

# How Deanta helped **Bioscientifica** grow its exceptional portfolio of life sciences journals

Bioscientifica Ltd. is a fundraising subsidiary of **the Society for Endocrinology**, the UK's leading organisation for hormone experts. The company generates capital for biomedical study and practice through a raft of activities focused around publishing and events. Since its launch in the 1990s, Bioscientifica has built a much-lauded portfolio of life sciences journals, from **The European Journal of Endocrinology** to **Reproduction**.

Bioscientifica put its publishing production out to tender in 2014. The originally selected service provider, however, could not deliver on the agreed pricing, so Deanta stepped in and won the business. We spoke to Bioscientifica Operations Manager, Simon Laurenson, to learn how working with Deanta has helped the company burnish its reputation as an outstanding biomedical publisher.



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## Background

Bioscientifica's started working with Deanta after a previous service provider failed to deliver on its quote for publishing services.

"About 2014 we put out a tender for journal typesetting, which was initially won by another company," says Simon Laurenson." After a while it became clear they couldn't do the work for the agreed price, and they came back to us to renegotiate."

Uncertainty over price was just one of several publishing issues Bioscientifica was faced with. According to Laurenson, many of the typesetters he had considered lacked the required mix of academic expertise and basic publishing capabilities. Furthermore, staff working on Bioscientifica's online publishing were making errors, due to unfamiliarity with the technology.

"Corners were being cut, and botched solutions were being put in place. We're still picking up bugs in our really old content today, and we are having to make modifications and reupload content as a result."  
– Simon Laurenson

## The main drivers for switching to Deanta were the needs for:

- A publishing production provider that could deliver on-budget;
- A partner with strong specialist capability in academic publishing;
- Outside support and technical know-how to help with major publishing projects.

"We needed to replace our current supplier at short notice as they were unable to fulfil the agreed contract. Deanta were able to meet the price and technical specification, and

their team possessed the thorough knowledge of academic publishing needed to appreciate the issues we faced."

– Simon Laurenson.

## Combining technical specialisms with core publishing capabilities

When Simon Laurenson first spoke to Deanta, he was clear that Bioscientifica needed a partner with a strong mix of core publishing skills and specialist academic know-how.

"We'll only ever use companies that deal with STEM publishers. We wouldn't take a chance with someone else," says Simon. "Deanta had a track record in academic publishing, and they got what we needed straight away."

In common with a lot of publishers, Bioscientifica has only about three or four staff tasked with production and online publishing. This creates a need for external support to increase production capacity and bring in supplementary technical skills when big projects crop up. Last year, when Bioscientifica switched its online publishing platform, Deanta was there to help.



“Last year we moved our platform from HighWire to PubFactory, which at the time didn’t have many clients on it. It was a bit of a learning curve,” says Simon. “The people at Deanta did a heck of a lot of work to help out. Everything was properly modified and able to run. I don’t think we could have done it without a supplier who was that helpful.”

“Ten or fifteen years ago, publishing was a simpler process. Now, there are all these places online like PubMed where metadata has to go. Deanta have been really good at helping us meet the changing demands.” – Simon Laurenson

### **“One quick conference call, and it’s sorted”**

Bioscientifica has long since outsourced much of its publishing processes to India, a global hotspot for high quality offshore production.

Before teaming up with Deanta, Laurenson was used to seeing big fluctuations in the quality of this work. “Our difficulty in the past was high staff turnover,” he says. “When someone was new, the quality would dip, and we’d end up chasing for amends.”

The Indian job market is beyond Bioscientifica’s control, but according to Laurenson, Deanta’s support with copy-editing, proofreading and content design has helped keep content quality “good and consistent”.

Working with Deanta has enabled Laurenson to focus strategic activities between his base in Bristol and Deanta’s office in Dublin, which has simplified the working relationship between Bioscientifica and its offshore Chennai hub.

“Nowadays I tend to deal with Deanta’s team in Ireland, and our production editors deal with someone in Chennai in India. They deal with any queries and problems quickly,” he says.

“It’s a big help that Deanta has its front office in Dublin, away from the main production site in Chennai. The team in Dublin can look at the more strategic things, because they have the required level of technical knowledge. One quick conference call, and it’s sorted.”

– Simon Laurenson





## Conclusion

Working with Deanta has given Bioscientifica the production support and technical expertise required to grow its exceptional portfolio of life sciences journals, whilst keeping step with the evolving requirements of online publishing. Having contacts in both Dublin and Chennai has given Simon and his team a stronger link to the strategic and production elements of their publishing operations, which has helped keep content quality dependably high. And crucially, this has all come at the right price.

“Bioscientifica is currently planning to expand, and we’re confident we can cope with the changes down the line. Now we’re getting to the stage where we have reduced platform costs, so we can take a few more risks, such as launching new journals at short notice. I’d feel happy and confident doing that with Deanta.” – Simon Laurenson



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