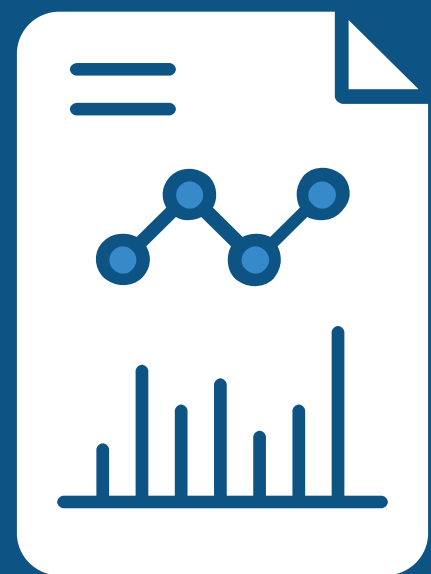
- **EXPLORE** digital learning techniques to improve accessibility and dissemination.

- **IDENTIFY** opportunities and risks for the growing role of AI in publishing.

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BUSINESS MODEL GOAL

Implement a flexible model adaptable to changes in industry with revenue generation from multiple sources.



- **ADD** open access-based option(s).

- **INCREASE** dedicated sales resources to explore industry opportunities and generate more advertising revenue.

- **INCREASE** institutional subscriptions through partnerships with publishers or aggregators.

- **EXPLORE** alternative revenue options.

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LEADERSHIP GOAL

Clarify journal governance with dedicated roles and responsibilities.



- **ESTABLISH** governing body with authority over strategic journal activities.
- **CLARIFY** the authority delegated to the Editor-In-Chief for decision-making.
- **INCREASE** dedicated resource(s) to manage the business of the journal.
- **ADD** dedicated expertise in AI and digital communication.
- **INCREASE** the number of dedicated production & promotion hours in support of growing the reach of the journal.

GUIDING PRINCIPLES

PRINCIPLED: Scientifically and statistically sound; evidence-based; free from bias or conflicts of interest.	PATIENT-CENTERED: Clinically relevant; addresses the entire lifespan; promotes access to care; includes diverse and vulnerable populations.	IMPACTFUL: Widely disseminated and referenced to improve patient care.	INNOVATIVE: Challenges the status quo; highlights emerging trends; identifies new approaches.
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ENVISIONED FUTURE

- Wide dissemination of new knowledge related to the diagnosis and treatment of sleep disorders.
- The latest trends and potential disruptions in sleep medicine are published in the journal, and clinicians use this information as a resource for guidance in the optimal care of patients with sleep and circadian related problems.
- Science published in the journal assists in evaluating the impact of measurable improvements in sleep-related health outcomes on patient morbidity, mortality, daytime function, and quality of life and its relevance for public health and economics.
- The journal is an essential resource for clinical, scientific, and policy considerations addressing sleep and circadian related health and safety issues.