



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 the past 20 years, Genmab addresses 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 share information with team members, 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 simplifies content sharing, storing and copyright compliance across borders. This license provides a set of additional rights that go well beyond what's covered in most subscriptions for millions of titles from over 12,000 publishers worldwide. Licensees benefit from a consistent set of usage rights across participating rightsholders, simplify copyright compliance, and share published content across borders with one license.

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RightsDirect, a wholly owned subsidiary of Copyright Clearance Center (CCC), provides licensing and information management solutions that make copyright compliance easy, allowing companies to manage permissions and share the most relevant digital content across borders. Together, CCC and RightsDirect serve more than 35,000 companies and over 12,000 publishers around the globe.



Copyright Clearance Center (CCC) is a global leader in content management, licensing, discovery and delivery solutions. Through its relationships with those who use and create content, CCC drives market-based solutions that fuel research, power publishing and respect copyright. With its subsidiaries RightsDirect and Ixxus, CCC provides solutions for millions of people from the world's largest companies and academic institutions.



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For inquiries outside the U.S.:

 info@rightsdirect.com

 +31-20-312-0437

 www.rightsdirect.com

For U.S. inquiries:

 info@copyright.com

 978-750-8400 (option 3)

 www.copyright.com