

Case Study: BCBS of Vermont



A healthy respect for intellectual property — CCC's Annual Copyright License helps Blue Cross and Blue Shield of Vermont ensure copyright compliance

Blue Cross and Blue Shield of Vermont is the state's oldest and largest private health insurer, providing coverage for more than 180,000 Vermonters. It employs over 350 people at its headquarters in Berlin and its field office in Williston, and has offered group and individual health plans to the people of Vermont for more than 60 years. Blue Cross and Blue Shield of Vermont is an independent corporation operating under a license with the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans.

Blue Cross and Blue Shield of Vermont places a high premium on integrity and, while it may be relatively small in terms of its number of employees, it has the same information needs found at larger companies. Which is why Vice President and General Counsel Chris Gannon decided to sign an Annual Copyright License with Copyright Clearance Center (CCC), the world's premiere provider of copyright licensing solutions. The Annual Copyright License enables employees at Blue Cross and Blue Shield of Vermont to freely and lawfully use and share copyright-protected information.

"There's value to being able to copy articles and distribute them to your peers, but you need to do it in a way that is legally permissible," stated Gannon, who also serves as Blue Cross and Blue Shield of Vermont's compliance officer. "With the license from CCC, I know that this is something that we can do."

To communicate to the company's 350 employees that the organization had purchased the Annual Copyright License and what that meant, Gannon sent out an "In the Loop" email, a company-wide communication reserved for the company's executive team members to talk about important

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new developments. Additionally, Gannon posted information about the license on his organization's intranet and included a link to CCC's website, copyright.com. Now when anyone within Blue Cross and Blue Shield of Vermont wants to use or distribute an article, they simply go to copyright.com and type the publication name into the 'Find Title' search box. Within seconds, they know if the publication is covered under the license and what types of use are allowed.

According to Gannon, signing the license with CCC has provided a number of tangible, as well as intangible, benefits to Blue Cross and Blue Shield of Vermont and it's made a statement about the company and its principles.

"The top benefit is the peace of mind that we're in compliance with the copyright laws," concluded Gannon. "As the compliance officer, I can say to the board that purchasing the Annual Copyright License is one of the steps we've taken to ensure compliance. Having the license

also gets back to integrity truly being a core value of our company. In today's environment, companies have a focus on compliance. Everyone in our industry has a compliance officer and everyone in the industry says 'integrity is one of our core values.' Well, if you don't have a license through CCC or other means ... you're potentially breaking the law. You can't say that integrity is a core value and then be a scofflaw on copyright infringement."

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.

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