

Case Study: Capella Healthcare

Taking care of copyright compliance — CCC's Annual Copyright License is a vital part of Capella Healthcare's Ethics and Compliance Program

Based in Franklin, Tennessee, Capella Healthcare is an operator of community hospitals in growing, mid-size communities across the U.S. Capella targets hospitals that are struggling to meet the growing demands of governmental regulation, complicated reimbursement requirements, and the constant and capital-intensive process of upgrading of equipment and facilities. Capella provides an infusion of capital to expand services quickly and provides the highly specialized expertise to recruit physicians, maximize cash flow, improve quality and control costs.

For Capella, the ability to quickly share the latest research and other important information from medical journals with staff is critical to providing the best possible care to its patients. At the same time, ensuring that the company complies with copyright laws is also a vital concern. That's why shortly after Capella was formed in 2005, Howard T. Wall, III, its senior vice president, general counsel and secretary, signed an Annual Copyright License with Copyright Clearance Center (CCC).

The Annual Copyright License enables more than 3,000 Capella employees spread across its fourteen hospitals to freely and lawfully use and share copyright-protected information. The license covers employees at many different levels throughout the organization, such as nurses and doctors, as well as various department managers and others that have the need to educate staff and communicate information on a regular basis.

"The ability to disseminate information to a large group of employees quickly and know that we have the license from CCC to cover us is a tremendous benefit," stated Wall. "Executives, more so than anyone, don't want to be burdened by a lot of red tape. They want to move quickly and nimbly. It would be very difficult to make sure we are in compliance with copyright laws without having the license in place."

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Howard T. Wall, III
SENIOR VICE PRESIDENT
GENERAL COUNSEL AND SECRETARY
CAPELLA HEALTHCARE

Capella's Code of Ethics — which is part of its Ethics and Compliance Program — provides education and advice to its employees on how best to comply with complex laws and regulations including those around copyright, and is required reading. In addition, Capella, which is named after the brightest star closest to the celestial North Pole that serves as a reliable guidepost, backs up its strong commitment to copyright and intellectual property laws with a detailed policy. To Wall, the Annual Copyright License means that he and the rest of the management team can better focus on their jobs and the issues that are most critical to a healthcare provider rather than on copyright compliance processes. It also goes to the issue of integrity. "Copyright infringement is against the law but it's also wrong to take things that don't belong to you. By having the license, we acknowledge that complying with the laws is not an optional thing," said Wall. "It really shows our commitment and that we view intellectual property rights as significantly as other legal rights."

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

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