



# Healthcare case study

“ We believe good science is vital to support the validity and efficacy of natural medicines. Doing good research requires that we have access to scientific information and that we can share this freely within the business. Being compliant with copyright legislation simply makes sense.”

— Roberta Barbiellini

integria  
HEALTH CARE

## The freedom to innovate without infringing

Integria Healthcare is a natural medicines company formed from the merger of several highly respected Australian and New Zealand firms. With a strong emphasis on science, innovation and quality, Integria has been at the forefront of natural medicine research and development for sixty years.

### Challenge

Integria is concerned not only with product development, but with educating customers about the application of natural medicines in a healthcare context. The best way to support the validity and efficacy of natural products is to gather strong evidence to that effect, much of which comes from scientific journals.

The healthcare sector is highly regulated with strict corporate governance policies and procedures. If Integria employees are to access the information needed for marketing, education, innovation, and research and development (R&D) activities, they must ensure that they are regulatory-compliant and operating in an ethical manner.

### Solution

Roberta Barbiellini, Head of Education, Events, Innovations & Technical Support, sees copyright compliance as good sense. “We are constantly producing marketing and educational materials that draw on research and scientific publications,” she says. “We need to be able to access and utilise these materials in a copyright compliant manner.”

With a Copyright Agency licence, Integria employees are free to access and share diagrams, scientific papers and journal articles, knowing they are safe from infringement. The licence also allows Integria to share information on demand with healthcare providers.

### Result

Roberta agrees that the copyright licence allows Integria to carry out its key business activities more easily: “We can operate day-to-day knowing we are doing the right thing both legally and ethically.”

She can also see the benefit of the licence from the creators' perspective. “We also publish our own research in scientific journals and create our own original copyright-protected materials from time to time,” she says, “so it is reassuring to know that copyright is being protected, too.”

She feels the licence represents good value for money, “especially given how much Integria utilises and accesses scientific publications.”