



Connecting Researchers to Scientific Content: The Genmab Solution

Life science companies face many challenges as they develop, especially over access for researchers to relevant scientific content. In particular, companies that were founded in academic institutions can struggle to provide content access that is organized, comprehensive, and copyright-aware.

Genmab is an international biotechnology company specializing in the creation and development of differentiated antibody therapeutics for the treatment of cancer, with over 250 employees worldwide. Founded in 1999, Genmab has headquarters in Copenhagen, Denmark, and has subsidiaries in the Netherlands and the United States.

Through its development over the past 20 years, Genmab has addressed its critical information needs with tools that allowed researchers to get the information they needed, when they needed it, all while remaining copyright-compliant, recalls Project Management Office Director Frank Rebers.

CHALLENGES FOR A DEVELOPING COMPANY

At Genmab, many staff research scientists arrived directly from academia where vast university libraries offered seemingly unlimited access to information. Private companies may not have that opportunity and must operate differently when it comes to information access, Rebers notes.

“The most important challenge is actually the copyright awareness,” he explains. “These scientists are used to having access to all information, especially if they worked in nonprofit groups. The challenge that we have is that scientists, and maybe people in general, think that what we can download from the Internet is available to [use without limitation]. Obviously, that is not the case.”

Because Genmab takes great care to protect its own intellectual property, in extension, the biotechnology company also recognizes the need to protect the intellectual property of others. One of Genmab’s core values is in fact integrity, Rebers notes. Since doing the right thing is a key component to the company’s mission, they work hard to respect copyright.



“[With our current solution], we have one portal where we get articles from, and our scientists don’t need to think about [compliance]. This is all built into the system.”

FRANK REBERS
DIRECTOR, PROJECT
MANAGEMENT OFFICE,
GENMAB



Copyright compliance was not the only challenge for the biotechnology company; Genmab also needed to subscribe to the proper journals and create a way for the researchers to easily access and use the articles found in those journals. More than half the staff at Genmab hold advanced degrees, and the research they perform demands specialized information. Without immediate access, delays in drug development can occur, impacting Genmab's core purpose to improve the lives of patients by creating and developing innovative antibody products.

THE SOLUTION

Genmab decided to secure RightsDirect's Multinational Copyright License, as well as implement the RightFind® solution, which delivers need-to-know STM content quickly, displays available usage rights, and analyzes content spend.

With RightFind, researchers can verify in seconds if their organization has a subscription to a journal and where they can find the content. In addition, RightFind indicates available permissions for each article, allowing researchers to concentrate on developing drugs.

As a combined solution, the Multinational Copyright License and RightFind work together to let researchers collaborate using published information, store articles for later use, provide required information to regulatory officials, and make it easy for Genmab's researchers to remain compliant, so they can concentrate on saving lives.

THE MULTINATIONAL COPYRIGHT LICENSE AND RIGHTFIND

The Multinational Copyright License (MCL) is a trusted 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. The MCL enables cross-border teams to more easily collaborate using content from a wide range of sources, simplifying copyright compliance, driving innovation, and providing resources that educate employees about the importance of copyright.

With RightFind®, employees get fast, easy access to the high-value copyrighted information they need in a single platform. RightFind enables researchers to quickly obtain, store, and reuse published information from internal collections, company subscriptions, Open Access sources, and document delivery — all while managing copyright compliance.



A Copyright Clearance Center Subsidiary

RightsDirect provides content workflow, document delivery and rights licensing solutions that allow companies around the world to use, share and store content while simplifying copyright compliance. Working with partners around the world, RightsDirect offers sophisticated solutions tailored to the needs of national and global organizations. RightsDirect is a wholly-owned subsidiary of Copyright Clearance Center based in Amsterdam with presence in Tokyo and Munich.



Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling them to innovate and make informed decisions. CCC, with its subsidiary RightsDirect, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Mass., with offices across North America, Europe and Asia. To learn more about CCC, visit www.copyright.com.



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