AARC Launches *Respiratory Care* Journal and App on HighWire

STANFORD CA – March 22, 2013 - - The American Association for Respiratory Care (AARC) is proud to announce the launch of *Respiratory Care* on the HighWire Open Platform.

The enhanced site on HighWire has greatly improved access to AARC members and readers with many more features and services that can only be offered online. One of the key decisions regarding the move to HighWire was the quality of the user experience on mobile devices, especially HighWire’s Full Text iOS App. Its rich set of features includes a configurable user interface, full-issue downloads, push notifications, and robust advertising capabilities, all of which were critical components in the decision to use HighWire.

“Last year we made the decision to enhance our website and to use all modes available for mobile devices. Eight months later, our new site is up on HighWire, and our mobile app is terrific,” said Ray Masferrer, managing editor of *Respiratory Care*. “HighWire exceeded our expectations both in service and technology. Having been associated with our journal for 45 years and seen all the changes during that time, this is a great moment for our publication, AARC members, and subscribers.”

HighWire’s commitment to making content accessible across the widest array of devices possible — desktop, laptop, smartphone, and tablet — is evident by the flexibility of the HighWire Open Platform and demonstrated in over 1,000 mobile websites, a market-leading full text OS app, and soon-to-be-released Android app.

“The HighWire Open Platform is a perfect fit for the journal *Respiratory Care*,” said Tom Rump, HighWire’s Managing Director. “The AARC has unique insight into their user’s needs, and HighWire is on target to offer innovative solutions to support them as they grow, including welcoming them to HighWire’s renowned scholarly community.”

*Respiratory Care* embraces an online format that is quick and easy to use, offering intuitive and enhanced discoverability and cross-publisher linking. In addition to the mobile optimized versions, the new site includes the popular Open Forum Abstracts from the AARC annual meetings, as well as podcasts summarizing papers published in each issue of the journal.

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About Respiratory Care
In continuous publication since 1956, Respiratory Care (http://www.rcjournal.com) is the official science journal of the American Association for Respiratory Care (AARC). The monthly peer-reviewed journal publishes articles pertaining to disorders affecting the cardiorespiratory system, including their diagnostic assessment, monitoring, prevention, and management, with an emphasis on improving all aspects of the care of individuals affected by respiratory disease. Because the practice of respiratory care prominently involves equipment and devices, the development, evaluation, and use of these things feature prominently in what the Journal publishes. However, as indicated by the word “care” in its name, the Journal also emphasizes the patient, and on improving all aspects of the care of individuals affected by respiratory disease.

About HighWire
At the forefront of strategic scholarly publishing, HighWire Press provides the latest in digital content development and hosting solutions to the scholarly community through its ground-breaking HighWire Open Platform. A division of the Stanford University Libraries, HighWire partners with influential societies, university presses, and other independent publishers, sharing ideas and innovations in publishing, and producing definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. Since its inception in 1995, HighWire has embodied a commitment to helping publishers disseminate their content to the widest possible audience, facilitating the research communication process to meet the ever-changing needs of today's online and mobile readers. highwire.stanford.edu Twitter: @highwirepress