

# eBooks help pharmaceutical giant develop employee skills and new cures

*U.S. headquarters adds digital materials in response to user demands and changing needs.*



## Situation

AstraZeneca Pharmaceuticals is one of the world's leading pharmaceutical companies, employing more than 64,000 people in the fight against cancer, heart disease, asthma, stroke and tuberculosis. In addition to heavily investing in drug research, the company is strongly committed to developing the professional skills of employees. Leading the way in these endeavors globally is AstraZeneca's Information, Science and Libraries Department, whose library is located in the research building at the U.S. headquarters in Wilmington, Delaware.

In 2002, **the library started to experience a significant decrease in foot traffic.** It was obvious, says Jamie Mehrman, Global Information Specialist, that the increase in Internet-based content was shifting user behavior. "Time is always an issue for people," she explains. **"They want direct access to information at their desktops."**

## Solution

The library staff decided they could best serve employees by moving to a digital environment, where users could access content in the form of eBooks and eJournals.

"We received requests from users about the materials they wanted," says Mehrman, "so we set out to find the best sources to fulfill their needs." AstraZeneca chose NetLibrary as the eBook provider because of its extensive collection of medical, IT and developmental resources.

The 865-eBook collection—which Mehrman adds to quarterly—is accessed through the library's catalog via the network. The collection includes professional development titles, self-help guides, and science, medicine and computer science books and manuals. **"It's a broad collection that serves a lot of people."**

## AT A GLANCE

- AstraZeneca is a \$24 billion pharmaceutical manufacturer
- Makers of leading brands such as Arimidex, Nexium and Crestor
- Information, Science and Libraries Department supports AstraZeneca globally
- 865 eBooks in collection

***"It's a broad collection that serves a lot of people."***

## Solution

"Our users love the eBooks," says Mehrman. "They like the instant gratification of finding what they want and having direct access to it." In fact, users have accessed the collection more than 10,000 times since it was first made available. "The professional development materials are our most used titles."

The instant access also equates to huge time savings. Employees no longer need to leave their offices to access reference materials or spend time searching the Internet. They can tap into the library's eBooks at anytime of the day from anywhere in the world.

Mehrman notes that one of the reasons for their eBook success is the active solicitation of input. "We use a suggestion form and we talk to departments to make sure we're providing the materials they need." And as they add to the collection, they immediately promote the materials in the library catalog.

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“Our focus is to provide a valuable service to our customers” says Mehrman. “NetLibrary eBooks help us deliver quality content to them, how they want it.”

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