Covance lets the data speak for itself with RightFind Business Intelligence

Covance, a global contract research organization (CRO) and drug development services company, needed a better way to evaluate and showcase the value of its corporate library, and the insight to make more strategic content investments — all while meeting the informational needs of their research team and internal stakeholders. Learn how Covance uses RightFind Business Intelligence, Copyright Clearance Center (CCC)'s content usage, spend and value analytics module to tell their content ROI story and increase awareness of Covance's research services.

The challenge

Across the globe, researchers at Covance support a range of pharmaceutical and biotechnology companies in various therapeutic areas and indications. In 2017, Covance's corporate librarian Megan Nunemaker's task was to ensure researchers had access to the information they needed, when they needed it. As a remote employee working with teammates spanning different continents, this posed a significant challenge. Megan knew to make informed decisions regarding the organization's content budget, she needed to have visibility into her users' content behaviors and a sense of their overall awareness of the library's services.

"I try to make sure all new employees are aware of the products and services we provide, but I don't see my users on a regular basis," said Megan. "It's not like I can go someplace and set up a poster and talk about the services the library can offer." Her predicament posed the question: How can a corporate library provide the best possible services to its clients, if there isn't an easy way to track when, how and where content is being used, and by whom?

COVANCE®
SOLUTIONS MADE REAL®

Company
Covance

Location
Headquarters in Princeton, NJ

Industry
Contract Research Organization

About
Covance Inc., a global contract research organization and drug development services company, has helped bring 49 of the top 50 best-selling drugs to market. As the drug development business of Laboratory Corporate of America Holdings, Covance provides highquality nonclinical, preclinical, clinical and commercialization services to pharmaceutical and biotechnology companies to help reduce the time and costs associated with drug development.

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> **Megan Nunemaker**
> Corporate Librarian, Covance

The solution

With more than 12,000 employees across the globe, Megan knew she needed a streamlined, data-driven approach to understanding how users engaged with published content. While this was feasible, pulling data together from multiple sources was an arduous process: hours spent filtering, analyzing and compiling reports in various spreadsheets, often without the benefit of real-time data.

To address these issues, Megan deployed RightFind Business Intelligence, which enabled her to quickly create reports and data visualizations detailing researchers' use of the published content to which Covance subscribes as well as those articles that fall outside of subscriptions and are purchased via document delivery in RightFind. Now Megan could address critical questions, such as:

How can I ensure we don't experience gaps in coverage?

Covance's research is spread across many therapeutic areas and indications, so they rely more on token and document delivery than traditional journal subscriptions. In RightFind Business Intelligence, Megan used a singular report that provides the number of tokens used to date, how many remain, an estimated depletion date, and an expiration date.

"It [RightFind Business Intelligence] notifies me when the account gets below a certain threshold, giving me enough time to request and purchase tokens before experiencing a gap in coverage," she said.

Who are my top users?

Before using RightFind Business Intelligence, if Megan wanted information on her top users, she spent hours pulling together and combining monthly invoice files, then using pivot tables to determine her biggest consumers of content.

"Knowing my biggest users at a glance is obviously so much easier," she said. "When I see new names on my top spender list, I have an idea of which users may require additional training, as well as the other products and services the library provides. This report is just one more way I can ensure I'm spending my time contacting the employees who need the most library support."

#	TOP USERS BY SPEND				
	Top Users	Division	Therapeutic Area	Spend	1/1/2020 -1/31/2021
1	User82@pharmaco.com	Division 166	Department 18	$4,883	
2	User7@pharmaco.com	Division 13	Department 143	$4,054	
3	User139@pharmaco.com	Division 117	Department 137	$2,511	
4	User490@pharmaco.com	Division 298	Department 126	$1,928	
5	User173@pharmaco.com	Division 207	Department 224	$1,821	

> "
> I try to make sure all new employees are aware of the products and services we provide, but I don't see my users on a regular basis," Megan said. "Seeing the top usage and spend reports is one more method of knowing there's somebody who I should spend time talking to."

How can I convey the library's value to stakeholders?

Without context, it can be hard to draw any insights about what story the data is telling. To ensure Megan presented her stakeholders with the information that mattered to them, she started by presenting a variety of reports, exported with a click from RightFind Business Intelligence, as exportable image files.

"Together, we determined a set of metrics they would like to see on a regular basis. Now, that's reported on quarterly," she said. "I appreciate being able to pull the metrics so quickly so I can focus on telling the story and sharing the story of our successes and products, versus simply pulling the data to get to that point."

How can I better advocate our library services?

In seeing user-level data, Megan felt a stronger connection to the researchers in her organization.

"By seeing the top usage and spend reports, I might know who needs to receive specific communications about new titles of products or services they might find helpful. Because I can't see people in person, it's one more method of knowing there's somebody who I should spend time talking to."

The results

Megan admits when she first started working at Covance, people who had been with the company for years said they had no awareness of the services offered by the library.

Today, with the help of RightFind Business Intelligence, the organization has made huge strides to share news about the library through a variety of channels. In addition, gaps in coverage have significantly diminished, and quarterly metrics reports are being presented to management to ensure the content strategy remains effective.

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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

Let the data tell your content ROI story. Learn more about CCC's RightFind Business Intelligence:

U.S. organizations:
⊕ copyright.com/rightfindbi
✉ info@copyright.com

Outside U.S. organizations:
⊕ rightsdirect.com/rightfindbi
✉ info@rightsdirect.com