

BP LOGIX SUCCESS STORY

Medical Device Company Scales Publication Output with PubPro





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A global leader in medical device innovation, renowned for its transformative work in neuromodulation and cardiac surgery, has always focused on publishing scientific evidence to support clinical decision making.

An increase in the number of studies, focus on global use and patient populations, and working with providers in established and emerging markets created a critical challenge: managing and scaling its publication processes to keep pace with demand.



The Global Publications Director knew the current approach was not optimized to meet the company's goals.

This is the story of how PubPro by BP Logix helped this company modernize its workflows and scale its publication management to new heights.

Publication management challenges

Before PubPro, the publication process relied heavily on manual workflows to ensure adherence to the latest Good Publication Practices (GPP2022).¹ Each publication required multiple emails to gather reviews and approvals, creating inefficiencies and increasing the potential for errors. The process also did not allow reviewers or authors to see other's comments and suggestions, which sometimes required additional dialogue to resolve.

"The system was a heavy lift: lots of emails and lots of reminders, which made it very difficult to track and streamline approvals and reviews."

This historical method strained internal resources, requiring team members to spend significant time chasing approvals and consolidating feedback. Beyond the time-consuming nature of the process, manually following up on approvals can place team members in the uncomfortable position of holding others accountable, creating interpersonal tension, and disrupting collaboration.

"Receiving multiple follow-up emails to complete a review can sometimes impact working relationships," the Global Publication Director explained. "Software helps mitigate that by depersonalizing reminders and enabling people to complete reviews more efficiently on their own time."

As the volume of publications grew, these inefficiencies became even more pronounced, underscoring the limitations of manual processes: "We were going from maybe 3 or 4 publications a year to 16. Many companies aren't increasing headcounts to compensate for this. It falls on the individual, or small group, and manual processes can hinder performance and outcomes."

Faced with rising demands and inefficiencies, the company needed a modern, adaptable solution. With over 30 years of experience in publication management, the publication director was tasked with finding a way to streamline and "future-proof" their operations.

¹ DeTora, L. M., Toroser, D., Sykes, A., Vanderlinden, C., Plunkett, F. J., Lane, T., Hanekamp, E., Dormer, L., DiBiasi, F., Bridges, D., Baltzer, L., & Citrome, L. (2022). Good Publication Practice (GPP) Guidelines for Company-Sponsored Biomedical Research: 2022 Update. *Annals of internal medicine*, 175(9), 1298–1304. <https://doi.org/10.7326/M22-1460>

The search for a new solution

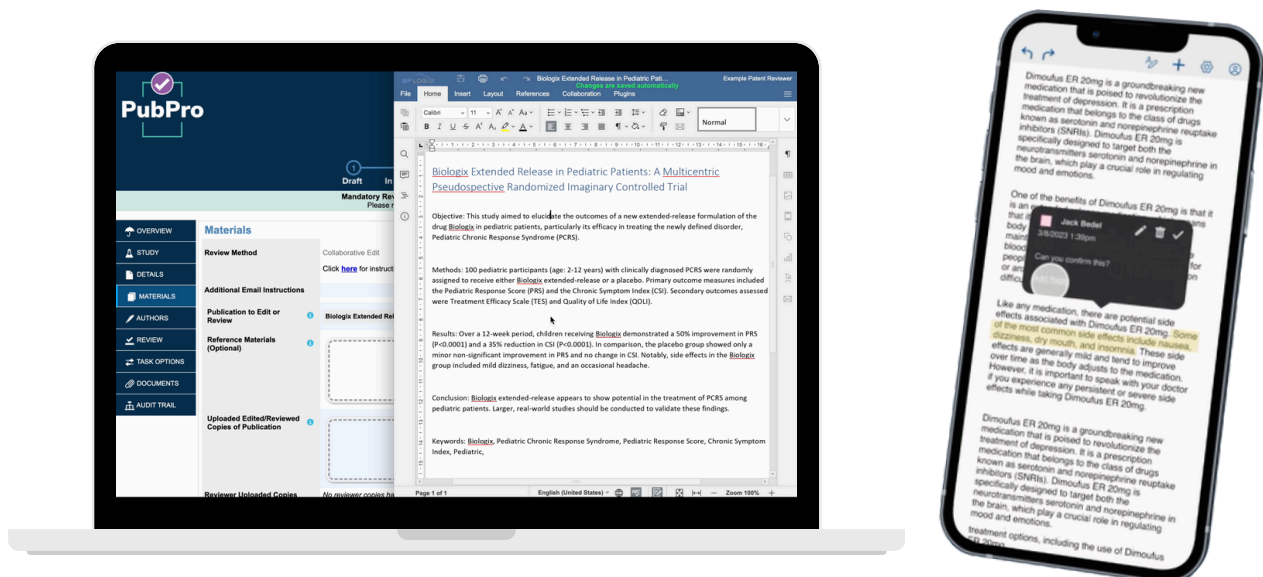
He began evaluating publication management systems with three key priorities: adaptability, user-friendliness, and scalability. The goal was to find a solution capable of handling growing publication needs without overburdening the team or requiring an overhaul of their established workflows.

