

CARING FOR KNOWLEDGE

How Reprints Desk's Article Galaxy Research Platform Simplified BIAL's Information Access.



PHARMACEUTICAL CASE STUDY

Bial

caring for your Health

BIAL Quick Facts

The Company: Founded in 1924 and headquartered in Trofa, Portugal; Largest pharmaceutical company in Portugal with 900 employees and business activities in more than 40 countries on 4 continents.

Focus: Bial is committed to discovering and developing innovative medicines.

Motto: "Caring for Your Health."

Industries: Major drugs, health care.

Website: www.bial.com

Article Galaxy By Numbers

The Article Galaxy platform was first deployed in MARCH 2017. Now **120** researchers or nearly **14%** of BIAL's workforce are using Article Galaxy for simplified access to scientific literature.

Number of Users: **120 users**

Documents Delivered/Year: **1,200**

Article Delivery Speed: **Within an hour**

Average Cost/Article: **\$42.50**

Removing Information Barriers

As an R&D-driven pharmaceutical company, BIAL has always had a scientific document delivery service in place, but many barriers stood between vital content sources and the people who rely on an efficient, and unimpeded research content workflow. Lacking any kind of automation, the document delivery service was a manually-intensive process relying on a mediator.

Dr. Teresa Silveira, who manages scientific knowledge at BIAL, has been tasked with transforming the company's information access processes into a global strategy for building a knowledge-driven brand.

Solving The Problem

Following a comprehensive evaluation of scientific research systems and suppliers, BIAL adopted Reprints Desk's Article Galaxy Platform for three main reasons:

- Flexibility to gain access to information at any research stage.
- Collaborative way Reprints Desk engages with customers.
- Simplicity of the Article Galaxy research platform.

When it came time to deploy the system, a systematic approach was used and navigating human factors – such as the tendency of many users to fear new technologies – were taken into consideration.

>>> READ FULL INTERVIEW

TERESA SILVEIRA



About Reprints Desk®

Reprints Desk, Inc., a wholly owned subsidiary of Research Solutions, simplifies how organizations procure, access, manage, use, and legally share scholarly journal articles, clinical reprints, patents, and other content in medical affairs and scientific, technical, and medical (STM) research.

Organizations fueled by intellectual property choose Reprints Desk because of its collaborative business approach, efficient article supply system and services, and commitment to quality post-sales support. Reprints Desk has ranked #1 in every Document Delivery Vendor Scorecard from industry analyst and advisory firm Outsell, Inc. since 2008. For more information about Reprints Desk, visit www.reprintsdesk.com.

About BIAL

BIAL's mission is to discover, develop and provide therapeutic solutions within the area of health. In recent decades, BIAL has strategically focused on quality, innovation and internationalization. BIAL is strongly committed to therapeutic innovation, investing more than 20 per cent of its turnover in Research and Development (R&D) every year.

BIAL has established an ambitious R&D program centered on the neurosciences and cardiovascular system. The company expects to introduce more new medicines to the market in the next years, strengthening its international presence based in its own innovative medicines. For more information, visit BIAL's website www.bial.com.

“The core problem is not accessing information. The problem is transforming that information into knowledge that can drive the business. There is a huge difference between the two.” Dr. Teresa Silveira, BIAL

“We deployed Article Galaxy slowly by deliberately selecting the targets who would likely have the greatest interest and an urgent need of it. And it was easy to find them. In this profession, you can't sit in the office and manage content without interacting with people. It's important to talk with people and to understand their needs, giving them training, support, and some very important attention. You have to stay connected.”

Automating Access

Today, **Article Galaxy** is an integral part of BIAL's Documentation and Scientific Service, providing easy, automated access to scientific content and content usage data. The group no longer has to spend so much time manually preparing usage statistics and trying to understand users' information behavior in order to make business decisions because all the required data is just a few clicks away. In addition, the openness of the platform is having a positive impact on the way BIAL's researchers do their jobs.

“We are a company based on research,” Dr. Silveira continues. “The very foundation of our work is accessing and reading new content. Once we eliminated the bottlenecks and barriers between people and information, we saw an immediate increase in article orders to annually 1,200 — just by removing the barriers.”

Proven in pharmaceutical and many other research organizations, Article Galaxy has helped BIAL transform information into knowledge that drives business.

Automated Filtering with Reprints Desk's Article Galaxy Platform.



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