protect the free flow of scholarship to all who may benefit before we protect the economic interests of those who profit from controlling that flow.

How might stakeholders work more collaboratively and serve common interests?

In his 1995 article in the American Prospect, "What Happened to Health Care Reform?" Princeton University sociologist Paul Starr points out that the insurance and pharmaceutical industries mounted powerful campaigns to deter reform movements of earlier decades, and coalitions of constituencies seeking reform did not organize effectively to collaborate in their responses. Consumers and providers did not join forces in a productive and influential manner to identify common interests and sway policy toward those interests.

What complement of stakeholders can advance the agenda of scholarly publishing reform? While many groups could and should play a role, a stronger bond between librarians and scholars is crucial. Librarians understand the universe of scholarly resources, while scholars define resource needs. Together, they constitute a potentially powerful force in determining library holdings and managing access to information. However, the failure of these two groups to establish a mutually supportive and sustained working relationship has allowed third parties to dominate the determination of price and scholarship repository composition. Libraries now face the daunting challenge of meeting demand while managing escalating costs for periodicals (see figure 3).

Lesson 2: Scholars and academic librarians should identify common interests and formulate a shared agenda. Discussions should occur systematically and regularly, for example, in strategic planning contexts and at professional conferences. These stakeholder groups can do together what neither can do alone to develop new ways of obtaining, managing, and spreading scholarship.

What is the influence of technology?

Emerging technologies are playing a vital role in health care, facilitating rapid progress in diagnosis, treatment, and information management and retrieval. Communication technologies permit health-care consumers to engage providers and gain access to information in ways not previously possible or even imaginable. For example, consider that an electronic, portable medical-record system can facilitate and extend care by enabling physicians anywhere to learn about a patient’s health history. Such technology can help keep patients more informed. It also can help reduce errors and costs by eliminating the need to duplicate the construction of a medical record each time a patient visits a provider.

Increasingly, journal content is being produced and made available in electronic form. At the same time, technology is advancing our ability to network. As these currents track toward one another, researchers are increasingly able to identify colleagues with common interests and explore opportunities for working together. As we speculate about where these trends lead in the not too distant future, we can envision virtual research communities for scholars whose participation is based on shared professional and research pursuits. Electronic information resources will create opportunities for scholars to build bridges toward one another, enabling them as well to review scholarly

FIGURE 3