

Case Study

# How RightFind Supports Coloplast's Expanding Information Culture

## Setting High Standards for Search & Information Analysis at Global Medical Device Company

Within the Intellectual Property function at medical device company Coloplast, there is a small Knowledge Center focused on supporting the organization with information retrieval, literature-, patent- and trademark searches and analysis, competitor and technology monitoring and analysis, and questions relating to copyright compliance.

The Knowledge Center itself might be small – 3 employees located at the Coloplast headquarters in Humlebaek, Denmark – but their impact is wide-reaching. They support more than 12,000 employees across 30 countries – most of whom are in the organization's R&D hubs in Denmark, France, and the United States.

“We are continuously trying to set the highest standards for searching and sharing of relevant information in a dynamic and expanding information culture,” says Lisbeth Gauguin, the Coloplast Knowledge Center's team leader. “This includes looking into tools that can automate, simplify, and assist in processes. RightFind Enterprise and RightFind Insight are such tools.”



**Headquarters**

Humlebaek, Denmark

**Industry**

Medical Device

**About Coloplast**

Coloplast develops products and services that make life easier for people with very personal and private medical conditions.

Working closely with the people who use their products, they create solutions that are sensitive to their special needs. They call this intimate healthcare.

The business includes Ostomy Care, Continence Care, Wound & Skin Care, Interventional Urology and Voice & Respiratory Care. They operate globally and the organization is about 12,000 employees.





Semantic enrichment is highly relevant both in the initial search phase, because it assists with a large vocabulary including synonyms, and afterwards in the evaluation of documents where you can use RightFind Insight to filter both the search results and the results in your libraries, to quickly identify relevant documents.”

**Lisbeth Gaugin**  
 Knowledge Center Team Leader  
 Coloplast

## From SharePoint to RightFind Enterprise

Before selecting RightFind Enterprise, Coloplast acquired articles from subscriptions, token agreements and pay-per-view purchases and stored them in a homegrown system built with a SharePoint database.

“We were encountering technical challenges,” Jette Brandt, Coloplast’s information specialist, explains. “Which meant when we imported references from PubMed into our system, it was not easy to cope with updates and changes.”

Eventually, the recommendation of Coloplast’s IT function was, to invest in a ready-to-use system to replace the SharePoint library.

Jette says the evaluation criteria for selecting RightFind Enterprise was a mix of automatization, copyright, and economy.

“The fact that we could fairly easily create and extract from our SharePoint library system and upload in to RightFind was crucial. The fact that copyright was integrated in RightFind was very critical and we saw [it as] a chance to secure compliance. The economy was also a decisive factor; we could save money in the manual work since new orders now would be stored in the system automatically.”

## Setting a High Standard for Search & Analysis with RightFind Insight

One of the steps on Coloplast’s journey to set “the highest standards for searching and analyzing relevant information” was implementing tools that reduce the time it takes end users to find information within millions of publications.

With RightFind Insight, users can be confident they’re getting a comprehensive view of relevant information they’re seeking, and the time it takes to find that information is dramatically reduced.

The screenshot displays the RightFind search interface. At the top, there's a search bar with the term 'regenerate' entered. Below the search bar, a horizontal bar chart shows various semantic categories with their respective counts. The categories include SARSCOV, Indication, Gene/Protein, Drug, Cell line name, Country, Species, Company, Biochemical, Drug Class, Adverse Event, and Anatomy. The 'Indication' category has the highest count, followed by 'Gene/Protein' and 'Drug'.

Below the chart, there are search filters and options. The 'Refine Search Results' section shows '1 - 50 of 22577 results for To regenerate or not to regenerate: factors that drive plant regeneration, sorted by relevance'. The 'Exclusions' section includes options to exclude abstracts, ePlus ahead of print, and full text. The 'Narrow by Content Type' section includes options for journal articles, books, conference materials, journals, online resources, and standards.

The search results are displayed in a list format. The first result is a journal article titled 'To regenerate or not to regenerate: factors that drive plant regeneration' by Sugimoto, Terahara, Kadokura, Matsunaga. The second result is 'Factors driving natural regeneration beneath a planted urban forest' by Dorado, Felson, Bradford, Ashton, Oldfield, Halliatt, Kuebbing.

At the bottom of the page, there is a footer with the Copyright Clearance Center (CCC) logo and the text '© 2022 Copyright Clearance Center, Inc. All rights reserved.'

## Why RightFind Enterprise?

With an average 8,000 scientific articles published every day, finding relevant, trusted information and staying on top of the latest research isn't easy. Without fast, secure access to this vital published content, researchers like those at Coloplast, cannot do their jobs effectively, slowing the pace of innovation.

RightFind Enterprise provides faster discovery and insights with immediate access to scientific literature and data and strengthens copyright-compliant collaboration. With a streamlined implementation approach, organizations get up and running quickly, and RightFind makes it easy to demonstrate content ROI in minutes.

## Making Copyright Compliance Easier (Even When Using External Tools like PubMed)

According to recent data from Outsell's Information Seeking and Consumption Study, 4 in 10 employees in life sciences organizations "think" their organization has a copyright policy in place, but "are not sure of the details."

The Knowledge Center team unanimously agrees copyright compliance is important to Coloplast's values, and they continuously work to increase awareness and compliance.

"The ability to order articles through RightFind in a copyright-compliant manner is an important part of this," explains Coloplast senior patent information specialist Michaela Rasmussen. "The copyright license increases compliance, as it covers most of the journals used by Coloplast. RightFind is a natural point of entry when looking up rights to see if some articles are not covered by our copyright license."

To meet end-users within the tools they prefer (PubMed, for example, is widely used at Coloplast), they have made the RightFind browser extension available for all employees. The extension offers an easy way to pass citations from any web page to RightFind and quickly obtain the documents compliantly, while also making them available in the Digital Library for other colleagues.

"Immediately we could see the benefits for our users," Michaela says. "This is a huge time saver and also helps Coloplast users to be made aware of copyright."

## Opening the Line of Communication Through RightFind

The Knowledge Center says since implementing RightFind Enterprise, not only have articles accessed increased significantly, but the line of communication to global employees has also improved. In fact, Lisbeth says that on average, they now see the number of articles accessed per week that they used to see per month before launching RightFind.

"It's much easier for us to monitor who is ordering, so we can use the RightFind tool to open communication," says Jette. "That's really added value."

In addition, RightFind offers the ability to send bulk messages to users, so the Knowledge Center now can easily alert users to new subscriptions, send quick guides, surveys, and more.



### About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

### Learn more

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[✉ solutions@copyright.com](mailto:solutions@copyright.com)

Organizations outside of the U.S.:

[🌐 rightsdirect.com](https://www.rightsdirect.com)

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