After reviewing several options, PubPro by BP Logix emerged as the ideal choice for its flexibility and customizability.

Unlike rigid, one-size-fits-all platforms, PubPro's customer-first approach delivered a tailored solution that fits seamlessly into existing workflows.

Instead of forcing users to conform to the software's language and structure, PubPro allowed the company to retain its established processes while integrating new efficiencies.

“PubPro's flexibility ensured that we could see ourselves in the system and use it effectively without changing our terminology or workflows,” he notes. “While some platforms are packed with bells and whistles that may not even apply to every company's needs, the team at BP Logix listened to our unique requirements and delivered a customized solution adapted to our specific workflows, whether for external publications, social media posts, or internal presentations.”



Implementation

With PubPro selected as the ideal solution, the next step was ensuring a smooth and effective implementation. This phase involved close collaboration between the company and BP Logix.

"I hate implementation — it's always tedious — but there's a real opportunity to simplify it," said the global publications director. "I asked the team to bring best practices to me and help us adopt a basic framework out of the box, which we could then customize to match our company's nomenclature. The BP Logix team was extremely helpful; many of the adjustments we needed were just behind-the-scenes switches waiting to be turned on."

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During the implementation phase, the onsite leader encouraged feedback from his team, which helped uncover additional opportunities to refine the platform. This iterative approach ensured the platform was both functional and optimized for the company's unique needs, enhancing adoption and satisfaction.

For example, as team members began testing the platform, they identified areas where additional toggles or approvals could improve functionality.

"If the changes were appropriate, we implemented them," he recalls. "If not, I helped them understand why they weren't necessary."

The screenshot displays the 'Reviewer Dashboard' for 'PubPro Demo Patent Reviewer'. It features a sidebar with 'My Tasks' (17), 'My Completed Reviews' (44), and 'Top Journals & Conferences'. The main area shows a table of 'Reviewer Tasks' with columns for ID, Task Name, Title, Type, Product, Review Type, Submitter, and Due Date.

ID	Task Name	Title	Type	Product	Review Type	Submitter	Due Date
24-M-BLX-C-014-V01	Mandatory Reviewers	Pourques l'utliser	Manuscript	Biologix (All)	Draft Review	Cesar Mora	8/15/2024
24-AD-BLX-C-002-V01	Mandatory Reviewers	Pourques l'utliser 2	Abstract-Oral	Biologix (All)	Draft Review	Cesar Mora	8/27/2024
24-AD-AND-C-002-V01	Mandatory Reviewers	AD Oral Publication 1	Abstract-Oral	AND_Test_Product (All)	Draft Review	Anita Desai	9/5/2024
24-AD-AND-C-003-V01	Mandatory Reviewers	AD Oral Publication Ch#2	Abstract-Oral	AND_Test_Product (All)	Draft Review	Anita Desai	9/11/2024
24-M-BLX-C-024-V01	Mandatory Reviewers	Publication Test ACEGOK	Manuscript	Biologix (All)	Draft Review	Evilazio Lima	9/19/2024
24-AD-BLX-C-005-V01	Mandatory Reviewers	test conference due dates	Abstract-Oral	2840	Draft Review	Demo Submitter	9/23/2024
24-AP-BLX-C-009-V01	Mandatory Reviewers	France's Test Publication - 10/4 #1	Abstract-Poster	Biologix (All)	Draft Review	Demo Submitter	10/11/2024
24-BC-BLX-C-009-V01	Mandatory Reviewers	test	Manuscript	Biologix (All)	Draft Review	Demo Submitter	10/17/2024
24-BC-BLX-C-009-V01	Mandatory Reviewers	PP3 testing book chapter KOH	Book Chapter	Biologix (All)	Draft Review	Demo Submitter	10/17/2024
24-A-BLX-C-015-001	Mandatory Reviewers	Biologix in newborns	Abstract	Biologix (All)	Final Review	Demo Submitter	11/14/2024

This process of refining the system, adding layers, approvals, or toggles, ultimately made the implementation a success, ensuring that PubPro aligned perfectly with the workflows at the company.

