



RightsLink® for MedComms Roundtable Event

March 15, 2017
Institute of Directors, London

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SUMMARY OF EVENT

On March 15, 2017 at the Institute of Directors in London, a roundtable event was hosted by Copyright Clearance Center (CCC) and MedComms Networking which brought together 27 professionals from medical communications agencies and CCC's product team for RightsLink®. RightsLink is a point-of-content e-commerce service vending licenses to reuse copyrighted content, including for promotional purposes, and is employed by over 70 publishers worldwide especially from the scientific and medical publishing market.

CCC gained extremely helpful insight to the current needs, goals and values of MedComms professionals working to create content for their clients, and how RightsLink could further help them to be successful and work more efficiently. In turn, CCC hopes the MedComms attendees gained helpful insight of CCC's current plans for RightsLink. Most importantly, CCC looks forward to further collaborating with the MedComms community, including bringing the publishers into direct discussions and exercises, to deepen the engagement of CCC as a helpful partner of the MedComms industry and evolve RightsLink as an increasingly helpful product.

CCC would like to extend very special thanks to Peter Llewellyn of MedComms Networking for bringing together our terrific attendees, to Jackie Marchington of Caudex for her excellent presentation which added very helpful insight, and to Jonathan Clark for organizing the agenda, materials and facilitating such a successful event.

Next Steps

- Summarize roundtable and distribute findings to delegates
- Apprise the RightsLink publishers of the event's findings to raise their awareness and interest in working together to build solutions
- Schedule next roundtable event bringing together MedComms and publishers to continue building momentum and make tangible progress towards improvements

Summary Readout of Discussions

The Roundtable was very well attended and participants were engaged and keen to share their thoughts openly. There is a strong desire to involve publishers in discussions around licensing pain points.

The participants value clarity, efficiency, clear prompt answers and reasonable prices. RightsLink can help by delivering workflow solutions to help them quote, manage, and organize projects.

MedComms professionals are experienced and knowledgeable on copyright. They want to feel valued as experts by their pharmaceutical and medical device clients. Clients are often ignorant of copyright. At the same time copyright has a general negative perception: no one wants to talk about it, yet there are risks. CCC can help by providing education and training materials to help them guide their clients effectively and accurately.

The digital environment presents new challenges to copyright, e.g. the impact of social media. There would be great benefit in working with publishers to better account for and fully leverage the opportunities of more flexible digital formats. Also, more guidance on Open Access permissions would be valued.

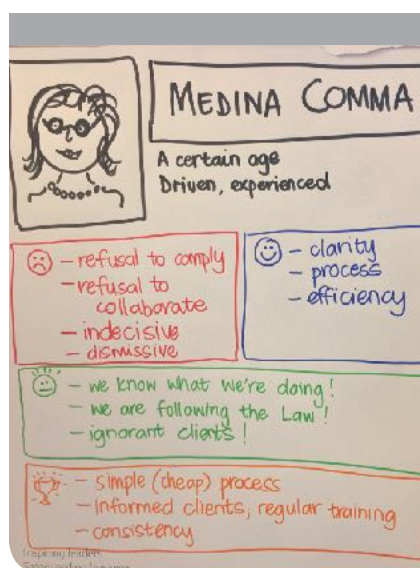
Zinc Ahead (Zinc Maps) and Vault PromoMats are commonly used to pass draft and final versions of scientific and promotional materials for comment and approval between medical communications companies and their pharma companies. It would be valuable to explore their potential role as compliance management tools and whether integration between them and RightsLink could be useful.

DETAILED READOUT - MORNING SESSION

Welcome to Our World

Each table created a poster that described the world of a MedComms company as if it was a Persona. Elements included: image(s); tagline; goals; a day-in-the-life narrative; frustrations /pain points.

MedComms people are experienced, they know what they are doing. Their goals are an easy life with happy, educated and copyright compliant customers. They want to feel valued as experts. Be seen as ethical and to be recognized as being legally accountable.

