

Serving our readers in 1993

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My last two editorials have been about the Deming Management Method and a few of the ways we can apply Dr. Deming's suggestions to the practice of orthodontics. Before leaving the subject, it seems appropriate to apply some of Dr. Deming's principles in one more area: The Angle Orthodontist. Dr. Deming's philosophy of "putting the customer back into the production line" is directly related to some of the changes we have made in this issue of the journal.

"Real advances," Deming said, "are made by loyal customers — not just satisfied customers. Satisfied customers may try a new product or switch to an existing one if the price is right. But loyal customers brag about the goods and services they are receiving. They insist on using the company's new products and often bring along a friend." As we change and improve this publication, we hope you will find sufficient enthusiasm to invite your friends to subscribe.

Our sources of feedback — Letters to the Editor, reader surveys, and reviewers' comments — indicate a desire to see more clinical material. Over 4,000 respondents to a survey recently conducted by the American Association of Orthodontists confirmed this wish. Respondents want to see more technical articles (67%), more papers on practice administration (44%) and more color illustrations (22%). With this in mind, we have made a number of changes.

First, we have moved all clinical material to the front of the journal. We are also increasing the

amount of clinical material we publish, and we'll add a new section for Technical Articles. Color will augment articles where appropriate.

We will continue to subject all scientific studies to careful review by two or three independent consultants. The need for revision is the norm for most papers. Some of the problems encountered:

The need for brevity. Almost every manuscript can be shortened. No one has the time or patience to plow through excessively long articles.

Lengthy reference section. Some authors list a number of articles they have not cited in the text.

Overstatement of findings. Some authors succumb to the temptation to turn statistically insignificant trends into actual findings.

Ethical concerns and multiple authorship. As the value of coauthorship increases, there will be pressure on many hard-working authors to attach several names to each manuscript.

Along with the changes made in this issue, much of what has worked in the past four years will be retained. Dr. Vince Kokich will continue to present informative abstracts from related fields in "What's new in dentistry". Commentaries will continue to follow several research papers in each issue, making it easier to place new findings in perspective. And to top off your reading, we will continue to run special reports on the history and practice of orthodontics.

If you want to keep abreast of current research in orthodontics, and if you value the clinical orientation of case reports and practical reviews, The Angle Orthodontist will serve you well in 1993.