

# Addressing Medical Affairs Challenges with RightFind Navigate

## The risk of missing critical insights

As science rapidly evolves, staying up to date on the latest developments is critical across medical affairs in order to build credibility, make strategic plans, maintain regulatory compliance, support healthcare professionals and overall gain a competitive advantage.

From reputational damage to regulatory issues, the risks involved with missing important clinical findings can be very high. Teams need reliable, accurate data and evidence but face several challenges when it comes to finding the right scientific content.

## Why is literature search and monitoring such a challenge?



The ever-increasing rate of publications, data and patents is growing the likelihood of missing vital information.



Semantics of naming in biomedical data is complex and handled in different ways by different data sources.



It takes expertise to develop the right set of search terms with accurate syntax across multiple tools and information sources.

## RightFind Navigate can help.

RightFind Navigate uses an open integration framework that brings together licensed third-party data sources with internal proprietary information and publicly available resources.

Sample data sources include: NIH PubMed, NIH Clinical Trials, Microsoft Sharepoint, Drugs@FDA, ChemRxiv, BioRxiv, medRxiv, ChEMBL Compounds, Europe PMC, NIH RePORTER, PubChem, and over 40 additional 3rd party licensed data sources.



### Scientific Literature



Drugs



Internal Data



Patents



Funding & Grants



Clinical Trials



News



Chemical Information



Company Intelligence



Images & Videos



Preprints



Regulatory Information



Meeting Abstracts

## AI Powered Search

SEMANTIC ENRICHMENT

MACHINE LEARNING

PERSONALIZATION



Discover highly relevant content

## RightFind Navigate features for Medical Affairs professionals:



Multiple types of content in one place means less interfaces to learn



Semantic search provides confidence in coverage to reduce the likelihood that critical content falls between the gaps



Alerts offer continuous monitoring of new and changing information relevant to you



An analytics panel enables the ability to explore data in more depth



Personalized content recommendations help you stay up to date on the latest information in your area

## How does finding the right scientific content in RightFind Navigate help?

Access to scientific literature, clinical trial registries, patents, news, and more, can help Medical Affairs teams meet critical objectives.

### MEDICAL DIRECTORS

#### Therapeutic Area Monitoring

Continuously monitor the literature for advancements and updates in specific therapeutic areas to inform strategic decisions.

#### Strategic Planning

Guide long-term strategic planning and prioritization of research initiatives via literature insights.

#### Real World Evidence and HEOR Study Design

Ground RWE and HEOR studies in the latest data and methodologies.

### MEDICAL INFORMATION

#### Query Response

Monitor new data to provide up-to-date, evidence-based responses to healthcare professionals' inquiries.

#### Product Comparisons

Compare efficacy and safety of company products with competitors.

#### FAQ Database Enhancement

Continuously update a database of frequently asked questions (FAQs) with the most recent and relevant studies.

### MEDICAL/SCIENTIFIC COMMUNICATIONS

#### Systematic Reviews and Meta-Analyses

Conduct systematic reviews and meta-analyses to publish comprehensive studies on relevant topics.

#### Publication Gap Analysis

Identify gaps in current research and propose new study concepts to address these gaps.

#### Scientific platform and lexicon creation & updates

Develop core comprehensive concepts and lexicon for a given product.

### MEDICAL REVIEW

#### Promotional Material Review

Validate claims made in promotional materials, finding support from the latest evidence.

### PUBLICATIONS TEAMS

#### Training and education

Monitor literature to create libraries of the latest information in select therapeutic areas for internal stakeholders.

### MEDICAL SCIENCE LIAISONS

#### KOL Engagement

Prepare for interactions with Key Opinion Leaders (KOLs) by staying informed on the latest research and developments in relevant fields.

## About CCC

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.

## Learn more

Contact us to schedule a RightFind Navigate demo.

U.S. Organizations:

[copyright.com/navigate](https://copyright.com/navigate)

[solutions@copyright.com](mailto:solutions@copyright.com)

Outside U.S. Organizations:

[rightsdirect.com/navigate](https://rightsdirect.com/navigate)

[solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)