

Case Study

Chiesi's legacy information center sees major change in how scientific literature is consumed after implementing RightFind Enterprise

How does an information center that's been functioning for 20+ years make the shift to a fully digital experience? Look no further than Chiesi Pharmaceuticals.

Cinzia Bussolati has experienced upwards of 20 years at Chiesi as a senior librarian. From paper to digital, she has seen many changes in the way libraries function during her tenure. Known for their work in developing therapies for life-threatening diseases, Chiesi is a global pharmaceutical company with more than 5,000 employees across 27 affiliates worldwide.

While the Chiesi library, based at the company's European headquarters in Parma Italy, serves the research and development group, it has evolved over time to satisfy the needs of marketing and business development. Still, at the heart of the library is scientific content.

Here is a look back at Chiesi's content processes, and how Cinzia and the team she works with have made the library an enterprise-wide fully digital resource with the help of RightFind.



Company

Chiesi

Location

Parma, Italy

Industry

Pharmaceutical

About

Headquartered in Parma, Italy, Chiesi Farmaceutici is an international research-focused Healthcare group with more than 80 years of experience in the pharmaceutical industry. The privately-owned company has a strong focus on research, development, production and the commercialization of innovative medicines in therapeutic areas that include: respiratory, cardiovascular, neonatology, and cystic fibrosis.



That new way of working came in the form of content management solution RightFind Enterprise — a tool for finding, accessing, buying, and collaborating on scientific content in a copyright compliant way.



The need for an automated approach

Prior to launching RightFind, the library team of four information professionals was bogged down with individual employee requests for access to content. And one of them, Gisella Lo Presti, was dedicated the document delivery activity in a full-time capacity.

“It was really time-consuming working on satisfying requests made one by one,” Cinzia explained. “And it was not affordable anymore, because the company has affiliates, and the service was open to everybody, so we received thousands and thousands of emails and requests.”

It was clear: this way of processing thousands of email requests for content wasn’t scalable or efficient. They needed to figure out “a new way of working.” With decades of archives that were manually built outside of RightFind and stored in many different formats, folders, and places across the organization, the transition from old to new came with challenges.

That’s where CCC’s implementation team came in. Kevin Barrett, a solution engineer at CCC, acted as Chiesi’s dedicated point of contact for implementing RightFind. His starting place was to help the Chiesi team compile the information they had around subscriptions and content that had been bought in the past, and work with the team to organize the data, so in turn it could be loaded and accessed within RightFind.

“Data exists in a lot of different places, from different sources — whether it’s publisher agreements and subscription information or purchase histories and project-based document collections,” Kevin explained. Making sure that data is consistent is critical when setting up RightFind.

“We had to identify what could be used in the future and what was not possible,” Cinzia said. “Kevin helped us a lot working step by step, to find the right way of processing all the information at the right time.” In addition to digging through the archives to determine what content was to move forward with the new system, legacy habits from fellow departments were also hard to break.

“It was easier to send an email and receive an article in a couple of days,” Cinzia said of the pushback that was initially presented to her from various departments. “It was a passive approach, and with RightFind they had to find it themselves. It was not always easy to explain the change to old habits, but little by little they understood, and now it is the simplest, easiest, and fastest way.”

That’s once again where CCC came in, assisting in creating customized quick reference guides for Chiesi’s end users, and providing standard training videos and FAQs within the tool. Kevin visited the Chiesi team in Parma, Italy, to host in-person training sessions, and for the users who weren’t located in the Italian headquarters, live interactive training sessions were provided.

One tool to accommodate different research approaches

As with the legacy systems, when teams across Chiesi and its affiliates now use RightFind, they do not all have the same approach. “If we consider pharmacovigilance for example, they retrieve documents starting from the alerting they receive,” Cinzia said. “On the other hand, if we consider somebody from the laboratory or pre-clinical or chemical, they are performing searches for specific content or keywords. The approaches are different. It depends on the role and the kinds of results they need to find.”



The functionality has helped a lot of colleagues from the scientific departments to share information and create Shared Libraries. It's our digital library, but it's global. So, the main benefit is that everybody can get inside the system smoothly. It's easy for everyone."

Gisella Lo Presti
Library team

To accommodate multiple approaches, RightFind supports a range of existing workflows, including OpenURL links from users' preferred search and discovery tools. For many at Chiesi who rely heavily on PubMed, the RightFind Chrome extension allows users to quickly request content without leaving the RightFind platform.

Additionally, Chiesi users know that by using RightFind they now have a one-stop-shop to check access to resources and retrieve content efficiently and cost-effectively. Users are able to take full advantage of the subscribed journals, books and other content that have been made available to them – whether they are in the office, on the road or at home.

For colleagues who regularly publish scientific works, the Cite It tool comes in handy to automatically format bibliographies with a variety of different style and citation options. Different departments, Medical Information for example, have now created collaboration spaces called Shared Libraries, so everyone on the team can see highlights and annotations within documents. Another way Shared Libraries are being utilized is the creation of a library for certain users that pulls together all documents around a particular disease being monitored.

And for the department Cinzia works in, the RightFind Business Intelligence tool helps track content usage and spending, with easy budgeting tools to help them determine the best ways to allocate resources.

The CCC-Chiesi connection

Transitioning a traditional library into a globalized, fully-digital service was achievable in part due to the close connection between Chiesi and Copyright Clearance Center.

"Kevin [our CCC solutions engineer] understands how we think, what we think, what we need," Cinzia said. "I think the relationship with him was fundamental for the success of this tool. It was really, really important to have Kevin on board."

With new affiliates in Canada and Australia, the library team worked closely with Kevin as he assisted in providing training and onboarding to new employees. "It was wonderful, because every training was also a training for us," she said. Making these educational sessions available and recurring for all employees is the goal for the upcoming year.

"The best thing from my perspective for next year would be just to explore a little bit all the functionalities of the system and maybe set up specific courses, trainings, on — let's say libraries or copyright or e-books or something like that to promote this tool internally and to let it become the central point of all the content of the company."

About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) 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.

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