CASE STUDY

Global pharma company rolls out online content library for key product

Providing a single source of content with single sign on capabilities

A client with a product in rare diseases wanted to create an online library of content related to their first in class product. The project was described as a scientific lounge for HCPs.

Their challenge was to provide a large collection of critical studies from multiple publishing sources, track user access, transfer of value, understand user journey and stay copyright compliant. As if this wasn't enough the client also wanted to provide a single sign on for each user.

Their approach, aimed at time poor, specialist neurologists, also needed to capture consent to download multiple pieces of approved content in one easy transaction and be flexible enough to allow multiple future accesses to the content library.

Each article could be accessed through an online reader or downloaded to the HCPs desktop.

A scientific lounge for HCPs via Trustrack

The solution generated 60% access to some of the more popular papers and reached HCPs in key territories across Europe, Latin America and Asia.

Tangent90 used their Trustrack solution to enable the client to achieve the user journey they required. The links generated by Trustrack connected to the single sign-on solution within the client's content library, enabling the HCP to have unlimited access to the content without having to re-enter their credentials each time. Their details were also captured for tracking and / or consent purposes. Usage reports were sent monthly, so that the client could track who was viewing the content and whether new content was needed for the library.

The benefit of working with partners

Springer Healthcare and Tangent90 worked directly with the platform builders to integrate the Trustrack with the single sign-on technology that was being developed for the content library. Regular meetings were held to ensure that the client's requirements were being met and the user journey was as easy as possible for the time-sensitive HCP.

From the initial discussions to the final links being provided, it took just over two months. This included waiting for internal approval from the client, procuring all content and also the integration of the links to the platform's single sign-on technology.

Trustrack generated 60% access to more popular papers and reached HCPs in Europe, Latin America and Asia

18
articles uploaded to the content library

7
different publishers provided content to support the product

1
single sign on capability to access all content instantly

Taking care of content, getting buy in, best pricing and a single point of contact to the customer

Springer Healthcare were responsible for liaising with all the parties involved to ensure Trustrack was delivered. Content specialists from Springer Healthcare procured all of the content that was required for the content library, working with seven publishers directly to allow their content to be hosted in the Trustrack solution. By managing multiple orders, the team at Springer Healthcare procured all of the content in the most time and cost efficient means possible. They worked directly with Tangent90 to ensure all of the content was entered into their solution and the links were provided directly to the platform builders. Their team took responsibility for invoicing the client directly for all of the content costs and also the costs for Tangent90's solution.

"Springer Healthcare managed the procurement of content, coordinated with key publishers, and worked with Tangent90's team to ensure successful deployment to the customer."

About Springer Healthcare

- A strong global and local footprint with 19 offices across 13 countries

- Exceptional understanding of content reuse in all formats for rep triggered email, exhibition booths, e-detail and self-serve web channels

- Extensive experience in delivering content consolidation services including global reprint and e-Print orders

- Part of Springer Nature Group

- Exclusive distributor of more than 400 medical journal titles

- Able to access any medical content

To speak to a specialist from Springer Healthcare, contact them on https://springerhealthcare.com/contact/

Trustrack
CONSENT • ACCESS • INSIGHT

Tangent90 enables pharma to drive better access and ongoing engagement with healthcare professionals using innovative digital solutions to distribute and support communication of scientific copyright content. Our innovative solutions work seamlessly with the incumbent CRM, enabling reps to share scientific content in the form of an ePrint, capture consent and remain compliant whilst tracking every interaction.

Utilising our extensive knowledge of the life sciences industry and working with a network of partners we trust and who trust us, we offer unique solutions which address an important and often over-looked requirement – copyright compliance.

Together we deliver fast, cost-effective, compliant distribution of scientific content that meets the needs of HCPs, and enables the pharmaceutical industry to manage efficiencies and drive successful customer engagement.

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Springer Healthcare

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