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BMJ Implements Copyright Clearance Center's RightsLink[®] for Open Access Solution

*Leading Medical Knowledge Provider to Utilize RightsLink[®] for Open Access to
Manage Article Processing Charges for Its Publications*

Danvers, Mass. – [Copyright Clearance Center, Inc.](#) (CCC), a not-for-profit organization creating global licensing and Open Access solutions that make copyright work for everyone, announces that [BMJ](#), one of the world's leading medical knowledge providers, has selected CCC's [RightsLink[®] for Open Access](#) to manage Article Processing Charges (APCs) for its Open Access publications.

BMJ (formerly BMJ Group) advances healthcare worldwide by sharing knowledge and expertise to improve experiences, outcomes and value.

"RightsLink for Open Access enables scholarly and academic publishers to quickly and effectively execute APCs as well as page and color changes, submission fees and author reprints," said Roy Kaufman, Managing Director, New Ventures, CCC. "By implementing RightsLink for Open Access for its publications, BMJ will reduce costs, increase operational efficiency to help grow its business, and improve author satisfaction."

CCC has been helping publishers improve the author experience in collecting APCs for over six years and welcomes efforts toward standardization and transparency. It recently joined the Open Access Scholarly Publishers Association, working with its members on issues such as collecting APCs and Open Access-aware licensing. The not-for-profit, named one of "[10 to Watch](#)" by information industry analyst Outsell in its 2013 Open Access Market Report, recently endorsed the [Research Information Network's](#) call for cooperation among funders, universities and publishers.

CCC hosts [webinars](#) and [podcasts](#) on many aspects of Open Access and works with organizations such as the [National Information Standards Organization](#) on creating standards related to Open Access.

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing expert, is a global rights broker for the world's most sought-after materials, including in- and out-of-print books, journals, newspapers, magazines, movies, television shows, images, blogs and ebooks. Founded in 1978 as a not-for-profit organization, CCC provides smart solutions that simplify the access and licensing of content and let businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for using their works. We make copyright work. For more information, visit www.copyright.com.

About BMJ

BMJ is a healthcare knowledge provider that aims to advance healthcare worldwide by sharing knowledge and expertise to improve experiences, outcomes and value. For a full list of BMJ products and services, please visit: <http://bmj.com/company>