

## Excellence is a Moving Target

If you received the last issue of the *Journal of Manual and Manipulative Therapy* (Volume 16, Issue 2), you likely noticed the dramatic changes to the layout of the journal. JMMT's redesign involves three columns of presentation, a new font that is visually pleasing, and figures and tables that are more appropriately sized. Most importantly, the new layout allows for 3 to 4 more articles per issue without a reduction in the size of the font. More is definitely better.

Starting with this issue, we've introduced a new feature to JMMT called Clinimetrics Corner. Clinimetrics is the practice of assessing or describing symptoms, signs, and laboratory findings by means of scales, indices, and other quantitative instruments. We will use Clinimetrics Corner, which will always be available as an open access article online at our website, to update, educate, and introduce selected statistical elements found in publications that may be outside the standard clinician's composite of knowledge. For the first issue, I describe "effect sizes" and how this measure is used to weigh the magnitude of an intervention. We are interested in submissions for Clinimetrics Corner.

Speaking of online access, <http://jmmtonline.com/> provides both AAOMPT members and non-members with a number of useful features. AAOMPT members can log in by clicking on the sub-

scriber log in function in the upper right hand corner of the webpage. You can get your username and password by emailing the journal at [jmmtcook@gmail.com](mailto:jmmtcook@gmail.com); where your name will be matched to our membership list and we will email you the necessary information. All papers that are published in hard copy are also available online including past issues dating back to 2000. Additionally, some may be unaware that a number of articles are published online-only on the <http://jmmtonline.com/> website. In fact, these papers are our most frequently read publications thus we typically target articles that have widespread appeal for online only access. All articles, whether published as hard copy or online-only, are indexed the same way.

One of our most monumental changes over the last 16 years is our recent acceptance into the indexing of PubMed Central. PubMed Central is the U.S. National Institutes of Health (NIH) free digital archive of biomedical and life sciences journal literature. To access the search engine for PubMed Central, click on <http://www.ncbi.nlm.nih.gov/sites/entrez?db=pmc> and type in your article query. Unlike some search engines, all articles available in PubMed Central are open access, and most importantly, free to everyone. After a one year embargo period, past issues of JMMT since 2007 will be available free to everyone.

We are also excited to include New Zealand Manipulative Physiotherapists Association Inc, into our family of members who have made JMMT their official journal. The New Zealand group is one of 4 national groups that have made JMMT their official journal, including The American Academy of Orthopaedic Manual Physical Therapists, the Australian Association of Orthopaedic Manipulative Therapists, and the Canadian Academy of Manipulative Therapy. Membership allows our journal to modify, grow, and to incorporate the talents of manual clinicians from all over the globe.

Some may ask, why so many changes to JMMT? We feel that excellence is a moving target and pursuing excellence requires adaptation, alteration, and novel features, rarely available or unique to our journal. We see ourselves as the 'clinician's journal' for manual therapy and will endeavor to provide a product that is stimulating to the seasoned researcher, the clinical researcher, and the practicing clinician. We are always looking for ideas and would be happy to hear each. Thanks for helping JMMT target excellence.

Chad Cook PT, PhD, MBA, OCS,  
FAAOMPT  
Editor in Chief, JMMT