

# Case Study: AIP and Informa Healthcare



## American Institute of Physics and Informa Healthcare Communications Improve Author Relations and Operations with RightsLink Publication Services

As publishers of some of the most-respected scholarly journals in the field, the AIP Publishing division of the American Institute of Physics (AIP) is a lifeline on the latest developments in physics, industrial applications, and advances in scientific computing. Researchers around the world rely on AIP for quality information, and in turn, AIP relies on them.

"The authors are really the lifeblood of our publications. Simply put, without authors' submissions, we would not have publications, and it's very important as publishers that we recognize that relationship, and that we foster it," notes Lori Carlin, Director of Fulfillment and Marketing at AIP Publishing. "We want our authors to see us as one of the best publishers to publish with. We want the experience they have with us to be the best experience that it can be."

Informa Healthcare Communications shares with AIP a common interest in maximizing contributor satisfaction. In addition to "frontline" researchers and physicians, though, the UK-based publisher also works with a growing number of third parties.

"These are 'publication planners,' who sit in pharmaceutical companies and research centers, and who are given the task to work directly with publishers to increase the dialogue of the process of submissions," explains Darren Gillgrass, Managing Director of the Informa Custom Publishing Group, including Informa Healthcare Communications. "Where we work with the third parties, we do spend a lot of time communicating the benefits of how to publish with Informa."

As specialists in developing and publishing high-quality medical content for both physicians and patients, Informa sees transparency and consistency of experience as keys to successful relationships with all types of "authors."

“With RightsLink, we can provide [authors] very clear instructions for how they can use our author services before, during, and after publication. ”

**Darren Gillgrass**

MANAGING DIRECTOR OF THE INFORMA  
CUSTOM PUBLISHING GROUP

According to Gillgrass, transparency and consistency are both benefits he identifies with RightsLink Publication Services, a customizable solution from the non-profit Copyright Clearance Center that integrates easily with journal production systems and manuscript submission workflow.

"With RightsLink, we can provide very clear instructions for how they can use our author services before, during, and after publication," says Gillgrass, who first installed RightsLink Publication Services in 2011. "Authors don't necessarily know at the beginning of their process who to contact or what is the proper process."

Working from their own high level of commitment to its author relations efforts, AIP reviewed a range of practices – from manuscript submission through to post-publication. As Carlin recalls, "our process was very manual. There were actually forms that the authors would print out and fill in and fax back, and it was a very, very cumbersome process."

When AIP sought out innovative ways to automate, they turned in 2009 to CCC's RightsLink Publication Services. A flexible, automated online technology that processes,

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invoices, and collects a complete range of author fees – including color charges, Open Access fees, and reprint orders – RightsLink Publication Services make it possible for a publication to save time and money, and to let authors place orders with ease.

Any change from prevailing publication practices at AIP needed to fit the workflow of the manuscript submission and acceptance process. There were two goals, according to Carlin: To make it as easy as possible for authors to take care of what they needed to take care of, while making it efficient for AIP to process both the information and the payments.

Of importance to AIP is RightsLink’s capacity to process orders for page charges. Just under half of AIP authors choose to underwrite select journals in this way, Carlin estimates.

“Those page charges are not mandatory. They’re voluntary on the part of the author if they would like to support the journals,” she explains. “Clearly, a good customer experience is important whenever an author wants to volunteer to support the journal.”

Today, the push to automate has gained momentum, with AIP beginning to publish a number of Open Access titles. While charges for Open Access are generally mandatory, notes Carlin, the author still retains the right to decide whom they publish with, and every touch-point throughout the process represents an opportunity to provide them with a superior customer experience.

### About Copyright Clearance Center, Inc.

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for the world’s most sought after materials, including in- and out-of-print books, journals, newspapers, magazines, movies, television shows, images, blogs and ebooks. Founded in 1978 as a not-for-profit organization, 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](http://www.copyright.com).

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