

Peer-reviewed publication is a major component of a career in academic medicine. Publication allows for broad dissemination of knowledge and ideas, anchoring of important work in the medical literature, establishing a reputation in a particular field, and meeting expectations or requirements for promotion. Much of the rich work in scholarly presentations, particularly those on teaching innovations, faculty development, and clinical topics, do not make it to publication.<sup>1,2</sup> This Family Medicine Focus will help faculty recognize which presentations have publication potential and guide the process forward.

## Does this presentation have publication potential?<sup>2</sup>

1. Is the topic important and relevant?
2. Has the topic been covered recently in the literature?
3. Does the presentation describe a new or innovative approach to a clinical, teaching, or research question?
4. Is this a novel approach to a topic for a specific scenario or group?

## Identify a journal for your work

1. Match your topic and article type to intended journal.
  - Review literature cited in the presentation for ideas of journals.
2. Consider journal content, your intended audience, and impact factor.
  - Is your paper for a family medicine audience? Or an audience of more general, subspecialty medical or other professionals?
3. **J.A.N.E.** Journal, Author, Name, Estimator, [biosemantics.org](http://biosemantics.org) can help you find an appropriate journal!
4. If uncertain of journal fit, consider contacting the journal editor for their input.
5. If you truly cannot find a good fit for your topic, reconsider writing the paper.

## How do I move from presentation to publication?

1. Plan ahead by writing your manuscript while preparing your presentation. Slides can serve as an outline. Use the note sections of presentation platforms, such as Google Slides or Microsoft PowerPoint, to add details that will later form the body of your paper.
2. Keep track of references and citations in the slide notes. This will make compilation far easier as references will already be held and saved.
3. Set aside dedicated time to work on the manuscript. Whether in scheduled large blocks or smaller increments, working solo or in a writing group—stick to what works for you.
4. Clarify article type, complete your literature search, solidify objectives and goals, and improve upon working drafts with target journal and audience in mind.
5. Consider recording yourself presenting your work. You can transcribe and incorporate important details from postpresentation discussions to create or improve your rough draft.
6. Leverage opportunities to further develop academic writing skills such as those offered by STFM.

[\(See Appendix\)](#)

***Converting a presentation into a published product is a laudable goal. With preplanning and a blueprint to convert your work into a manuscript, it is achievable and rewarding to do.***

### References:

1. Post RE, Mainous AG 3rd, O'Hare KE, King DE, Maffei MS. Publication of research presented at STFM and NAPCRG conferences. *Ann Fam Med*. 2013 May-Jun;11(3):258-61. doi: 10.1370/afm.1503. PMID: 23690326; PMCID: PMC3659143.
2. Schrage S. Transforming your presentation into a publication. *Fam Med*. 2010 Apr;42(4):268-72.
3. Ledford CJW. A String of Pearls: Lessons for Medical Writing and Submitting for Publication. *PRIMER*. 2020 Jan 13;4:1. doi: 10.22454/PRIMER.2020.574980.
4. Schrage S, Sadowski E. Getting More Done: Strategies to Increase Scholarly Productivity. *J Grad Med Educ*. 2016 Feb;8(1):10-3. doi: 10.4300/JGME-D-15-00165.1.
5. Campbell KM, Washington JC, Baluchi D, Rodriguez JE. Submit It Again! Learning From Rejected Manuscripts. *PRIMER*. 2022 Oct 5;6:715584. doi: 10.22454/PRIMER.2022.715584.