



REPRINTS DESK
The Content Workflow Company

Case Study: Applied BioMath

Easy Article Access 24/7 Empowers Mechanistic Modeling in Drug Development

Accelerating Research Workflows

Applied BioMath is an innovative startup company that uses mathematical modeling to help its customers elevate and accelerate their drug discovery and development processes. For Applied BioMath, delivering to customers on time is a top priority. Indeed, in the race to scientific drug discovery, time is of the essence.

Because the company works across multiple areas of biomedicine, its research team needs fast access to a broad range of scientific journals. "We often work on very, very tight timelines, where customers need to make key decisions with a limited amount of internal data," said Lore Gruenbaum, PhD, Applied BioMath's executive director of biology and pharmacology.

As a young startup, however, Applied BioMath did not have a research solution in place. To get the information they needed, team members had to go through the time-consuming and often costly process of finding and accessing literature from individual publisher websites. "As our company grew, we realized very quickly that we had a pressing need—from both a time and cost perspective—to find a more efficient way to acquire articles in a copyright compliant fashion," said Dr. Gruenbaum.

Saving Time with On-Demand Literature Access

Applied BioMath selected Reprints Desk's Article Galaxy platform to address its research needs. According to Dr. Gruenbaum, the decision was an easy one. "We looked at a few other solutions, but based on cost and positive referrals, we quickly homed in on Reprints Desk. The most important factors we considered were speed, coverage, and convenience" she said.



Quick Facts

Founded: 2013

Headquarters: Concord, MA

Headcount: 25-30 employees

Industry: Biotechnology

The Company

Applied BioMath helps pharmaceutical companies accelerate and de-risk drug development with mathematical modeling and simulation. To learn more visit www.appliedbiomath.com.

Article Galaxy Benefits

Applied BioMath leverages Reprints Desk's Article Galaxy platform to improve research retrieval and intelligence, including:

- ♦ Easy Scientific Literature Access 24/7
- ♦ Integrated Literature Search
- ♦ Duplicate Order Alerts

For more information visit us at www.reprintsdesk.com.

Article Galaxy addresses Applied BioMath's top three criteria:

- ✔ **Speed:** On-demand access to scientific literature saves time and accelerates research, delivering full-text journal articles within minutes, 24/7.
- ✔ **Coverage:** A broad portfolio of publishers—and integration with PubMed, Google Scholar, and 70 other search portals—ensures comprehensive discovery.
- ✔ **Convenience:** A robust, centralized platform simplifies the research workflow, prevents duplicate orders, and facilitates copyright compliance.

Going Beyond with Supplemental Materials

According to Dr. Gruenbaum, deployment was fast and easy: "I'd say from initial discussions to being up and running was about ten days. We really had no problems."

Since deployment, the company has been further impressed by Reprints Desk's willingness to solve any additional business challenges as they arise. Applied BioMath, for example, often uses data from supplemental materials to inform mathematical models. The problem was that they weren't getting these supplements with their downloads.

They reached out to their Reprints Desk account manager, and he addressed the issue very quickly to find a solution. "Now, we don't have to do a second submission or pay extra for any supplements. That was a very positive customer service interaction."

"Article Galaxy is saving us at least 50% of time with our current workflow. It also helps us make sure we're appropriately covered in terms of copyright. That's an important issue."

– **Lore Gruenbaum**, PhD, Executive Director of Biology and Pharmacology, Applied BioMath

In another instance, Applied BioMath approached Reprints Desk for help accessing old papers. "We sometimes need articles from the '60s and '70s that are not available online; they're only in print," said Dr. Gruenbaum. "The Reprints Desk team sent someone to the library to actually locate and scan the articles—thereby providing us with relatively fast access to even hard-to-find articles."

With Article Galaxy, Applied BioMath has enhanced and accelerated its own research processes—and in turn, is helping propel faster drug discovery and development among its customers.

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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