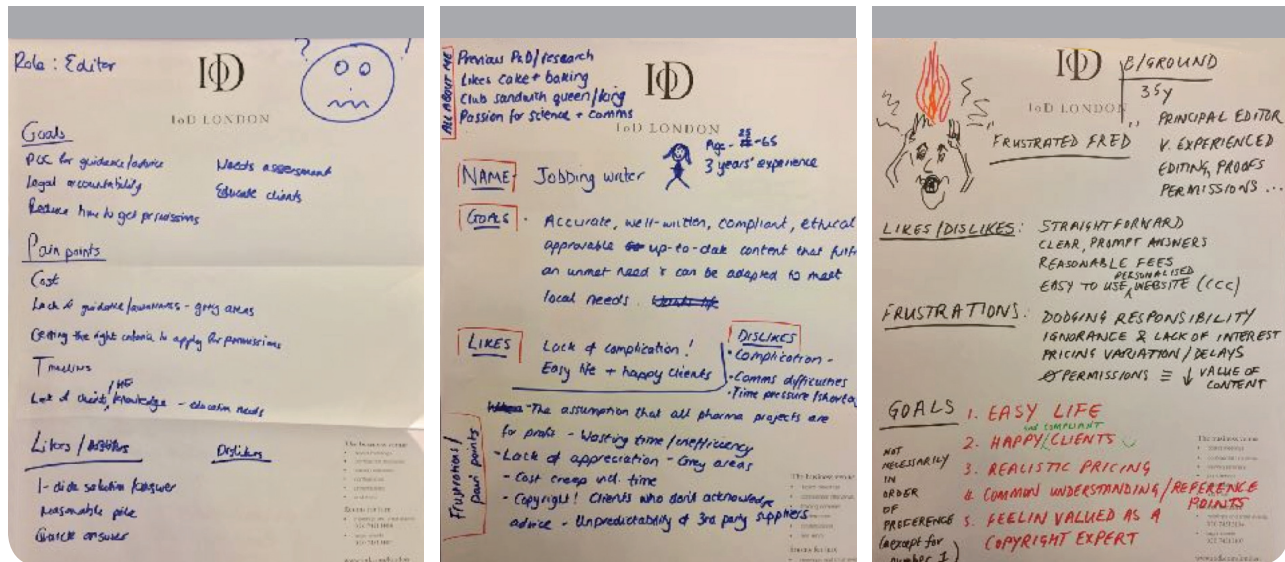


- They **like** clarity, efficiency, clear prompt answers, reasonable prices
- They **dislike** complications; time pressure; -not being copyright compliant; -clients being dismissive of their advice
- Their **pain points** are:
 - Ignorant clients
 - Copyright grey areas
 - Cost creep
 - Inefficiency
 - Pricing variations
 - Lack of understanding (clients and publishers)

Welcome to Our World Exercise

Observations from the discussion:

- They need tools for planning and budgeting
- Hard to scope a project and estimate the copyright fees
- Want notifications of expiring licenses
- Lower prices will lead to more use
- Promotional vs educational; sometimes it's not promotional, but education based, not a CME, more like Med Affairs
- Budgets - fixed pricing is a risk and the agencies needs to recoup these out of pocket costs
- Some projects (e.g. webinars) are impossible to predict - e.g. how many people will show up
- They would value having CCC help bring the publishers and MedComms together to work through issues



Welcome to Our World Exercise

DETAILED READOUT - AFTERNOON SESSION

Build the Future Carousel

Each table discussed the future of MedComms - what are the trends? the environment? the regulations? what about technology? user needs? where do we need to pay attention? etc. Each table then presented one thought at a time, the only rule being that they cannot say anything that's been mentioned before. We went around the carousel until all the thoughts were exhausted and we have a picture of the future as follows:

Impact of Digital

Digital changes the model. Wider faster reach, more visibility, wider audience. Also means supplementary materials and research data become more important. Data now available long before an article is written - what does that mean for IP and copyright?

Patient Centricity

A very important trend where increasingly patients are becoming involved in conferences, being covered by regulations, sitting on Boards as patient advocates and so on. Pharma is confused.

Patient Lay Summaries

This is an emerging trend which may be mandated but even if it is not then it may well start a trend and spread.

