

How BIAL Creates a Culture of Knowledge Sharing Centered Around Copyright Compliance

Providing researchers with the right information at the right time is a way pharmaceutical companies focused on new therapeutic solutions can advance product development. But when copyright compliance for a global workforce is factored in, accessing and collaborating on that scientific information can become tricky.

For BIAL, a pharmaceutical company based in Portugal, a culture of compliant knowledge sharing has been built into the company.

"[Implementing a knowledge sharing culture] is not just talking about information management. It's something that needs to be breathing and part of BIAL's DNA," said Teresa Silveira, Global Scientific Information Manager at BIAL. "In our society people often think that content is for free or there is the common misperception that content can freely be re-used. That's obviously not the case. We have to respect that a piece of content is someone else's intellectual property."

FOUR KEY CONTENT CHALLENGES

Success is very dependent on collaboration, networking, and sharing information, Theresa said. Still, the company faced four key challenges when it came to managing information across the enterprise: speed, accuracy, coverage, and availability.

To combat these challenges, BIAL secured a Multinational Copyright License, so employees could collaborate with team members, store articles for later use, provide required information to regulatory officials, and make it easy for employees to remain compliant. Teresa said the license has been the basis and an essential tool for BIAL's knowledge sharing vision.

"It's important that we can collaborate using content internally but also when we collaborate with others on a joint project, we have to make sure that we are legally entitled to do that," she added.

That's why, in addition to the Multinational License, BIAL utilizes the Collaboration Amendment, a complimentary add-on that allows collaboration under the terms and conditions of the license among those team members of two licensed organizations who are working together on a joint project.



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About

BIAL is an innovative pharmaceutical company. Founded in 1924, BIAL's mission is to discover, develop and provide new therapeutic solutions.

BIAL is strongly committed to therapeutic innovation, investing more than 20% of its annual turnover into research and development within neurosciences and the cardiovascular system.

The company headquarters are located in Portugal. BIAL has also facilities in the main European markets - Spain, Germany, United Kingdom, Italy, Switzerland -, Mozambique, Angola, Panama and Ivory Coast. In the US, BIAL has established BIAL Biotech Investments Inc. a research center focused on genetically-defined Parkinson's disease.

“Certain projects require us to collaborate with project team members from different organizations, and we have to make sure to work compliantly here. It can be a very time-consuming process but with the Collaboration Amendment we can make sure that everything is legal, and collaboration can happen seamlessly,” she said.

THE ROI OF A COPYRIGHT LICENSE

Not only does the Multinational Copyright License have a huge impact on BIAL employees’ everyday workflows, but Teresa said they have data that backs up how helpful the license is. It’s “actually easy” to show the return on investment, she noted.

“Let’s consider that the license allows BIAL to have the reuse rights we need from a single source. This simple action is the first step to something bigger, the creation of standard processes for how to ensure we’re using and collaborating with content in a compliant way,” she said. “This is key for the success of research and development projects and to speed innovation. You create efficiencies by reducing the amount of time spent verifying rights and obtaining individual permissions. This will impact also in resource benefits — savings in solving a problem. And the license also helps BIAL with the single annual fee to manage budget in a very predictable way.”

CCC COPYRIGHT LICENSING SOLUTIONS

CCC’s Annual Copyright License complements an organization’s publisher agreements and subscriptions by providing a consistent set of reuse rights across a broad repertory of titles. The license enables 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. And, the Multinational Copyright License extends the coverage of your Annual Copyright License to employees based outside the U.S.



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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