

Case Study

How the Clinical Development Team at an Innovative Medical Device Company Uses RightFind Enterprise to Help Get Breakthrough Technologies to Market

Industry

Medical Devices

Location

Global

Background

A fast-growing medical device company focused on developing innovative products that improve patient outcomes.

The clinical development team at the medical device company supports various stages of their products' life cycles, including identification of clinical and customer needs, research and market analysis, product and program launch, implementation and management, and post-market surveillance. The team works across various areas of the business to drive projects from concept to clinical implementation.

It's no surprise, getting these breakthrough products and technologies to market for its customers around the world requires access to a vast amount of scientific, technical and medical (STM) journal articles.

Think about when their team of medical writers draft Clinical Evaluation Reports that go along with applications for approval to sell the company's products in the European Union. They must conduct extensive literature searches to gain insightful information about the use of their products and other products on the market.



“

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Clinical Development
Team Manager



In the past, each time a team member wanted access to an article, they would have to reach out to the clinical development group to make the request. Then, someone in that group would order the article through the publisher’s website. As the company grew, so did the number of requests for articles and it became an untenable situation. The clinical development team manager said requests were coming in so quickly, it was difficult to handle them in a timely manner. As a result, she knew she needed to update their process for acquiring—and managing the reuse of —articles, so they could easily be found by other team members without assistance. This led her to RightFind Enterprise from CCC (Copyright Clearance Center).

RightFind Enterprise is an award-winning research solution for hundreds of global R&D teams and other corporate content users from the smallest emerging life sciences company to the largest global R&D organizations in the world. It provides centralized, seamless access to high-value content from subscriptions, licenses, open access content sources and document delivery through intuitive software and services. Named “[Best E-Discovery Solution](#)” by KMWorld in its inaugural [Readers’ Choice Awards](#), RightFind Enterprise is comprised of application modules that integrate seamlessly with CCC’s annual copyright licenses.

Creating a Centralized Database for a Global Workforce

The clinical development team was attracted to RightFind Enterprise because of the fast article turn-around time. Most articles are delivered within a few minutes from the time an order is placed.

“We also appreciate that RightFind Enterprise enables us to create a centralized database of the articles we have already purchased where other team members can access the same article,” explained the clinical development team manager.

From an administrative perspective, the clinical development team also wanted a tool that was user friendly and easily accessible to multiple teams, both domestically and internationally, with the manager concluding: “We felt it was important to work with a company that had established their expertise by doing this for years.”

The CCC Connection

Since 2012, the medical device company has licensed CCC’s Annual Copyright License, an enterprise-wide, single source, global licensing solution that complements an organization’s publisher agreements and subscriptions by providing a consistent set of reuse rights across a broad repertory of titles that enables teams to efficiently collaborate using published content, accelerate business results, and simplify copyright compliance.

As a result, the clinical development team and CCC developed a solid working relationship over the past decade. When purchasing articles on a one-off basis was no longer feasible due to the sheer volume of requests, adopting RightFind Enterprise to meet the needs of the clinical development team made perfect sense, as it checked all the boxes. The company also knew from experience that with CCC they would have expert global customer support when needed.



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Clinical Development
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How it Works

Team members search for content using PubMed, their preferred search tool. Once they find an article they want to purchase, they enter the PubMed ID (PMID) in RightFind Enterprise and then click to add the article to the cart and complete the purchase. A PDF of the article is emailed to the team member within a few minutes.

“RightFind Enterprise gives us the ability to get access to articles right away and select which level of rights we need for the literature,” the clinical development team manager said. “Being able to set up specific requirements for different Clinical Development teams made the RightFind Enterprise solution more customizable than just a database.”

The Results

With RightFind Enterprise, clinical development team members can quickly purchase and obtain the articles they need, accelerating the research process. This in turn speeds the process of getting the company’s breakthrough products and technologies to market. RightFind Enterprise has also freed the clinical development team to focus on other key priorities, now that they no longer need to manage hundreds of requests annually for articles.

“If we did not implement RightFind Enterprise, there would have been more room for error. Now, with RightFind Enterprise, we always know the database of information is there and our team can rely on it,” the clinical development team manager said.

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.



Learn more

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