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Thanks for Noticing!

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By Christopher J. Smiley DDS
Editor-in-Chief

Thanks for Noticing!

The MDA's 2021 Member Value Survey placed the *Journal of the Michigan Dental Association* as the organization's highest-rated service! As your editor, I find

this affirms that we are doing something right, and that's good news for the entire association.

The *Journal* is the MDA's primary internal marketing tool. When members value the *Journal*, it is less likely to gather dust on a desktop and more likely to be opened and read. Also, by reaching our readers with engaging and informative feature articles, they are more likely to see information on other topics and services such as legislative and regulatory advocacy, endorsed programs, and continuing education offerings.

Our Editorial Advisory Board members and our readers help identify topics and suggest authors, often through personal and professional networks. To keep content clinically applicable, valid, and reliable, we rely on a single-blind peer-review process, where a team of reviewers for each article is aware of the author's identity. The author is unaware of who conducted their review. We have been fortunate that a broad spectrum of clinicians, researchers, and opinion leaders have answered the call to serve as reviewers to assure the quality of the *Journal's* articles. We compile their input to edit a manuscript, often with the assistance of an augmented-intelligence software program. The author then reviews revisions for final approval. It can be a laborious process, but it fosters the development of valuable articles for our readers.

Publishing our monthly *Journal* requires the efforts of a team at the MDA, overseen by our Managing Editor David Foe, Executive Editor Karen Burgess, MDA

Communications and Technology Manager Jeff Mertens, and, most impressively, the design and formatting expertise of our Publications Assistant, Jackie Hammond. I'm in awe of their work and of those from the oral health community who have freely submitted exceptional feature articles. I've marveled at the quality of our "10-Minute EBD" initiative, where clinicians, new dentists, and dental students contribute guidance for readers on searching for and synthesizing the best evidence and translating it into clinical application. It is humbling and rewarding that our *Journal* is highly respected by our members

and sought out by authors far and wide to present content to our readers.

Moving forward, we plan to mimic a strategy borrowed from JADA to restructure the Editorial Advisory Board with involved section editors. These associate editors will solicit and oversee content development ranging from practice management to evolving clinical trends, science, and advocacy. The goals for the *Journal* will remain to promote the mission and core values of the Michigan Dental Association while providing clinically relevant

original content, emphasizing evidence-based integrated care.

I consider this my New Year's resolution, and I need your help. Email me to connect if you would like to join our Advisory Board or recommend someone well-suited to the task. The same is true for any topic you would like us to address, or to suggest a section we should consider for the structure of our production team. Together, we will keep the *Journal of the Michigan Dental Association* valuable for you and your practice. ●

Readers may contact the editor via email at csmiley@michigandental.org.

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