ESPERION®

Levels Up Publication Processes with PubPro

What happens when your publication management system becomes more of a burden than a benefit?

This question is at the heart of Esperion Therapeutics' decision to replace their existing publication management software with a solution that was better suited to help them meet their goals of transforming cardiovascular medicine.

Read on to follow Esperion's journey towards a more efficient and effective publication management process.

MEET THE CUSTOMER

ESPERION® works diligently to discover, develop, and commercialize innovative medicines to help improve outcomes for patients with or at risk for cardiovascular and cardiometabolic diseases.

Today and every day, Esperion teams strive to reimagine how those in need manage their heart health. In pursuit of this effort, the company is committed to setting – and reaching – goals that support patients, healthcare providers and society at large.

Publication management challenges

At the helm of Esperion's publication efforts is **Peter Herout**, who joined the company as Associate Director of Scientific Communications after practicing for more than 20 years as a clinical pharmacist.

In his role, Herout is responsible for a range of critical publication tasks — from identifying topics and authors, to managing submissions and reviews.

Esperion was relying on a publication management platform to manage between 10 and 20 publications each year, but as Herout recalls, "the software became increasingly unsuitable for our needs due to its complexity and lack of intuitive operation."

Managing reviews often meant sifting through a mountain of emails to collate feedback, a task that was not only time-consuming but also prone to errors.

This inefficiency created a tedious cycle of rework and frustration.

To compound these issues, Herout found their vendor's customer support lacking. Slow responses and inadequate resolutions for issues made it difficult to overcome system-related hurdles.

"Ultimately, the software we were using was just too cumbersome for our needs," Herout explains. "It felt like we were fighting the system rather than it working for us, which is what prompted us to search for a better solution."

The search for a new solution

In their search for a better publication management system, Esperion prioritized user experience and robust support.

Esperion considered various platforms, including iEnvision, Pubstrat, and Komodo. However, PubPro by BP Logix quickly emerged as the frontrunner.
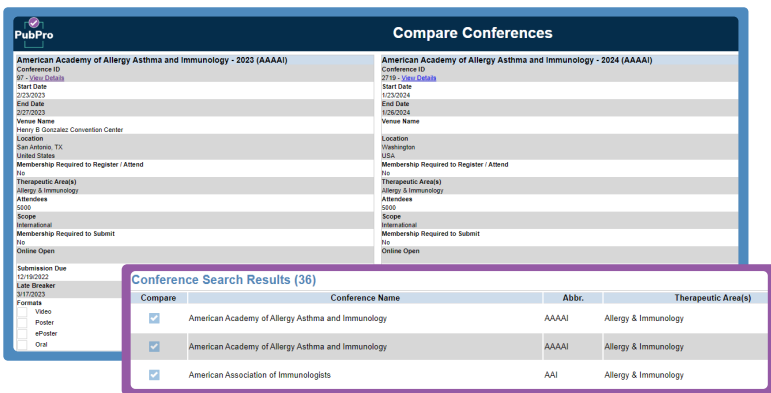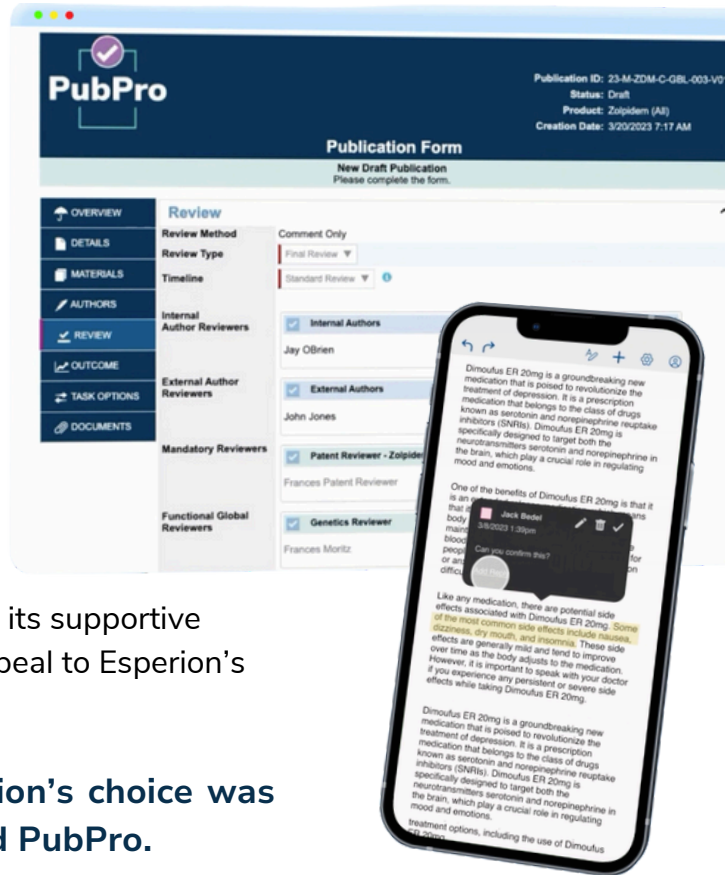
Why PubPro?

PubPro was designed to be tailored to their specific needs, and also struck a balance on cost and functionality.

One of the most appealing features of PubPro was author and reviewer functionality, which included the ability for end-users to take actions directly from emails. This streamlined approach was especially valuable to Esperion because it would make it easier to facilitate secure, user-friendly access to the system for external authors.

The cost-effective nature of PubPro, combined with its supportive customer service, further solidified the solution's appeal to Esperion's compact yet dynamic team.

Another factor that played a role in Esperion's choice was Herout's prior experience with BP Logix and PubPro.

In a role at a prior company, Herout became familiar with PubPro's interface and functionality while contributing to a publication as an author.

Then, after joining the Esperion team, he once again encountered the work of BP Logix after licensing the PubPro Journals and Congresses Portal as a standalone data module.

These experiences using the system left a lasting positive impression, and helped affirm Herout's confidence in PubPro's capabilities during his vendor search:

"PubPro offered an intuitive experience at a cost-effective price, aligning with our budget requirements and operational needs."

Implementation and results

The implementation of PubPro was quick and efficient, going from initial discussions in October 2023 to a fully operational state in under three months.

The system's adaptability and user-friendly design helped facilitate its integration into Esperion's existing processes.

"Currently, I'm the primary administrator and submitter for PubPro," shares Herout, "and we have about 10 active reviewers and several new authors. Our international collaborators adapted quickly to the new system, setting a positive example for our internal team."

"We have seen a significant reduction in the time and effort required to manage our publications. **PubPro is more than a tool; it's a part of our team now.**"

One of the biggest gamechangers for Herout and his team are the email notifications with deep links that enable reviewers to directly access and respond to review tasks.

"It's definitely a standout feature," says Herout. "By allowing reviewers to take actions directly from emails, we can reduce the need for manual follow-ups."

PubPro's rollout at Esperion has led to a more efficient and streamlined publication management process, all while greatly reducing administrative overhead.

"We have seen a significant reduction in the time and effort required to manage our publications," explains Herout. "PubPro is more than a tool; it's a part of our team now."

Ready to learn more about PubPro? Contact BP Logix today.