



## RightsLink® for Permissions Fee Builder

### Migrating to the New MedComms Fee Schedule with Fee Builder

The Fee Builder tool is designed to eliminate the need for you to calculate surcharges and discounts within your MedComms (Reuse in a Medical Communications Project or 'MedComms TOU') Fee Schedule. The Fee Builder tool enables you to set the prices your customers will see in the payment workflow (before taxes) for every combination of:

- Activity Type (congress events, standalone meetings, etc.)
- Limit of Use Options (audience size and/or duration of license)
- Format (printed materials, website, presentation, etc.)
- Portion Type (full article, figure, abstract, etc.)
- Adaptations
- Translations

To begin, please follow the steps below and download your complete Fee Schedule for submission to CCC.

#### Step 1: Set Baseline Prices

To streamline the creation of your Fee Schedule, please choose the most common order to set your baseline pricing.

The Fee Builder tool will help you define your common order by prompting you to:

- Select a baseline **'Type of Activity'**
- Select a baseline **'Limit of Use Options'** (audience size and/or duration) and corresponding value(s)
- **Set final customer-facing pricing** for every portion (e.g., full article, abstract, etc.) and every format (printed materials, website, etc.) related to the baseline combination of activity selected and baseline limit of the use specified

**Note:** When you specify pricing, Fee Builder will prompt you to specify Price, Deny, or MR (Manage Redirect).

This final price does not require you to take into account CCC service fees. These fees are built into the tool based on your configuration. The only missing portion of the final price is any tax that will be added to the transaction at the time of checkout.

Fee Builder will automatically select figure/table/illustration as the baseline portion for your common order as this portion is common to all pricing options.

As you enter customer-facing prices in each cell for that order combination, base prices will appear in real-time in the same cell on the left in parenthesis. You will need to enter a value for all the cells before moving on to the next step (indicated by the breadcrumbs at the top of the page).

We will return to the remaining 'Limit of Use Options' in Step 3.

## Step 2: Set Prices for other Activity Types

In Step 1, you set a baseline order activity and limit of use. You also set customer-facing prices for a combination of formats and portions.

The last thing we need before finalizing your baseline order is your determination of a baseline format. From here, you will set final buyer-facing prices off of this baseline order for other activity types. The application will ask you to enter the final price for an order combination. Each of these orders will have one pricing attribute different from your baseline order. In step 2, the order attribute that will be different is 'Activity Type.'

You can determine how to adjust pricing when a customer chooses other (non-baseline) 'Activity Types' for the specific 'Limit of Use Options' you selected in the previous step (now displayed at the top of the Pricing Pane).

When you enter the final prices in the Pricing Pane (on the left side of your screen), Fee Builder automatically calculates the required surcharges and discounts for each option and displays (in real-time) them in the Preview Pane on the right. You will need to enter a value for all the fields in the Pricing Pane before moving on to the next step (indicated by the breadcrumbs at the top of the page).

**Note:** You can enter the price you want your customers to see (in USD ) or you can select MR (Managed Redirect) or DENY depending on your permissions policy.

When you select 'Price,' an entry field will appear allowing you to enter the desired price in USD up to two decimal places (e.g., \$100.50)

As you enter prices, you will see the percentage surcharge or discount appear for each combination in the Preview Pane. For example, if your baseline price is \$100 and you enter \$150 for a different activity, you will see a 50% surcharge in the table to the right because this price is 50% higher than your baseline price. If you enter \$50 for this Type of Activity, it would appear as a -50% discount in the table on the right.

## Step 3: Set Prices for other Limits of Use Options

In Step 1, you chose a baseline 'Limit of Use' which can be Audience Size and/or Duration of license. For this next step, we'll return to your other 'Limits of Use' to set prices for each option. Just as you did for 'Activity Type,' you can enter prices for each 'Limit of Use' option in the Pricing Pane and see the percentage surcharge or discount for each combination in the Preview Pane.

