

## Case Study

# How Eli Lilly and Company Leverages CCC's RightFind to Empower Teams Across the Drug Development Pipeline

CCC and Eli Lilly and Company have a long-standing relationship and history of collaboration revolving around copyright licensing, software solutions and information management to support Lilly's work in pioneering life-changing discoveries.

The Lilly Library and Legal teams are at the heart of managing important information and knowledge-based content for more than 37,000 employees in 120 countries around the world, including 8,900 researchers and developers. The Lilly Library provides access to scientific publications, key journals, congress and meeting abstracts, and other important ways that the research community shares information. They subscribe to the content resources their teams need and provide avenues for checking permissions and purchasing unsubscribed content through CCC's RightFind Suite.

With RightFind, the Lilly Library integrates and manages their company subscriptions, open access, internal collections, and document delivery purchases in one seamless software tool and reinforces copyright compliance by providing users an instant view into their existing rights to reuse published content. By partnering the expertise of the Lilly Library and Legal departments and using RightFind as key resource, they are able to better serve internal clients, support global compliance, and maximize the value of their content investments.

## Empowering Teams Across the Drug Development Pipeline

Using the power of biotechnology, chemistry, and genetic medicines, Lilly's scientists advance new discoveries to solve some of the world's most significant health challenges. From early research to clinical drug development to communicating directly with healthcare professionals (HCPs), information management and copyright compliance come together at Lilly to empower teams across their drug development pipeline. Whether aiming to accelerate innovation, promote collaboration or improve patient outcomes, here's a look into how CCC's RightFind and licensing solutions are an integral part of the stages of development.

### Early Research: Accelerating Innovation

When developing new medicines at Lilly, researchers require access to breaking information and want to get their hands on the right information at the right time. The Lilly Library makes sure that when entering into agreements with publishers, they have licensing that fits their needs as a pharmaceutical company. CCC's RightFind is a big part of how they manage this, providing a self-service option to help researchers gain quick, compliant access to content from existing subscriptions and document delivery.



#### Company

Eli Lilly and Company

#### Industry

Pharmaceutical

#### Headquarters

Indianapolis, Indiana, U.S.A.

#### About

Lilly unites caring with discovery to create medicines that make life better for people around the world.



RightFind helps our researchers gain quick access to the content they need, when they need it, but having the content is only one part of the equation. Copyright is the other."



Christina Bennett McNew  
Associate Director of  
Library Operations



We work together to provide answers that are meaningful for clients from a legal and operational basis. The Library serves as the first point of access for those clients. It's almost a triage function where the Library uses CCC's RightFind tool, as well as some copyright FAQs, guides, and templates that Legal has prepared."



**Bruce Longbottom**  
Associate Vice President,  
Assistant General Counsel,  
Trademarks

In addition, users are able to see how the content can be used based on rights provided by Lilly's publisher agreements and their Multinational Copyright License from CCC. They get the answers they need around-the-clock, and around-the-globe, making the early research process more efficient, thereby allowing for acceleration of new discoveries and innovation.

When end users have additional questions about content use, the Lilly Library and Legal teams often begin in RightFind to determine what rights are available, work together to advise clients of those rights, and ensure users know how to properly use RightFind for future inquiries to help save everyone valuable time.

#### **Pre-clinical / Clinical Development: Promoting Collaboration**

In addition to securing the rights for internal teams to use the information they need, Lilly equally does a lot of collaboration work with other companies in order to discover, develop, and bring to market new medicines. Naturally, working with collaboration partners presents additional considerations around copyright compliance.

So, how does a global organization manage this? They start by determining the terms of CCC's Collaboration Agreement, as well as any other relevant licensing agreements Lilly and the collaboration partner have with content providers.

*"We first check to see if we already have an existing Collaboration License. And if we don't, we ask the collaboration company if they have an Annual Copyright License with CCC. If they do, we can do an amendment to our existing copyright license with CCC, putting down on paper that we are working together and [the two companies can enter a Collaboration License and share content within project-specific workgroups.] We ensure business partners know that companies need their own license, and we must remain in compliance with our licensing terms."*

**Christina Bennett McNew**  
Associate Director of Library Operations

Together, these licenses complement existing publisher agreements and subscriptions and reduce the administrative burden of tracking and managing individual copyright permissions, so Lilly employees and their partners can focus on the business of innovation and collaborate in compliance with copyright.

To encourage internal collaboration, Lilly teams also utilize RightFind's Personal and Shared Libraries, where any articles and individual orders are automatically placed into their library, making it easily available for future reference. They can also move it to a shared library and can invite others with shared interests to collaborate within that library. Within that list of citations, they can tag, annotate and comment on articles, attach metadata, easily view the terms of use, and even notify teammates of updates, all of which helps streamline collaboration and promote knowledge sharing.