Results

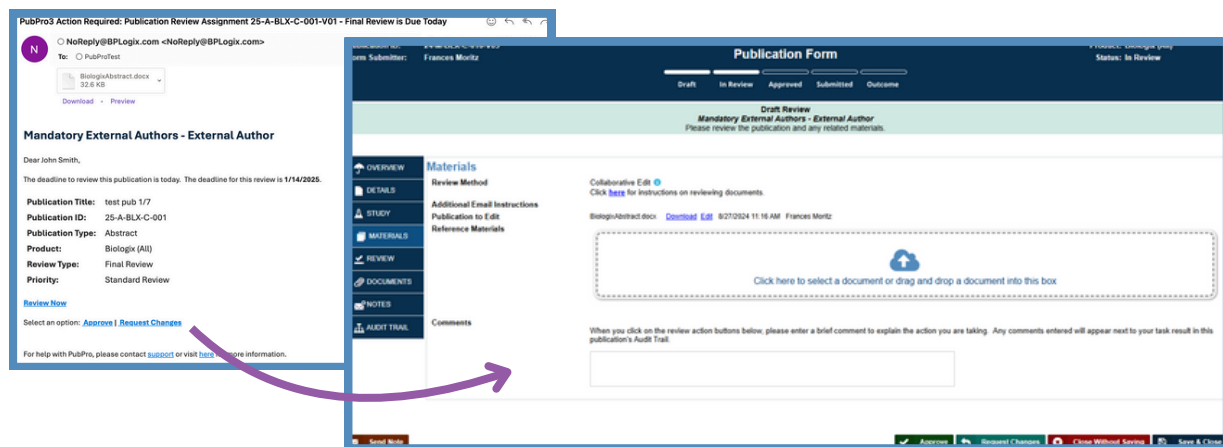
The successful implementation of PubPro delivered immediate and measurable improvements to the publication processes at this leading medical device company. In 2024 alone, PubPro facilitated over 65 approvals — including publications, presentations, and other outputs — enabling the team to manage significantly higher volumes without adding headcount.

The platform also enabled broader collaboration, scaling seamlessly from 5 or 6 authors per publication to 16, while improving relationships with both internal team members and external collaborators.

"Managing more than five or six authors on an email-based system was unmanageable. "With PubPro, we can now involve up to 16 authors per publication, all collaborating and reviewing seamlessly."

"With PubPro, we can involve **up to 16 authors per publication**, all collaborating and reviewing seamlessly."

PubPro also helped enhance collaboration with external authors by streamlining the feedback process and reducing bottlenecks: "While onboarding external authors takes time, once they're set up, the system allows us to gather and consolidate feedback effortlessly — something we could never achieve with manual processes."



By centralizing workflows and eliminating inefficiencies, PubPro empowered the company to scale operations while upholding high standards of collaboration and quality.

PubPro's lasting impact

PubPro didn't just address the immediate needs at the company. It transformed their approach to publication management, helping position the company for long-term success.

By aligning workflows with industry standards and streamlining operations, PubPro enabled the company to scale efficiently while maintaining its reputation for quality and rigor. Individual authors within the company can also manage their own publications for internal reviews and finalization of manuscripts, presentations, and draft outlines.

"Modernizing our publication management process allows us to be efficient in a world where there's so much demand on people's time, which is critical for attracting talent and aligning with industry expectations."

Beyond streamlining workflows, PubPro also plays a vital role in amplifying the visibility and impact of the company's scientific contributions.

"PubPro helps us build awareness of the scientific content being produced by the company," the director says. "That awareness is invaluable, especially when scaling the number of contributors and publications."

By delivering a solution tailored to the unique needs of the company, PubPro has become more than just a platform. It's a vital part of their success in a competitive, fast-moving industry.



Ready to scale up your publication process?

Request a PubPro demo today.