



# Economic Options for Global Access to Medical Information

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# Learning Objective

## *Learning Objective*

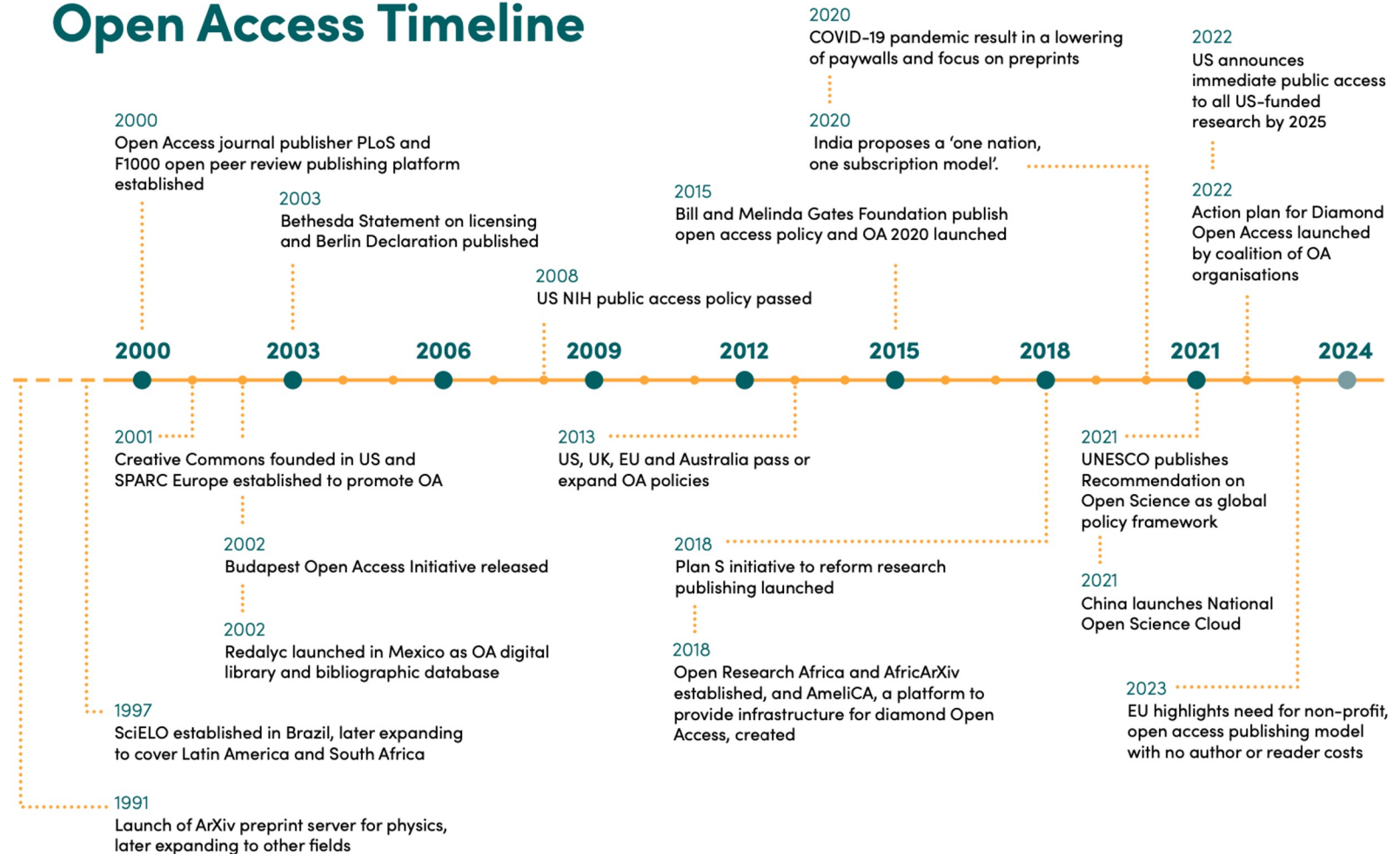
High-level understanding of the economics behind publishing & how Open Access has the potential to make knowledge a public good

# Where I'm coming from...

BMGF has been at the forefront of OA from the inception and others are now following suit

- Breakthrough policy in 2015
- One of the founders of Plan S
- Directly impacted and responsive to COVID pandemic
- Leadership and innovation needed to drive further change

## Open Access Timeline



[Research Publishing Is an Under-Recognised Global Challenge: Opportunities for the G20 to Act](#) by Tom Drake, Sophie Gulliver and Jon Harle is licensed under CC BY 4.0.