#### **Regulatory Approval/Commercial Use: Improving Patient Outcomes**

Further down the pipeline is where medicines are delivered to doctors, hospitals, and patients. Lilly believes they have an important role to play in that environment, which is communicating important medical content to those health care professionals, patients, hospitals or others. They do this proactively, when for example Medical Scientific Liaisons present slides at a conference, and sometimes reactively, when Medical Information professionals receive unsolicited inquiries from health care professionals, hospitals or patients. In both scenarios, the Medical Affairs teams need to be able to communicate information quickly and in a way that is copyright compliant. RightFind and CCC's licensing solutions help them do just that by providing clear visibility into what rights they may have for delivering that information, or when additional permissions are required.



In conjunction with the Lilly Library, we need to look at what access to relevant information those collaboration partners have, what rights they need, and what Lilly requires to legally access that information."



**Dr. John Rudolph**  
Associate Vice President,  
Assistant General Counsel,  
Trademarks

In the life sciences market alone, over 900 companies use CCC products and services. With a roadmap driven by R&D-intensive industry leaders, we are dedicated to meeting the needs of users in corporate environments from startup biotechs to the largest global pharmaceutical companies, across all stages of development.

CCC's RightFind Suite offers a single place to access, read, cite, share, store, organize, and collaborate on content. With secure and direct access to full-text articles, simplify the authentication process for CCC's copyright licenses, company subscriptions, open access, and internal collections. You will have access to the most comprehensive collection of scientific, technical and medical content to purchase unsubscribed articles. And with Shared Libraries, facilitate copyright-compliant collaboration within teams, from simple workspaces to highly customized content workflows based on role.

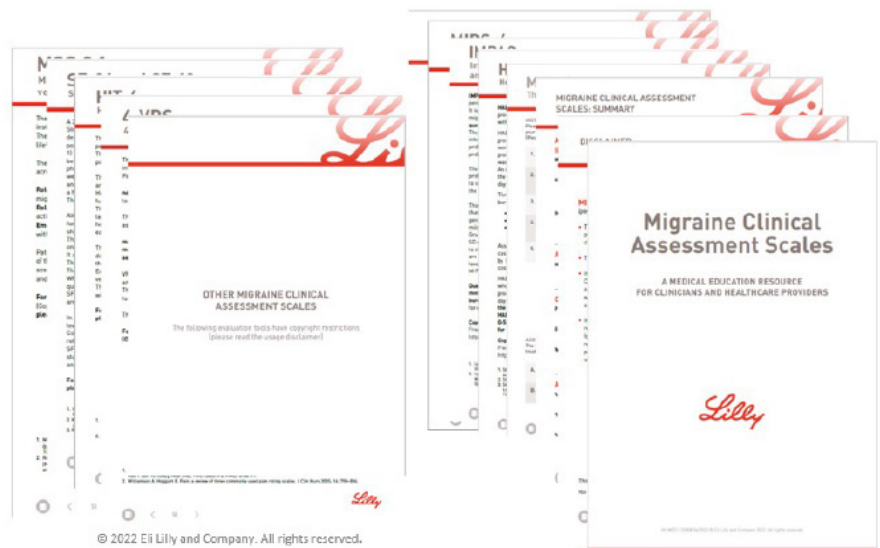
## RightFind in Action at Lilly

In one practical example, the Lilly team saw the need for a one-stop-shop answer to the question, "which migraine assessment tool should I use in my clinical trial or in my practice?"

If you're familiar with migraines, you know that the pain that's associated with it can be a very individual thing. As a result, the medical community in this therapeutic area has developed a myriad of different clinical measures to try and meet the varying needs for both patients and HCPs in their clinical settings, as well as in their private practices. So, being aware of and finding the right assessment tools can be very time-consuming and potentially frustrating for practitioners.

The Lilly Legal team working in partnership with the Library, and in part through the RightFind tool, helped to develop a one-stop resource for HCPs. The result was the Migraine Clinical Assessment Scales - a catalogued collection of relevant tools highlighting:

- which tools can be copied and are available in the brochure
- which tools may require the HCP to seek a license or to get a license through Creative Commons
- which tools may be available through Open Access



### About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

### Learn more

U.S. organizations:

- 🌐 [copyright.com/rightfind](https://copyright.com/rightfind)
- ✉ [solutions@copyright.com](mailto:solutions@copyright.com)

Outside U.S. organizations:

- 🌐 [rightsdirect.com/rightfind](https://rightsdirect.com/rightfind)
- ✉ [solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)