

WestJEM's Technological Advances: Electronic Access for Smartphones and Tablets

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One of the major goals for the *Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health* (WestJEM) is to make our electronic content accessible to our official sponsors, state chapter and department membership. WestJEM's open access model allows anyone with Internet to access our content, but recent mobile technological advances by Apple and Android propelled us to create an improved method of content viewing.¹

If you have tried reading a traditional PDF on a smartphone or tablet, you realize that it is excruciatingly difficult. Our solution for viewing content on mobile platforms is through an html platform at www.westjem.com, which launched in February 2013, and to move away from the traditional PDF. All WestJEM articles conform to the size of your screen, regardless of whether you are using a smart phone, tablet, laptop, or desktop computer across all operating platforms (Figure 1). This eliminates the excessive need to scroll left/right, and zoom in/out, (although the option is still available if you choose

to zoom). The font is easily adjustable and there are only 2 directions to scroll: up and down. If you have a smartphone, we encourage you to try our new method at <http://westjem.com/articles> and select any article. Additionally, all WestJEM issues are stored electronically and have the benefits of live PubMed links in the reference section of each article.

Similar to the PubMed's "PubReader", we also envision an ease of readability on smartphones and tablets. The PubReader was specifically designed for enhancing readability on smartphones and tablets with easy navigation options and search functions.² One particular enhancement is the bottom figures and tables toolbar that allows easy access at the click of a button. WestJEM's content is also available through PubMed and PubMed Central, and if you are interested in viewing an article on PubReader, please go to WestJEM at PMC (<http://www.ncbi.nlm.nih.gov/pmc/journals/874/>) and select any article, and click on the "PubReader format" option.

Finding articles that are of particular interest to each

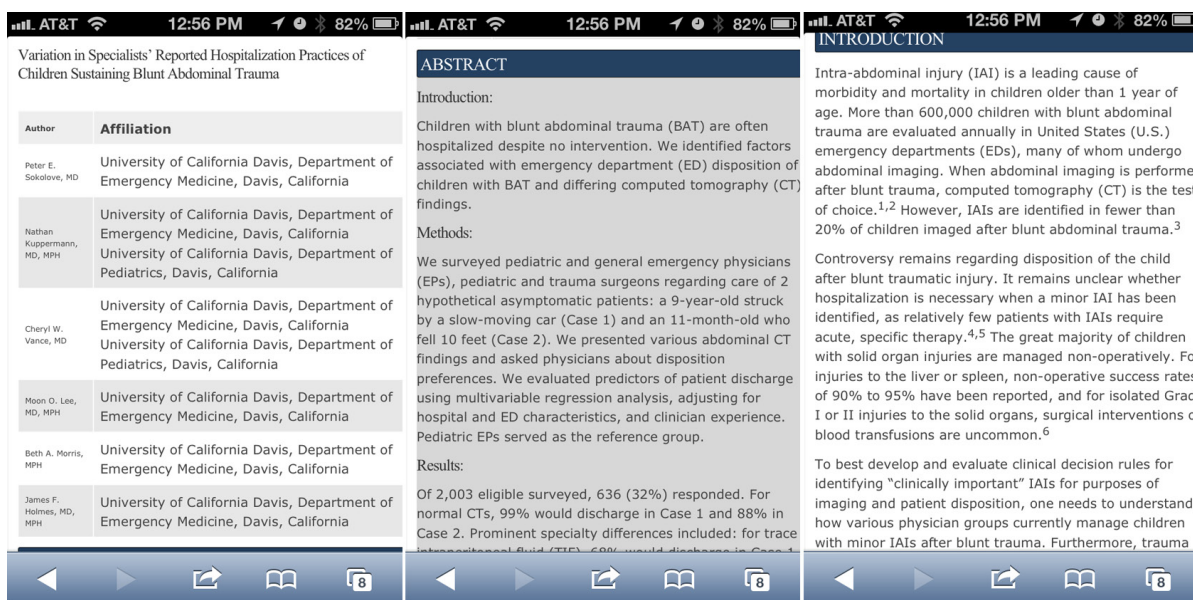


Figure 1. Screenshots of a sample article from the new mobile reader function at www.westjem.com using the Apple Safari browser on an iPhone 4.

reader is also within our goal of easy accessibility. At www.westjem.com, we categorized article types based on original research, review articles, videos, images in emergency medicine, case reports, and commentaries. We also created a much improved search function with various filters to narrow search queries in hopes that this will highlight articles that are of interest to you.

Lastly, we e-mail the latest *WestJEM* issue to all our official sponsors, state chapter and department members an electronic table of content and “push” the content to our readers. With so much content on the Internet, information can get very muddled, so we believe one of the easiest ways to disseminate *WestJEM* content is to directly email it to our member’s email inbox. Viewing the *WestJEM* electronic table of contents from a mobile device will redirect the reader to our mobile reader platform and desktop readers will be redirected to our interactive issue at <http://issuu.com/westjem>.

<input type="checkbox"/>	Device Category	Visits [?] ↓
		15,258 % of Total: 100.00% (15,258)
<input checked="" type="checkbox"/>	1. desktop	12,545
<input checked="" type="checkbox"/>	2. mobile	1,726
<input checked="" type="checkbox"/>	3. tablet	987

Figure 2. Google Analytics statistics for desktop, mobile phone, and tablet visits to www.westjem.com between January 1, 2013 to September 1, 2013.

Using Google Analytics we are able to track a plethora of information on www.westjem.com. We found that even though 12,545 of 15,258 viewers still prefer access from a desktop (82.2%), 2,713 (17.8%) viewers access *WestJEM* articles via mobile and tablet devices (Figure 2). Since almost 20% of *WestJEM* readers access information from mobile and tablets, it is our goal to make sure their reading experience is just as easy and enjoyable as those using desktop computers.

The ease of accessibility is one of our current goals, and we believe it is vital to adapt to improving technology, for it is our duty to cater to how our readers access information. Ultimately we want to provide the most pleasant reading experience for you. We will also be providing excerpts from editor selected article in future CAL/AAEM newsletters.

Be sure to check out *WestJEM*’s twitter page here: <https://twitter.com/WestJEM> and facebook page here: <https://www.facebook.com/WestJEMs>.

Are you interested in submitting your scholarly manuscript to *WestJEM*? Go ahead and click on the “Submit a manuscript” for submission guidelines and uploading instructions. If you have any questions, comments, or concerns, feel free to email me at editor@westjem.org.

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1. Brewer T and Bowcok J. Apple Introduces the New iPhone 3G. Available at: <http://www.apple.com/pr/library/2008/06/09Apple-Introduces-the-New-iPhone-3G.html>. Accessed September 9, 2013.
2. PubReader™ view of articles. Available at: <http://www.ncbi.nlm.nih.gov/pmc/about/pubreader>. Accessed September 9, 2013.