## Step 4: Set Prices for Adaptations of Your Content

For some Portion Types, such as Figures/Table/Illustrations, RightsLink asks customers whether they plan to adapt the content for reuse. In this step, you'll need to decide whether to use either 'Percentage' or 'Flat Fee Per Figure/Table' to adjust the price for both minor style changes to your content and full adaptations. You can then set prices for each Adaptation option. As you set prices in the Pricing Pane, you will see the surcharge or discount for each combination in the Preview Pane.

## Step 5: Set Prices for Translations of Your Content

For some Portion Types, like Full Article, RightsLink asks customers if they plan to translate your content for reuse. In this step, you'll need to decide whether to use either 'Percentage' or 'Flat Fee' to adjust the price for translations and languages. You can then set prices for each Translation option. You can also set a maximum number of translations and indicate what action RightsLink should take if the maximum limit is exceeded. As you set prices in the Pricing Pane, you will see the surcharge or discount for each combination in the Preview Pane.

## Step 6: Set Discounts for Multiple Formats and Multiple Portions

When customers indicate they want to reuse your content in a MedComms project, they have the option of selecting multiple formats (e.g., Printed Materials, Website, etc.) and multiple items (e.g., Full Article, Figure/Table, etc.). In this step, you'll need to determine:

- The maximum number of formats and portions you'll want to offer at the full price before any discounts apply
- The percentage discount you'll want to apply to every additional format or portion beyond the maximum
- The maximum number of formats or portions to preauthorize before RightsLink should MR or Deny

As you make selections in the Pricing Pane, you will see them reflected in the Preview Pane.

**Note:** This step is for data capture only. We are not calculating prices for multi-format and multi-items.

## Step 7: Review, Edit, and Download Your Fee Schedule

Congratulations! You have successfully completed your Fee Schedule for the MedComms Type of Use. In this step, you can review all your prices across:

- Base Fees
- Type of Activity Adjustments
- Limit of Use Adjustments
- Adaptation Adjustments
- Translation Adjustments
- Multiple formats/Multiple portions

Click the Edit icon above each section to make changes to your selections.

## Glossary of Terms

With any software, there is a risk of getting lost in the nomenclature. To avoid this, we've created the following short glossary to help define some of the terms and concepts you will encounter in the Fee Builder tool.

**Activity Type:** This is the forum in which your content will be reused. For MedComms, customers can choose from:

- Congress/Satellite event
- Standalone/Product Launch meeting
- Product Detailing/Diagnostic aid
- Core slide deck/Reference materials
- Medical education (non-certified)
- Plenary event (non-promotional)
- Advisory board/Steering group (non-promotional)

**Baseline Order:** This is the combination of Activity Type, Limit of Use, and Portion Type that the Fee Builder will use to derive pricing for all the other combinations available to customers (including adaptations and translations) in MedComms.

**Format:** The media through which your content will be reused. Customers can choose from:

- Printed materials/leave-behinds
- Digital presentation/display
- Mobile devices/USB drives
- Secured website
- Unrestricted website

**Limit of Use:** The method by which reuse is limited to a specific audience size or duration. Depending on your configuration, customers can choose to limit their reuse by Audience size or Duration of License. They are then asked to specify from the following options:

### Audience Size

- 1-29
- 30-99
- 100-199
- 200-499
- 500-999
- 1000-1999
- 2000-4999
- 5000-9999
- 10000-19999
- 20000-49999
- 50000 or greater

### Duration of License

- 6 months
- 1 Year
- 2 Years
- 4 Years

**Portion Type:** The part of the content that the customer is requesting permission to reuse. The Portion Types available in MedComms can include:

- Full article
- Figure/table/illustration
- Text extract
- Abstract
- Video
- Visual abstract/infographic

## Have Questions?

Please contact us with any questions by email at [RightsLink Beta Support@copyright.com](mailto:RightsLink_Beta_Support@copyright.com)