## The Current State

*Knowledge is produced & paywalled to be paid for by the rest of the research community for access & reuse*

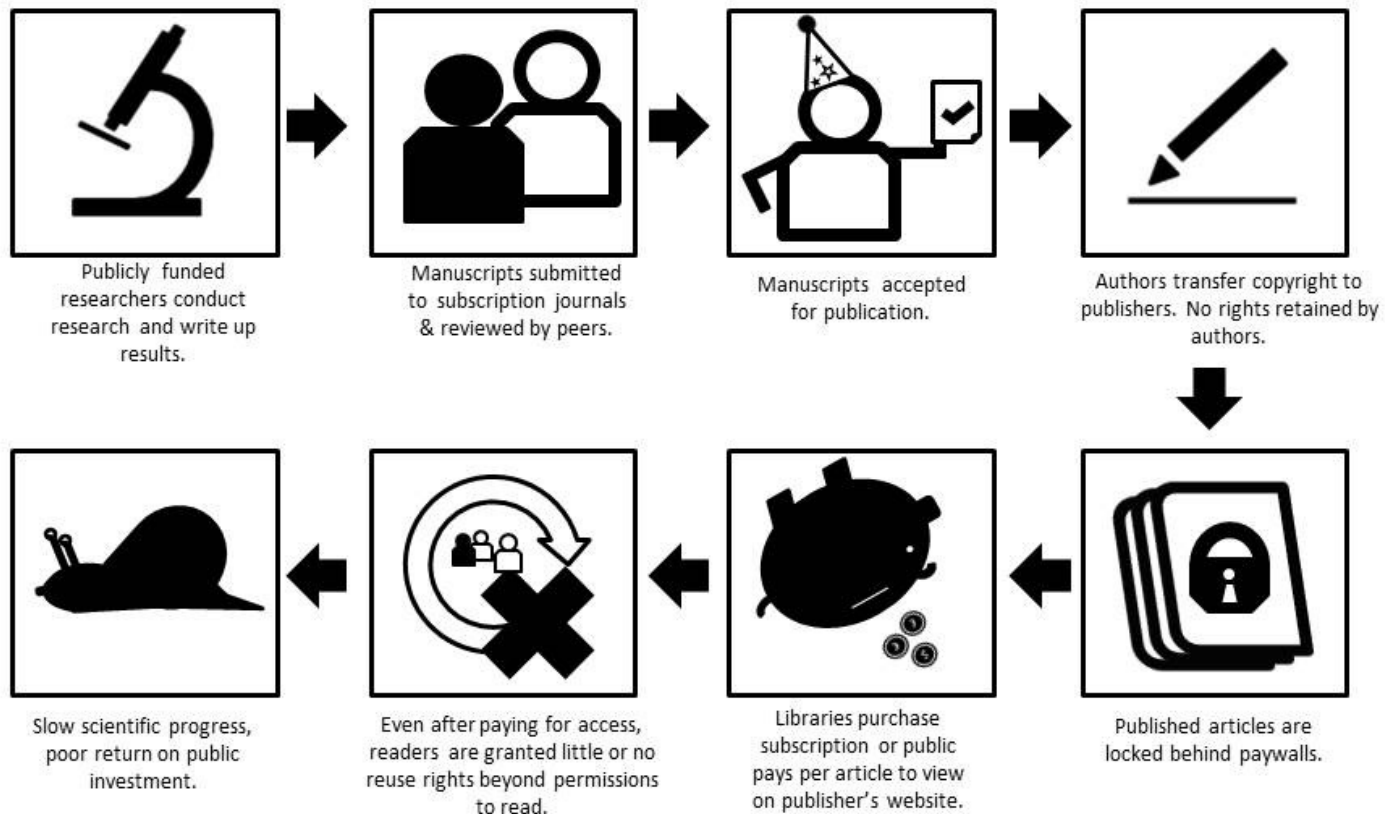
*Authors aren't paid by the publishers*

*Peer reviewers aren't paid by the publishers*

*Publishers do not fund research*

## TRADITIONAL SUBSCRIPTION PUBLISHING

*limited dissemination, economic efficiency & social impact*



Model and text adapted from Timothy Vollmer and Teresa Sempere Garcia "Research article cycles" [http://wiki.creativecommons.org/File:Research\\_articles\\_cycles.jpg](http://wiki.creativecommons.org/File:Research_articles_cycles.jpg)



Paula Callan & Sarah Brown, QUT 2014 CC-BY 4.0

# Needless Gatekeeping

Several persistent examples:

- **Requiring Expertise**
  - The idea that information should not be openly available because the general public would not understand it or misconstrued it
- **Ignoring Expertise**
  - Only acknowledging narrow ways of gaining/displaying expertise
- **Embargo Periods**
  - Making those who can pay, pay & those who can't go without or use illegal means



