



Case Study

Journal Production Review

A medical society had recently moved to a new vendor for its journals production and requested a review of its processes to evaluate roles, functions, communications, and workflow.

GOALS

The goal of this project was to analyze the existing production processes and to make recommendations for an efficient workflow that takes into consideration current vendors and outsourcing, organizational structure, and process for handoffs.

APPROACH

The first phase of the review focused on understanding the key processes, suppliers, staffing and skill sets in existence. This was undertaken in a structured approach to extracting information from a variety of sources, including interviews with key stakeholders and root cause analysis of any issues over workflow-related matters.

IMPLEMENTATION

Based on the initial discovery phase of the work, Maverick developed a full report outlining findings, potential areas for change, and strategic directions. The report made recommendations for workflows, how people interface with systems, ways of working, and opportunities for improvement. It included standard operating procedures, organizational hierarchy, outsourcing recommendations, and technology issues.

Maverick can provide assistance to societies and associations to allow them to manage their publishing programs and create a network of partners to support all aspects of the publishing process. Contact us for a free consultation.

For further information, please contact:

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