Globalization

Different markets across the world with different cultures, ethics and standards. Plagiarism and science fraud are on the rise.

Copyright Risks Increasing

MedComms clients will accept LESS risk; with more regulation, they will get more worried about exposure and want stricter coverage of copyright needs.

Social Media

Is increasingly having an impact on consumption of information; people would rather read a comment about an article than read the article, this leads to misinformation; people want to consume videos from YouTube, short attention spans. Is tweeting an image from the screen at a conference copyright infringement?

Increased Transparency

Expecting tighter regulations on Pharma; leading to more transparency on spending, etc...; transfer of value/payments require reporting; Sunshine Act; will Trump repeal the Sunshine Act and open up a freer flow of information and less regulation?

More BioTech

Pharma companies are buying BioTechs; changing what the offer will change what type of content/publications needed.

Commoditization of Publications

Impact factor will become less important and alternative metrics like social media impact will increase in importance; publishing is becoming more than just a paper – it is the video, supplemental materials, data – and people will want to consume these parts.

More Open Access

OA will increase; decreasing the need for copyrighted content.

Growing Business

MedComms business will grow; expect revenue growth in MedComms in the next 3-5 years.

More Freelancers

Increasing numbers of freelancers in MedComms all needing training.

Decline of the Full-Service Agency

Rise of the smaller and specialist agencies (PR, Digital, Social Media, Video etc).



Build the Future Carousel Exercise

ATTENDEES

Hosts and Presenters

Brian Goode, Product Manager, RightsLink, bgoode@copyright.com

Darren Gillgrass, Director, Rightsholder Products and Services, dgillgrass@copyright.com

Joanna Murphy Scott, Events and Design Manager, jmsscott@copyright.com

Peter Llewellyn, Director, NetworkPharma Ltd, peter@networkpharma.com

Jackie Marchington, Director of Global Operations, Caudex, Jackie.Marchington@caudex.com

Facilitator

Jonathan Clark is an independent advisor on strategy and innovation. He provides advice in one-to-one coaching sessions, innovation leadership trainings, group workshops or in much larger events. His experience in technology and international publishing gives him a deep understanding of running customer-centric businesses. Jonathan brings energy and enthusiasm into everything he does with a particular skill in helping people see things from new perspectives and to inspire them to make things happen. jonathanmtclark@gmail.com.

MedComms Attendees

Steve Banner, Darwin Healthcare Communications

Jackie Bannister, Fishawack Communications

Liz Beatty, inVentiv Health

Cath Bryant, Mudskipper Business Limited

Hilary Dean, Complete Healthvizion

Katherine Duxbury, Lucid

Elif Fincanci-Smith, NexGen Healthcare Communications

Lisa Henry, Publicis Resolute

Claire Inness, Highfield Communication

Billy Jenkins, Synergy Vision

Keely Jennings, Obsidian Healthcare Group

Katrina Lester, AXON Communications

Peter Llewellyn, NetworkPharma Ltd

Lisa Lovelidge, Hermes Medical Communications Ltd

Jackie Marchington, Caudex

John Matthew, Mudskipper Business Limited

Clare McCleverty, Adelphi Group

Heather Morris, Fishawack Communications

Ines Nebi, Succinct Medical Communications

Maria Nicholas, Succinct Medical Communications

Madeleine Nowak, AXON Communications

Kate Peregrin, AXON Communications

Jenny Szkolar, Virgo Health

Elizabeth Ward, Ashfield Insight & Performance

Paul Williams, Publicis Resolute

Elaine Wilson, Complete Medical Group

Will Woodhams, Integrated Medhealth Communication

CCC Attendees

1. Gretchen Gasser-Ellis, Senior Vice President, Product and Operations
2. Lauren Tulloch, Sr. Director, Corporate Products and Services
3. Darren Gillgrass, Director, Rightsholder Products and Services
4. Brian Goode, Product Manager, RightsLink
5. Aaron Reid, Product Manager, Republication License Service
6. Alexandra Smith, Marketing Communications Manager
7. Joanna Murphy Scott, Manager, Events and Design



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

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