



Dr. John P. O'Keefe

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Cause to Celebrate this Holiday Season

As the year draws to a close, it is time for our annual process of performance appraisals at the office. This provides an opportunity to reflect on the accomplishments of 2006 and to create objectives for the coming year. In my opinion, although there is always room for improvement, it has been a good year for *JCDA*.

I am particularly proud of the results of the latest readership survey of a representative sample of Canadian dentists, which found that more dentists are reading *JCDA* regularly and that these readers are spending a longer time reading each edition. Respondents also find *JCDA* to be a trustworthy source of information and recognize that it is becoming more focused on their everyday needs and concerns. I believe we are getting closer to realizing our dream of providing “essential reading for Canadian dentists.”

While focusing on publishing high-quality pertinent content, we also had room for innovation in the past year. I believe we added value to our expanded “News & Updates” section by introducing expert commentaries to complement selected news items. Also, in many editions the cover photograph was linked to a feature story that explored various aspects of Canadian dentistry and its important institutions.

This month’s cover feature highlights federal government relations activities, with a particular emphasis on explaining how CDA’s advocacy initiatives reach a wide range of federal departments having an influence on the professional lives of dentists. Dr. Philip Poon of Winnipeg is shown on Parliament Hill during CDA’s annual Days on the Hill event, where our representatives met with 50 members of Parliament including the prime minister. CDA officials commented on the impressive level of knowledge displayed by MPs about the views of the dental profession on pertinent issues.

I believe this shows that our Association is being heard and that our messages are reaching important policy makers whose decisions affect the oral health of Canadians and how dentists run their offices. Being heard (literally) is also a goal of the electronic version of *JCDA*. In the English edition of the November *eJCDA*, we added an audio dimension to the publication by recording short interviews with the contact authors of 3 “Clinical Practice” articles. You can listen to these interviews online (www.cda-adc.ca/jcda/vol-72/issue-9/index.html) or download them to play on an MP3 player.

Feedback on this innovation has been very positive from colleagues in Canada and around the world. Many told us that the interviews whetted their appetite for the full-text articles. The next step in our audiovisual journey will be to complement relevant articles with narrated slide shows in which authors can discuss their techniques — in their own words. I believe this new audiovisual dimension will add “personality” to *JCDA*.

In these days of information overload, a publication like ours must have a distinct and interesting personality to catch the attention of time-starved readers, authors and reviewers. In the coming year, my first priority will be to expand our author base, both in Canada and internationally. I’ll wager that we have hundreds of colleagues in this country alone who possess excellent clinical information just waiting to be shared.

Finding the time or motivation to write down one’s ideas can be daunting. It is my job and that of *JCDA* editorial consultants to find new ways to harness these rich sources of practical clinical information. If you recognize yourself as a potential *JCDA* author, please contact either myself or an editorial consultant and we will make every effort to find creative and efficient ways to help you bring your knowledge to the eyes, ears and hands of colleagues.

Before you all rush out and make a New Year’s resolution to help *JCDA* become an even better publication in 2007, I want to thank all of our readers, authors, reviewers and sponsors for their encouragement and support in 2006. Please let me take this opportunity to also wish you a very happy and peaceful holiday season.

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