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COPYRIGHT PITFALLS IN HEALTHCARE

How Simple Content Exchanges in Healthcare Intersect with Copyright

Healthcare employees share published content regularly, whether it's a journal article about the latest in breast cancer research, or best practices for patient safety. In the daily rush of providing the best care, copyright may be the last thing on their minds. Combine this with the increased vigilance by rightsholders to protect their works, and you and your employees may be putting your organization at legal, financial and reputational risk.

Common examples of ways your colleagues likely share copyright-protected print and digital content:

- ① Email articles and other material to co-workers.
- ② Post third-party content on your corporate intranet site.
- ③ Photocopy material to share in meetings.
- ④ Send articles to clients and business partners.
- ⑤ Save and store third-party digital content in your organization's network.
- ⑥ Share material with colleagues through collaboration applications such as Microsoft SharePoint®.
- ⑦ Submit digital and print copies of articles to government agencies for regulatory filings.
- ⑧ Use third-party content in a company presentation.
- ⑨ Scan printed works into digital form.

How can you ensure that your employees and medical staff can use and share information critical to their jobs without putting your organization at risk?

RightsDirect can help with licensing, content and rights management solutions that will enable your entire workforce to legally share print and electronic content throughout your healthcare organization. RightsDirect's licensing solutions can help you to:

- Promote evidence-based medicine by encouraging the legal sharing of research
- Save time and money by managing subscription costs
- Reduce your infringement risk and help enforce compliance policies

RightsDirect also offers educational programs that are designed to help employees appreciate the importance of copyright and how it affects your organization. We provide informative online and in-person training sessions, videos, podcasts, resources and more.



A Copyright Clearance Center Subsidiary

RightsDirect provides licensing solutions that make copyright compliance easy, allowing companies to re-use and share the most relevant digital content across borders. With RightsDirect copyright licenses and complementary information management tools, users can instantly check license coverage, manage permissions and optimize content workflow in one integrated solution. Based in Amsterdam and with a presence in Munich and Tokyo, RightsDirect is a wholly-owned subsidiary of Copyright Clearance Center (CCC). Together, CCC and RightsDirect serve more than 35,000 companies and over 12,000 publishers around the globe.



CONTACT US

For more information about how to protect your organization from risk, contact us.

@ info@RightsDirect.com

+31-20-312-0437

rightsdirect.com