



## Life Sciences Use Cases

Typical Examples for Daily Use of Sharing and Storing Copyright Protected Content across the Organization

- A R&D Manager occasionally sends a research article as a PDF-file attached to an email to a colleague in one of the company's international offices.
- A corporate employee stores a digital article purchased from a document delivery supplier on the company intranet for use in a specific project.
- An employee in the Legal or Regulatory Department submits an electronic copy of an article as supportive material for filing requirements by governmental regulatory authorities, for example:
  - Approval procedures for FDA, EMA, REACH
  - Disclosure of clinical trial results in the European Union
  - Patent application to the European Patent Office (or local patent office)
- A Medical Affairs Manager stores a copy of a specific publication in a product literature database containing both company and competitive drug information.
- A Pharmacovigilance Officer maintains a Pharma Registry Database and occasionally stores a copy of an article from a scientific publication related to known adverse effects of company products.
- A Medical Affairs Manager responds to a medical information request from a healthcare professional or patient by sending a single digital copy of a scientific article about a specific drug.
- An Account Manager shares single copies of research articles with a project manager in a contract research organization for the purpose of collaboration on a joint project between their organizations (Collaboration Amendment).
- A Corporate Communications Manager occasionally embeds a PDF version of a recent newspaper article featuring the company in the corporate newsletter for distribution to internal staff.
- A Marketing Manager projects a figure or graph published within an article during an internal company PowerPoint presentation.
- A Sales Representative occasionally displays a published article via a tablet device to a doctor for informational purposes during a hospital visit.

### NOTE

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