Finding and Getting What You Want When You Want It Just Got Easier at ANESTHESIOLOGY

Vicki Tedeschi, James P. Rathmell, M.D., James C. Eisenach, M.D.

We are awash in a flood of information, many of us first checking our cell phones upon awakening in the morning and last checking them just before going to sleep. As physicians and researchers, we need access to new information. Being a good physician means staying aware of changes in knowledge and treatment options in order to better communicate with fellow healthcare workers and to provide better care to patients. Being a good researcher means keeping abreast of new paradigms, new methods, and new results. The primary job of a peer-reviewed medical journal is to present readers with high-quality research and reviews. But the job does not end there. You have to be able to receive or find what you want in a convenient and quick manner.

In an effort to help you find the information most valuable to you, Anesthesiology in partnership with Silverchair Information Systems is launching on a new online platform (anesthesiology.org). Our goals are to make it easier for you to find content, easier to read it, and easier to automatically keep up in your areas of interest.

Easier to Find Content

Most of the traffic to the Anesthesiology site originates from a Google search. Once at the new journal site, searching is performed like Google, by simply entering descriptive words in a search bar (fig. 1). Both of these searches depend on proper tagging of materials so that the most relevant material appears first. The new Anesthesiology site features the latest in search capability, based on Silverchair’s 60,000 plus medical taxonomy. It is designed to bring you accurate results, so you can find the content you need when you need it. You can also search by author or article title. Search results can be filtered, so you can view them by article type, keywords, or date range or you can view them by best match, most recent, or oldest article.

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ASA Newsletter and content hosted by the American Society of Anesthesiologists (ASA), including past and upcoming educational events, ASA whitepapers, and advocacy opportunities.

For those coming to the Anesthesiology site to see what is new, the redesigned homepage showcases the current issue and featured articles (fig. 3). Sitewide navigation provides easy access to all issues, including the complete archive; ASA Practice Parameters; Topic Collections; Podcasts; CME (Continuing Medical Education) information; and a more general information tab, which includes information for authors.

**Easier to Read (and Share) Content**

The new site features responsive design meaning that it is optimized for viewing whether you are on a desktop computer, tablet, or smartphone. Its navigation is streamlined for the device you are using to make it easier to search content (fig. 4). Within the article view, you will find an enhanced display of tables and figures so that you can more clearly see the detail (fig. 5). Additional tools allow you to download a Powerpoint slide of tables and figures for enhanced use. Articles can easily be shared via e-mail or social media platforms including Twitter, Facebook, Google+, and LinkedIn. A tools bar lets you quickly get citations for articles or ask for permissions to reuse content.

The new Web site features both Web of Science citations per article and an Altmetric score for those articles that have social media mentions. Altmetric tracks sharing across social media channels, such as blogs, Twitter mentions, and Facebook posts. It assigns a score to measure the social influence of articles and can be found underneath the author’s list on the article view page (fig. 6). Anesthesiology is expanding the way it uses its social media platforms to distribute content via these channels. Sharing Journal content socially...
allows *Anesthesiology* and readers to obtain information about what is important to the scientific community within the broader space of the Internet.

**Easier to Automatically Keep Up in Your Areas of Interest**

The new site utilizes topic collections, a list of more than 30 intuitive areas of interest, organized in areas of clinical activity such as pain medicine or pediatric anesthesia (fig. 7). Selecting the area of interest allows you to easily see all relevant content in that particular topic area (fig. 8). You can sign up for alerts for any of these topic collections by clicking on the alerts button to the right of the topic title. You will then be prompted to confirm your e-mail address (fig. 9). When new articles are added to the collection, an alert will be sent to your e-mail.

You can also sign up for RSS Feeds to receive updates to the Current Issue, This Month in Anesthesiology, Science, Medicine, and the Anesthesiologist, Infographics in Anesthesiology, Online First, and ASA Practice Parameters.
click on the RSS Feeds link at the bottom of the homepage and then select the feeds you would like to receive (fig. 10). You can also listen to the 5- to 7-min podcast highlighting articles from the current issue or, if you prefer, click on the Podcast tab to read a transcript of the podcasts or listen to previous recordings.

You can sign up for alerts that will let you know when new content is published, such as new monthly issues, new Online First, or new articles in a particular topic area. To sign up, simply navigate to the page for which you would like alerts and then click the Alerts button on the upper right side of the page.

What does this mean for you—our reader? A more personal, user experience with Anesthesiology. You will be able to customize your page display, save figures and tables, manage e-mail alerts, and activate mobile usage through your personal log in. While we cannot save you from the overwhelming stream of information, we can help you sort through the stream to find the content that is most relevant to you. Please try out the new site and let us know what you think!

Competing Interests
Vicki Tedeschi is an employee of the American Society of Anesthesiologists (ASA) as Managing Editor of Anesthesiology, Dr. Rathmell receives an honorarium from the ASA as an Executive Editor of Anesthesiology, and Dr. Eisenach receives salary support from the ASA as the Editor-in-Chief of Anesthesiology.

Correspondence
Address correspondence to Dr. Eisenach: Editor-in-Chief@asahq.org