

Case Study: Carle Foundation Hospital



Just what the doctor ordered — CCC's Annual Copyright License helps Carle Foundation Hospital keep critical information flowing freely

Carle Foundation Hospital, a 295-bed regional care hospital located in Urbana, Ill., offers a higher level of clinical service and technology than any area hospital, and serves as the region's only Level I Trauma Center and Co-Perinatal Center. With more than 25 departments, Carle Foundation Hospital joins with the Carle Clinic Association to provide services through the Carle Heart Center, Mills Breast Cancer Institute, and Carle Cancer Center. A full range of health-related organizations complete the hospital system.

To differentiate itself even further in today's dynamic healthcare market, the hospital recently formalized its commitment to medical research and education, with the goal of translating laboratory research into breakthroughs in patient care. The Carle Foundation Hospital is also working to become a Magnet hospital, a prestigious designation awarded by the American Nurses Credentialing organization.

In the past, when one of the hospital's employees — most often a physician or nurse — wanted to use or distribute an article from a medical journal or other copyright-protected publication, Carle Foundation Hospital's librarian, Jerry DeWitt, had to contact the copyright holder to seek permission. The process was costly and laborious, often taking 2-3 hours over a number of days. And, oftentimes, DeWitt was simply not able to secure permissions in time to meet last minute requests in the fast-paced Carle environment.

Recognizing the need for a better solution, DeWitt, along with the hospital's Library Committee and the vice president of medical affairs, gained approval from the Administrative Council to purchase an Annual Copyright License from the not-for-profit Copyright Clearance Center (CCC).

“My job is to protect my organization,” explained DeWitt. “I saw potential risk in the area of copyright infringement. If I didn't push for the Annual Copyright License, I wouldn't be doing my job properly. How much risk can you live with?”

Jerry DeWitt

LIBRARIAN

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A trusted intermediary between copyright holders and content users, CCC facilitates the exchange of reuse rights and royalties through a wide range of licensing services. Its Annual Copyright License enables U.S.-based employees to lawfully use and share copyright-protected material in print and digital formats within an organization — in this case, a hospital.

Now, when someone in the organization asks DeWitt for permission to use or distribute an article, it's simply a matter of logging on to CCC's website, copyright.com, and typing the publication name into the Find Title search box. Within seconds, DeWitt can easily determine if the publication is covered under the license, and what types of use are allowed. “Having the Annual Copyright License from Copyright Clearance Center has made my life a whole lot easier,” declared DeWitt. “We can say ‘Yes’ more often and our patrons are ecstatic.”

While any Carle Foundation Hospital employee is free to verify rights directly by using copyright.com, most are happy to defer to the expertise of DeWitt and his staff. To this end, in preparation for the hospital's annual Foundation Day event,

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the Library staff was asked to review a stack of presentations created by various hospital employees to be sure that any copyrighted content that was used was covered under the license. DeWitt estimates that on this one project alone,

15 – 20 hours in staff time was saved as a result of having the Annual Copyright License. And, the time and cost savings afforded by the License will continue to mount. “Magnet status requires a lot of information sharing, as the nurses have to show evidence of research activities,” explained DeWitt. “However, the biggest benefit Carle is receiving from having the Annual Copyright License is the free flow of information. People can feel comfortable about sharing information when we give the OK — they know it's legal. In addition, it shows what kind of organization Carle is. We respect the rights of others the same way we want our intellectual property rights respected.”

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

CRP0211

222 Rosewood Drive
Danvers, MA 01923 USA

+1.978.750.8400 Phone
+1.978.646.8600 Fax

info@copyright.com
www.copyright.com