A screenshot of a paywall on the New York Times website. The page features a navigation bar with links for MAGAZINE, ISSUES, PODCAST, SHOP, DONATE, GALLERY, and SUBSCRIBE. The main content area is divided into several sections. On the left, a price tag shows 'US\$ 39.95' with a note 'Price includes VAT for USA' and 'Instant access to the full article PDF.' Below this is a 'Buy chapter (PDF)' button for 'USD 109.00' and another button for 'USD 29.95'. A list of benefits includes 'Instant download', 'Readable on all devices', 'Own it forever', and 'Local sales tax included if applicable'. In the center, a graphic shows a door with a hand knocking, with the text 'You've run out.' and 'You've read your last complimentary article. Subscribe for \$4 a month.' On the right, a section titled 'charged the following fees:' lists '\$0.10 per page in a:' with bullet points for 'Document (but no more than \$3 per document)', 'Transcript of federal court proceedings', and 'Non case-specific report (such as cases re)'. Below this is '\$0.10 per PACER search results page (includi'. At the bottom, there are three subscription options: 'Digital' for '\$39.50 per month', 'Print' for '\$199.00 for 1 year', and 'Team or Enterprise' for 'Premium FT.com access for multiple users, with integrations &amp; admin tools' and 'Pay based on use'. A 'GROUP SUBSCRIPTION' button is also visible.

## The Truth Is Paywalled But The Lies Are Free



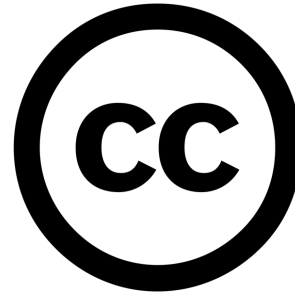
The political economy of bullshit.

# Open Access Rainbow

Paywalled journals that are by default subscription based but offer fee based open access. Either the author or reader pays.



**Hybrid Open Access**



**Bronze Open Access**

Publisher does not paywall the article but provides “free” access. The article is not licensed open access & copyright remains with the publisher.



**Platinum Open Access**

Platinum/Diamond is subsidized by one or more sponsoring organizations. No cost to author or reader. Journal version is open access.

Author pays an Article Processing Charge (APC) to make the journal article open access.



**Gold Open Access**



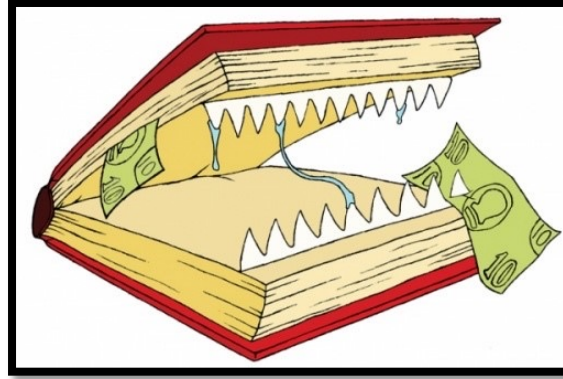
**Green Open Access**

Self-archiving via repository. No cost to author or reader. Repository is subsidized by institution or funder. Journal version is paywalled.

Articles that have been access via illegal means such as SciHub



**Black Open Access**



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**Open Access doesn't have to equate to APC's**

There are other business models that do not require fees for reading or publishing – often called the diamond model

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**Libraries have always born the expense**

APC's do not have to be astronomical

It's easy for authors to think that it doesn't cost to publish. Typically, they've never seen what librarians pay to sustain subscription access.

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**Everyone Has to Pay Forever**

With traditional publishing readers often must pay forever

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**Hybrid Models Aren't the Solution**

Hybrid models have done little other than to provide an additional revenue stream to publishers & made content open access for those are institutions who can afford it

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## Why is this Important?

**Changing the publishing system to align with DEI goals:**

Remove barriers for reading, publishing, & engaging in the research community

While often mentioned, authors from Low or Middle Income Countries are often left out of the conversation of scholarly publishing and open access.

Using publication venues as a proxy for career advancement is problematic





# Takeaways

- **Policy** brings about behavior change
- **Open Access Does Not Equate To:**
  - Expensive publishing
  - Low Quality
  - Lacking Peer Review
- Learning from the pandemic when information flowed more quickly & easily
- Most publishers are unlikely to give up control however they rely on the research community to exist
- **Importance of partnering** with publisher/vendors whose missions, values, & actions align with your own



# Contact Information

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For questions, comments and inquiries

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