

Publisher Gets a Healthy Boost



F.A. Davis is saving money and streamlining the production of its healthcare textbooks with censhare.



master your content



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At a glance

Industry

Publishing

Products

• Digital Asset Management

Business need

Healthcare publisher F.A. Davis needed a single, accessible source of truth for its content. It also wanted a way to streamline its publishing workflows and simplify rights management to save the company time and money.

Supporting carers since 1879

F.A. Davis Company was founded in Philadelphia, Pennsylvania, nearly 140 years ago and still calls the city its home. Today, 140 employees work to publish around 50 textbooks a year, which help nursing and health science students, educators, and practitioners deliver the highest standard of care.

Like all publishers, the company has expanded from paper books into the digital domain, providing ebooks and online learning and testing platforms, as well as audio versions of its books. This increase in delivery channels has added more complexity to the content production process. Titles can take up to nine months to produce – and that’s after a manuscript has been approved by the editorial team. Books can range from 300 pages to multi volume releases running to thousands of pages. And each one requires the input of dozens of people, both internally and externally.

Cindy Breuninger, Director of Content Solutions at F.A. Davis, oversees book production and censhare, for which her teammate Dan Clipner is the Program Manager. In 2014, F.A. Davis was looking for a way to manage content – specifically artwork – across the company. Clipner says, “Content was stored in various file systems belonging to different teams, which meant there was no central record or repository. Finding content could be difficult and was costing us time and money. We needed a single source of truth so that anyone could view any piece of content at any stage of the production process.”

Business Results



50
books published a year



Up to \$200
per image saved by
reusing artwork



100s
of hours of routine tasks
eliminated by automating
publishing workflows



100k+
images stored in censhare,
up from 20,000 just two
years ago

The company also needed a way to manage permissions. The rights associated with certain images or text were not digitally linked to the assets themselves, which meant that project coordinators could spend hours — running into the hundreds of hours every month — looking through emails and folders.

A third requirement was a streamlined production workflow. “We knew we could automate our workflow, which would save us time and money,” says Breuninger. “But any solution needed to integrate with our existing systems and applications.”

The brain trust

The company’s then Director of MIS and Internet Services George Ricciardi put together a project team, which included Breuninger and external consultant Bob Lane, to find a solution that would solve all three problems.

After shortlisting three vendors and inviting them in to give two demonstrations each, the team chose censhare, a decision that was backed by the company’s executive board. “We liked the flexibility and possibilities that censhare offered. We thought it had the strongest scope for expansion,” says Breuninger.

One step at a time

Initially, the team implemented censhare as a DAM to store, manage, and make accessible the company’s artwork. A second phase of work saw censhare adopted as the organization’s workflow management system. And a third major project is to integrate it with F.A. Davis’ Klopotek ERP system.

Breuninger and Clipner believe that the key to a successful implementation has been introducing censhare features gradually and managing the change by educating users about the benefits.

The project team's role has therefore shifted from making technology decisions to encouraging technology adoption. "We're still a traditional industry in some ways," says Clipner. "We even have a couple of authors who still work on paper. But censhare has been great because it's eliminated confusion about where to find things. If someone wants to see chapter two of a particular nursing book in copyedited manuscript, where do they go to see that? Now they go to censhare."

"Most employees are thrilled," says Breuninger. "We've had so much positive feedback."

"One of our senior project managers told me that, if we didn't have censhare, she'd never have been able to release one of her titles to production," adds Clipner.

censhare is home to nearly 100 projects and the same number of users — around half within F.A. Davis and the other half being external suppliers who access the system via a browser interface. The system also holds more than 100,000 images, up from 20,000 just two years ago.

And, by making permissions attached to any asset more visible in censhare, F.A. Davis has gained two benefits: project coordinators avoid hours of tedious searching, and the company saves time and money by reusing assets that it already owns the rights to rather than commissioning new ones. This can be up to \$200 and one month's development time per image. It's a similar story for amending artwork. Says Clipner, "Instead of making a physical copy of some art that needs alteration, project coordinators can just click to make an asset in censhare and submit it to the art department. For a book with a thousand images, that's a lot of time saved waiting by a copy machine."

2019 and beyond

Breuninger and Clipner are in the process of training more external vendors to use censhare via widgets that their team has developed. Soon, to meet federally mandated accessibility requirements, all images will need alt text, and vendors will be adding that to existing images beginning in late 2018. "censhare will allow us to make every one of our titles more accessible after this year," says Breuninger. "We're excited about what the future has in store."

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Cindy Breuninger, Director of Content Solutions, F.A. Davis

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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