



## Case Study: Genomind

# Centralized PDF Library Keeps Genetic Scientists on Track



## GENOMIND®

### A 3-Part Improvement Initiative For R&D

Genomind is a personalized healthcare company focused mainly on genetic testing. In today's fast-paced and competitive industry landscape, the company was looking for new ways to deliver top value to its customers, while streamlining its R&D processes. Its improvement effort centered on three objectives.

First, **improving content awareness** for scientists was critical. Genomind had to be able to efficiently maintain its existing products, conduct research on new products, and stay current in its recommendations. To accomplish those things, the company must ensure its researchers are keeping up with all relevant scientific literature. The second key objective was to **simplify copyright compliance**. The leadership at Genomind wanted to make it easier for team members in all departments—from clinical operations to medical affairs to the laboratory—to obtain journal articles in compliance with copyright. And finally, the third objective centered on **controlling acquisition costs**. In an effort to eliminate unnecessary spending, Genomind sought to prevent its researchers from placing duplicate orders of previously acquired articles.

### A Simple Yet Powerful Solution

Upon assessing its options, Genomind selected **Article Galaxy**, Reprints Desk's intelligent research platform. The solution, which combines modern technology with easy functionality, addresses all of Genomind's improvement requirements. In particular, Genomind was impressed by the following features:

### Quick Facts

Founded: 2009

Headquarters: King of Prussia, PA

Headcount: 51-200 employees

Industry: Biotechnology

### The Company

Genomind is a personalized medicine platform that provides genetic testing for both clinicians and patients, including tests for psychiatric conditions and optimal patient treatment options. To learn more visit [www.genomind.com](http://www.genomind.com).

### Article Galaxy Benefits

Genomind leverages Reprints Desk's Article Galaxy Platform for easy scientific literature access 24/7, including:

- ♦ A Copyright-Compliant PDF Library
- ♦ TOC Journal Notifications
- ♦ Duplicate Order Alerts

For more information visit us at [www.reprintsdesk.com](http://www.reprintsdesk.com).

- ✔ **Copyright-Compliant PDF Library:** A major deciding factor in selecting Article Galaxy was its centralized PDF library. Accessed through the platform's Bibliogo add-on, it provides a central location for the company's entire collection of previously-acquired, copyright-cleared journal PDFs and their associated bibliographies.
- ✔ **Reference Management:** Within the centralized library, Genomind applies a variety of reference management capabilities to improve its efficiency. They use the simple tagging feature, for example, to streamline research. "We created the Journal Club," said Dan Dowd, Genomind's vice president of medical affairs. "Whenever someone finds interesting or relevant literature, they add the citation to Bibliogo and add the Journal Club tag. Then, every Monday, we simply open up the Journal Club library and review the articles that have been added."
- ✔ **TOC Feeds:** Using the solution's table-of-contents (TOC) notification feature, the Genomind team sets up alerts for every gene that relates to their research. That way, whenever relevant content is published, they can quickly add selected citations to the appropriate bibliography folders. "It's a very efficient way to help us stay current," says Dowd.
- ✔ **Duplicate Order Alerts:** Once they've added citations to the library, Genomind team members can quickly and easily order any articles, on-demand, right from the Reprints Desk platform—and get a notification if they already own the article.

"Because we do a lot of clinical research at different times, the duplicate alert feature is very valuable to us," said Dowd.

## A Valuable Outcome

With Article Galaxy, Genomind successfully addressed the top challenges it sought to overcome: improving content awareness, facilitating copyright compliance, and eliminating the cost of duplicate orders.

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**"The Article Galaxy solution has been a big time-saver for our researchers, and a cost-saver for the organization."**

– Dan Dowd, Genomind VP of Medical Affairs

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According to Dowd, the solution has enhanced the company's R&D processes, while providing exceptional ROI. "We do a lot of research for our new products. At this point, we have set up about 80 separate bibliographies within the library hub. Each gene, each product, each future product has its own library folder. Being able to organize and centralize our research so efficiently has been a huge time saver," he said. "Now, everyone in the company can share copyright-compliant content, rather than buying articles piecemeal from various sources."

## About Reprints Desk

Reprints Desk, Inc., a wholly owned subsidiary of Research Solutions, simplifies how organizations procure, access, manage, and use scholarly journal articles, patents, and other content in scientific, technical, and medical (STM) research. More than 70 percent of pharmaceutical companies, prestigious universities, and other R&D driven corporations rely on Article Galaxy, Reprints Desk's cloud-based research platform, for simplified and lowest cost access to the latest scientific research and data. Reprints Desk has ranked #1 in every Document Delivery Vendor Scorecard from industry analyst and advisory firm Outsell Inc. since 2008.

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